



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Richard Thompson, Interim City Manager

FROM: Lindy Coe-Juell, Assistant to the City Manager

DATE: May 4, 2010

SUBJECT: Consideration of Approving a Letter of Support for the Beach Cities Health District's Vitality City Application

RECOMMENDATION:

Staff recommends that the City Council approve and sign a letter of support (Attachment D) for the Beach Cities Health District's (BCHD) Vitality City Application.

FISCAL IMPACT:

There is no fiscal impact associated with the recommended action. BCHD has confirmed (See BCHD letter, Attachment A) that as an applicant, the Beach Cities are not asked to provide any money and BCHD is not seeking financial support from the City.

If the Beach Cities are selected as a Vitality City and through the program process community needs are identified, the BCHD anticipates that the community leadership team would ask the business community to contribute if more funding is needed than BCHD can provide.

BACKGROUND:

The BCHD has identified an opportunity for the Beach Cities to compete in a national selection contest for participation in an innovative program called the Blue Zones Vitality City. The Blue Zone concept was documented by Dan Buettner in the New York Times best-selling book, "The Blue Zones: Lessons for living longer from the people who have lived the longest" as places where people measurably live 10-12 years longer and are found to have more productive lives.

A team of doctors and demographers identified nine lifestyle principles that are common to Blue Zones that include lifestyle, outlook, diet and community aspects. Although located in geographically distinct areas, the people that live in Blue Zone regions were found to share these lifestyle principles. The 5 regions that have been identified as Blue Zones are 1) Ikaria, Greece; 2) Nicoya Peninsula, Costa Rica; 3) Okinawa, Japan; 4) Sardinia, Italy; and 5) Loma Linda, California. See Attachment B for an overview of the Blue Zone concept.

Healthways (a public company headquartered in Nashville, Tennessee that is contracted by health plans, physicians, hospitals and medical organizations to offer disease management and care

programs to their patients) has formed a partnership with the Blue Zones team to create the Blue Zones Vitality City program. The stated purpose (see Attachment B) of the program is to ignite and lead a broad scale city-by-city movement creating healthier, happier, and more productive citizens all living and working together in a vibrant community.

The Healthways/Blue Zones program will be selecting a community to serve as a model Vitality City over the next few months. It is expected that the effort will be chronicled regularly by the national and local media over an 18-24 month implementation period providing a unique opportunity to show the world how to improve the overall health and wellbeing of a community.

Healthways/Blue Zones is targeting communities with populations of 125,000 or more. The Beach Cities of Manhattan Beach, Hermosa Beach and Redondo Beach meet the criteria. The BCHD believes that our community will be competitive for selection for the Blue Zone Vitality City and is spearheading the application effort. Applications for the Blue Zones Vitality City program are due on May 14th, finalists will be named on May 21st and the lead City will be selected in mid July.

DISCUSSION:

As a part of their application, the BCHD needs to provide letters of support from community leaders from the three Beach Cities. BCHD has asked the Manhattan Beach City Council to sign a letter of support and staff has provided a draft letter for approval and signature with this report (Attachment D). BCHD staff has confirmed interest for providing letters of support from the Hermosa Beach City Council, the Redondo Beach City Council, the MBUSD, the Redondo Beach School District, the Manhattan Beach Chamber of Commerce and the Redondo Beach Chamber of Commerce.

CONCLUSION:

Staff recommends that the City Council approve the attached letter of support for the BCHD's application to be selected as a Blue Zone Vitality City. Staff will have a hard copy letter ready for the City Council to sign this evening, should the letter be approved. A representative from the BCHD will attend the City Council meeting this evening to answer questions, if necessary, about the application and program.

ATTACHMENTS:

- A) Beach Cities Health District's Letter of Request for Support
- B) Healthways/Blue Zones Vitality City Program Overview
- C) Beach Cities Health District's Sample City Support Letter
- D) Draft Letter of Support from the Manhattan Beach City Council



Live Well. Health Matters.

