



**BLUE ZONES PROJECT**  
by sharecare

## CHECKLIST FOR PARTICIPATING ORGANIZATIONS

**Clubs, Civic Groups, Non-Profits, Faith-Based Organizations, Homeowners Associations, Caterers, Food Trucks, and Other Community Groups**

Blue Zones Project® has identified specific activities that help organizations make healthy choices easier. By getting involved in Blue Zones Project and completing the Checklist for Participating Organizations, you can:

- Fuel the movement to **MOVE NATURALLY**
- Lead the way to **RIGHT OUTLOOK**
- Make it easy to **EAT WISELY**
- Help people in your organization **CONNECT**
- Become recognized as a Blue Zones Project Participating Organization for your contribution to this important community-wide effort

### **Achieving Blue Zones Project Recognized Status**

- Step 1: Identify and Activate Leaders
- Step 2: Engage at least 25% of Your Members in Hands-On Blue Zones Project Activities
- Step 3: Transform Your Environment
- Step 4: Communicate and Celebrate Your Success

### **Participating Organization Best Practices**

- Make healthy choices easier for all members through permanent and semi-permanent changes to the organization's surroundings and practices. **Choose a minimum of two actions per category:** Move Naturally, Eat Wisely, Right Outlook, and Connect.

*For more details on how and why to implement these actions, see implementation guidelines found in the Participating Organization Pledge Checklist.*

## MOVE NATURALLY

- Ensure bike racks are available to encourage alternative transportation.
- Encourage stretching, exercise, and/or movement at meetings, events, or gatherings.
- Plant and maintain a garden.
- Organize Walking Moai® teams.
- Coordinate a trail day or other recreation opportunity to encourage members to spend more time in nature.
- Support Blue Zones Project built environment projects and initiatives.

## RIGHT OUTLOOK

- Host or attend a Purpose Workshop that supports individuals connecting with their personal purpose.
- Promote volunteer opportunities in the community.
- Host a charitable-giving campaign or provide easy opportunities for your members to donate to a cause they're passionate about.
- Create an easy way for members to share gratitude and appreciation with each other.
- Organize Purpose Moai teams.

## EAT WISELY

- Establish a tobacco-free environment and designate your organization as a "Tobacco-Free Zone."
- Offer healthy, nutritious foods at meetings, special events, in vending machines, and as concessions.
- Don't use unhealthy foods for fundraisers.
- Host Potluck Moais.
- Install a water cooler or filtered-water dispenser.
- Support Blue Zones Project food and tobacco policy priorities.
- For Caterers and Food Trucks ONLY: Offer at least two Blue Zones Inspired® dishes on menus. Please refer to the Healthy Dish Guidelines and submit dishes for approval.

## CONNECT

- Establish a health-and-well-being council that meets regularly at the organization.
- Read best-sellers The Blue Zones or The Blue Zones Solution and organize book discussions.
- Host a family fun night, game or move night, or other monthly gathering that encourages social connections.
- Start an organized sports team or league, such as softball or bowling, and open up participation to all members.

## Marketing and Promotion

- Share your accomplishments within and outside your organization to generate positive recognition and associate your organization with community well-being. Use one or more of the following marketing and promotional actions to increase awareness, engagement, and recognition of your organization's participation in Blue Zones Project.
- Add a Blue Zones Project web banner to your website.
- Promote Blue Zones Project with a status update on your group's Facebook page and link it to [bluezonesproject.com](http://bluezonesproject.com).
- Tweet about Blue Zones Project and link it to [bluezonesproject.com](http://bluezonesproject.com) to match latest copy of org checklist: Post/write about Blue Zones Project and link it to [bluezonesproject.com](http://bluezonesproject.com).
- Write a blog post explaining and promoting Blue Zones Project.
- Include information on Blue Zones Project in your next newsletter.
- Email members about Blue Zones Project involvement and accomplishments.
- Co-Host a Blue Zones Project Activity.

## Celebrate Your Success

- Plan a formal announcement or celebration after the Blue Zones Project team has confirmed that you've completed the actions necessary to become a Blue Zones Project Participating Organization. Your Blue Zones Project representative will work with you to organize and promote this event.