April 29, 2010

Mayor Mitch Ward
City of Manhattan Beach
1400 Highland Ave
Manhattan Beach, CA 90266-4728

Dear Mayor Ward:

I am writing this letter to request that you and the City Council support our Vitality Quest. The City of Manhattan Beach can support our endeavor by completing Statements of Interest, championing our efforts, and participating in our leadership team.

This month, Beach Cities Health District (BCHD) identified a national opportunity to compete to become the next Vitality City. Vitality City began with Blue Zones' longevity research and proven model for evidence-based community well-being improvement interventions. Blue Zones researchers identified longevity hot-spots in the world and identified the healthy traits and life practices that improved the quantity and quality of life.

This year, Blue Zones has partnered with Healthways to scale this model to a metropolitan service area with a target population of more than 125,000 persons. The beach cities of Manhattan Beach, Redondo Beach and Hermosa Beach, not only meet the population criteria, but have demonstrated their commitment to promote healthy living. BCHD is spearheading the effort to bring the expertise of Healthways and Blue Zones to transform our community into a Blue Zone.

If selected as the next Vitality City, **Healthways |Blue Zones Vitality Quest** experts will come to the beach cities and work with BCHD and our local leadership team to complete a community needs assessment. They will begin with a pre-test of our community, using the Gallup-Healthways Well-Being Index™, the Vitality Compass® and other metrics relevant to our community and employers. Once a baseline is established, we will map our communities' assets and identify gaps in support systems that are impacting the social, emotional and physical well-being of your constituents. The leadership will then identify sustainable, evidence-based environmental interventions to help people live well and longer. After an 18-24 month time period to implement these interventions, **Healthways |Blue Zones Vitality Quest** experts will complete post-testing in our community to measure the impact of our investment.

During these difficult budget times we have worked to clarify the obligations for the application. As an applicant we are not asked to directly provide any money, nor are we seeking money from the city. During the process, all parties are committed to asking the business community to contribute if more money is needed than BCHD can provide. The obligation of the community leadership team during the process would be to do the "ask" of the business community. To our knowledge this is the extent of any possible financial implications.

As you know, the success of policy and environmental change interventions demands the commitment of the leaders in our community. The selection process of the next Vitality City will be evaluating community leadership's prioritization of improving the well-being of its community, their readiness to participate in a leadership team and work to secure funding of recommended interventions, and their willingness to work together across different sectors of the community (e.g. government, schools, employers, and community organizations).

We look forward to the City of Manhattan Beach joining BCHD as a member of our leadership team in our quest to become the next Vitality City. I am available during the week of May 3rd if you would like to further discuss this exciting opportunity. I can be reached by telephone at (310) 374-3426, Ext. 118 or by e-mail at susan.burden@bchd.org.

Sincerely,

A handwritten signature in cursive script that reads "Susan M. Burden".

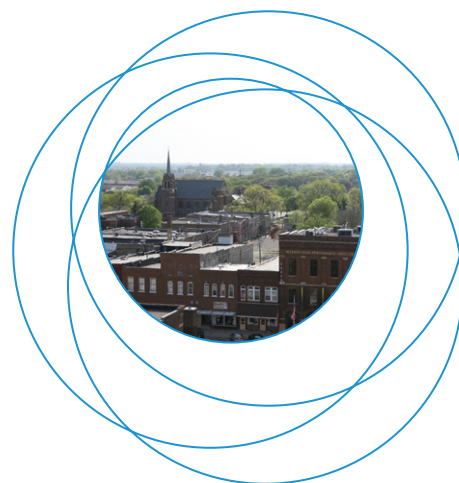
Susan Burden
Chief Executive Officer
Beach Cities Health District

What is a Vitality City?

A city of strength, energy and vigor where it all seems to work because its leaders and citizens share a bond of great purpose. A city with measurably lower healthcare costs and a quantifiably higher quality of life. A city that gains national recognition and positive media because of its game changing commitment to the vitality of its people. A city that becomes a “best place to live” which in turns generates deep seeded pride and drives overall economic and social progress.

In the Pilot Vitality City...

- *Newsweek* reported that healthcare costs for city workers dropped for the first time in a decade
- Absenteeism dropped up to 20% for key employers
- 51% of employers, 60% of restaurants, 100% of schools and 27% of the overall population engaged in this community-wide initiative
- Average life expectancy for participants rose by 3.1 years (based on those people that completed the Blue Zones Vitality Compass) while their risk for heart disease, diabetes and depression dropped commensurately
- Regular national media coverage allowed the community to energize its image. The result was a renewed sense of civic pride. A summary of results can be found in Appendix #2



“The results were stunning!”

--Walter Willett

Chair, Department of Nutrition
Harvard School of Public Health
Newsweek, February 15, 2010

What if you helped transform your community into a place where the healthiest and happiest people live?

Can your community be the next Vitality City? Would you like to be known nationally as a pioneer in a movement to improve well-being across the country?

Every community needs it. Be the leader that leads your community's transformation.

As featured on:



The New York Times

WSJ.com THE WALL STREET JOURNAL

Blue Zones (noun):

Blue Zones are places where people live measurably longer, happier lives with lower rates of chronic diseases and a higher quality of life. Scientists found five Blue Zones in different parts of the world and Dan Buettner documented the findings in the *New York Times* best-selling book “*The Blue Zones: Lessons for living longer from the people who have lived the longest.*”

On average, people in Blue Zones live up to 10-12 healthy years longer and are found to live more active and productive lives. Scientists have confirmed only five Blue Zones in the world and in the process identified nine lifestyle principles (*the Power 9*) that are common to all (see Appendix #1). The people in the Blue Zones, though geographically distinct, all shared lifestyle, diet, and outlook principles, that if applied to a broad population can have a transforming effect on the community.

Now your community has a chance to become a Healthways | Blue Zones Vitality City. Blue Zones and Healthways, a well-being improvement company, have partnered to create the Healthways | Blue Zones Vitality Quest, a community-wide initiative to help cities transform themselves and to achieve economic development through:

- Measurably healthier and happier community,
- More productive workforce which will attract new employers,
- More engaged population with a visibly stronger sense of enthusiasm, community and civic pride, and
- Major national recognition as a Vitality City

Over the next few months, the next Healthways | Blue Zones Vitality City will be chosen. What that means is that the Healthways | Blue Zones team could help you transform your community and achieve national recognition as a pioneering community.

It is expected that this effort will be chronicled regularly by the national and local media over the next 18-24 months and could provide your community with a unique opportunity for visibility as it transforms itself. The first city would begin work in July 2010. While reading this, consider if you are ready to lead your community to become a Blue Zones community.

How do we create a Healthways | Blue Zones Vitality City?

We couple the Blue Zones findings on health and longevity with established public health practices to increase the life expectancy and well-being of qualified, motivated American cities. The community-level transformation takes place over an 18-24 month period with an intensive six-month focus on individuals. We emphasize permanent or semi-permanent *evidence-based environmental* changes and policy adjustments over short-lived diet or exercise programs. In short, we make the healthy choice the easy, natural choice for citizens. The result is measurably lower healthcare cost and higher quality of life, which will generate positive media and economic development for your community.



Albert Lea, MN

The process of becoming a Vitality City will bring together a community with one goal: creating healthier, happier, and more productive citizens. The result is economic development by attracting new businesses, investment, and creating a community of choice for employers, residents and visitors.

It is estimated that 75% of healthcare costs are attributed to unhealthy behaviors and are potentially avoidable.¹ It is widely understood that these costs are unsustainable and have a direct impact on the economic health and prosperity of your community and its employers. Currently, American employers and taxpayers are bearing the majority of these costs; yet don't have direct influence on many of the choices that individuals make in their everyday environment. Employers and communities offer many health initiatives, including health education, recreation, sports programming, and healthy dining facilities that influence the health of a community, but many of these don't work together and are underutilized. The key to maximizing these investments is creating sustainable environments that make the healthy choice the easy choice. That is what becoming a Vitality City will do.



Albert Lea, MN



Albert Lea, MN

"I'm so proud of being part of a community that decided to take health care into its own hands."

--Albert Lea City Manager Victoria Simonsen

Your community could be many places on the scale of health and happiness. The Gallup-Healthways Well-Being Index™ City rankings provide an objective measure of the current health and happiness in the largest MSAs in the United States. (See Appendix #3 to see how your city compares). The Healthways | Blue Zones team will first perform a more detailed Gallup-Healthways Well-Being Survey (over-sampling) and an assessment of the infrastructure, schools, services, and employers to create a happier, healthier, more productive community that will be reflected in your community's well-being index score. The Healthways | Blue Zones Vitality Quest will not supplant initiatives currently happening in your community—rather it will work with, supplement, and increase participation in them. We know every community has great things going for it, and the Healthways | Blue Zones team seeks to drive support for those programs, services and initiatives.

Your community, as one of the first Vitality Cities, will receive media attention to draw employers, quality employees and additional support to make your community one of the best places to live, work and learn. The pilot project city—Albert Lea, Minnesota—received over 170 million media impressions including features on *Good Morning America*, *USA Today*, *Nightline*, *AARP Magazine*, *The Associated Press*, and *ABC.com*. Your community could be next...and you could be a leader in making it happen.

¹ Henderson MG, Hahn WM, Prince LE, Barry PM; Association for Health Services Research. Meeting. *Abstr Book Assoc Health Serv Res Meet.* 1997; 14: 33. National Health Information Practice, Hewitt Associates, Lincolnshire, IL 60069, USA.

How will we accomplish this?

The Healthways | Blue Zones Quest is the overall movement by which ordinary cities become Vitality Cities by implementing evidence-based, sustainable environmental changes and policy adjustments that support the key Blue Zones' principles. The key to becoming a Vitality City is community-wide engagement. It is only with the pledges of support and participation from community leaders, employers and other groups that your community can become a Vitality City. Our team brings organization, academic partnership with the University of Minnesota, the nation's top experts, national media attention, Healthways' well-being improvement solutions, access to the best health assessment and lifestyle management tools and a strong track record of success. Our partner cities must possess an internal will to transform; their leadership must demonstrate an ability to work together and coordinate key stakeholders.

- **Employers:** Employers representing a large percentage of the community's population will be engaged to create healthy workplaces, promote the Blue Zones principles, and help fund the community initiative which has been proven to reduce healthcare costs and absenteeism for them.
- **Schools:** Working with school districts the Vitality City team will bring the most effective programs for promoting nutrition, engagement with the community, being active, and providing nutritious meals.
- **Restaurants:** Many meals are eaten outside of the home and there is a science behind how people make meal choices. The Vitality City team will work with local restaurants to provide healthy choices...while increasing profitability.
- **City Government:** From policies to service offerings, city government is a key element in the health and happiness of its citizens. Bringing proven healthy policies and infrastructure planning skills, the Vitality City can permanently improve the well-being of its citizens.
- **Community Groups:** From sports leagues to action groups to foundations, community groups provide a base of initiatives and engage citizens to help drive community improvement initiatives.
- **Citizens:** The health of a community begins and ends with its citizens. Using special events, prominent speakers and media personalities, the Vitality City team will drive engagement, awareness and participation in community-wide initiatives and build civic pride.



Albert Lea, MN

What does the Healthways | Blue Zones Vitality City team provide?

Some highlighted services include:

- **Project Leadership Training and Management Coaching** – The Vitality City team will train community leaders and then coach them throughout the implementation of the entire project. We will work with the leadership team throughout the project providing direction to ensure a lasting legacy promoting Blue Zones' principles in your community.
- **Motivation and Inspiration** – The Vitality City team of experts will inspire and coach change across many institutions and populations. The team will provide keynote addresses, workshops, and attend other events to drive interest and participation.
- **Technical Advice** – The Vitality City team conducts audits, research, and provides best practices to close the gaps in programs, support the initiatives, and maximize the programs that may be currently offered.

- **Employer Well-Being Programs** – The Vitality City team will partner with employers to deliver effective strategic plans, roadmaps and programs to advance well-being and productivity within the work force, resulting in improved business performance.
- **Customized Community Website** – The Vitality City team will launch a customized community website at www.bluezones.com. This website drives a sense of connection between your citizens and promotes healthy activities and events.
- **Public Relations** – The Vitality City team will work with you to place stories in the national and trade press, including TV, Internet and print supported by the extensive library of Blue Zones’ video, photographs and access to Dan Buettner as a spokesperson.
- **Educational Takeaways** – Small visual reminders of critical lessons can help people reinforce new habits in a matter of weeks. Seeing others with the same visual items builds a sense of support and community around shared goals.
- **Outcomes Reporting** – The Vitality City team will track changes in life expectancy and well-being.
- **Activities and Events** – The Vitality City team will help create events, activities and programs during and after city selection.

The Vitality City offerings are based on extensive research, best practices and focus on initiatives and/or programs in each of the four domains to optimize the environment to create long-lasting change while encouraging healthy behaviors that lead to improved health and happiness.



What is the Vitality City process?



How does my Community become the next Healthways | Blue Zone Vitality City?

Interested communities should review the expectations and requirements that are outlined in the attached Statement of Interest Packet. This packet may also be found at www.vitality-city.com.

If your community meets the requirements, the first step to becoming a Vitality City is to complete and submit the attached Statement of Interest packet to applications@vitality-city.com by close of business on Friday, May 14, 2010.

Email questions to questions@vitality-city.com and/or attend the informational teleconference on April 9, 2010 (see www.vitality-city.com for details.)



Albert Lea, MN

Lead City Selection Key Dates:

Informational document & Statement of Interest available	3/16/10
Information Conference Call	4/09/10, 1:30 PM CT* Dial-in #: 719-325-2329
Statement of Interest Due from Cities	5/14/10
Finalists Named	5/21/10
Finalist City Visits	5/21/10 - 6/30/10
Lead City	Mid July

*Replays of the Conference Call will be available until April 16, 2010 at 719-457-0820, pass code 1813457

Who are Healthways and Blue Zones?



www.healthways.com

Healthways is a public company headquartered in Nashville, Tennessee that has been dedicated to a singular mission to create a healthier world. For three decades Healthways has been focused on identifying, addressing and mitigating diseases and health risks through proactive solutions and interventions rooted in evidence-based science and medicine. Through our solutions, millions of people count on us to make a positive difference in their well-being.

A personal approach: We partner with customers to understand their unique needs and objectives. We influence individual well-being, including physical health and social and emotional factors, by reaching out in ways that are most effective for each person. Our solutions keep healthy people healthy, reduce risks by changing health-related behaviors and optimize care for those with serious health concerns

Right place, right time interventions: We surround individuals with tailored support wherever they are—at home, at work, while seeking medical care and pursuing health improvement. We make the right connections at the right time, when and where interventions are most needed, to optimize results.

Clear differentiation: Our business is based on science. Proprietary partnerships and award-winning training help us drive behavior change. Deep expertise in designing communications and incentives builds and sustains engagement. Our integrated technology platform ensures timely intervention. And our personalized approach strengthens outcomes. We're committed to measuring and demonstrating our value to you.



www.bluezones.com

Blue Zones has rapidly emerged as an authority in the area of human longevity and healthy principles that lead to improved well-being. The Minneapolis, Minnesota based Company has integrated the findings from a vast array of scientific research along with a proprietary eight year study of the world's longest living populations. This research was first reported in the third best selling cover story in *National Geographic Magazine* history and a *New York Times* best-selling book, *The Blue Zones*. National Geographic, The National Institute of Aging, and AARP have funded the Company's work.

The Healthways | Blue Zones Partnership

Purpose:

To ignite and lead a broad scale city-by-city-movement creating healthier, happier, and more productive citizens all living and working together in a vibrant community.

Mission:

To work with City leaders, the education community, employers, and citizens to create cities with great vibrancy and vitality by embedding Blue Zones core driving principles along with Healthways 30 year proven track record of health solutions. To become a Vitality City is a game changing journey for cities, its leaders and citizens with a passion for and commitment to transforming lives for the purpose of creating a sustainable city of great vitality.

Vision:

We see a time, where the vitality and well being of America's cities and its citizens are the pride of our nation and the constitutional dream of life, liberty and the pursuit of happiness is being lived out in the lives of a healthier, happier and more productive citizenry.

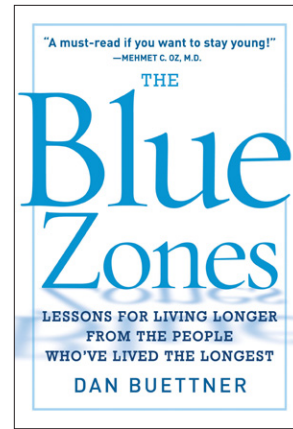
Appendix

1. Blue Zones/Power 9 Overview
2. 2009 Pilot Program in Albert Lea, MN
3. Gallup Healthways Well-Being Index & Community Rankings

Appendix 1: Blue Zones Overview

The Blue Zones were discovered by a team of doctors and demographers who worked to identify the longest-lived parts of the world and to study and collect data on their lifestyles. Since 2001, the team lead by Dan Buettner has discovered five regionally distinct and demographically confirmed “Blue Zones” in

- Ikaria, Greece
- Nicoya Peninsula, Costa Rica
- Okinawa, Japan
- Sardinia, Italy
- Loma Linda, California (among Seventh Day Adventists)



In the process they have identified nine lifestyle principles (the Power 9) that are common to all and can be organized into four specific areas:

Move Naturally – Individuals should strive to make their home, community and workplace present them with natural ways to move. Focus should be given to favorite activities, as the individual will be more likely to practice them regularly, for instance gardening, walking and playing with one’s family.

Right Outlook – Individuals must know and be able to articulate their sense of purpose, and ensure their day is punctuated with periods of calm.

Eat Wisely – In most cases fad diets do not provide sustainable results. Individuals and families should use time-honored strategies for

- Eating 20% less at meals
- Avoiding meat and processed food
- Drinking a couple of glasses of wine daily, if appropriate

Belong to the Right Tribe – Research has shown that it is exceedingly important that people surround themselves with the “right” people, the ones that make them happy. Time should be taken to put loved ones first as well as maintain connection with one’s spiritual side.



Move Naturally

Right Outlook

- Purpose Now
- Downshift

Eat Wisely

- 80% Rule
- Plant Slant
- Wine@5

Belong

- Right Tribe
- Community
- Loved Ones First

Appendix 2: Blue Zones Prototype Community Program

A prototype Blue Zones community transformation program, sponsored by AARP and the United Health Foundation, was completed in the town of Albert Lea, MN with fantastic results.

This community program, called the AARP/Blue Zones Vitality Project, focused on *community environmental interventions* across four domains: Community, Social Network, Habitat and Inner Self. Blue Zones worked with Albert Lea's leaders to transform the way the residents eat, work, exercise, and play. Together they added community gardens, provided healthy alternatives in restaurants menus and vending machines, created "walking school buses" and built new walking trails.



Albert Lea, MN

What Changed

- Over 27% of the population participated in the program
- Restaurants changed their menus to offer healthy choices
- Schools implemented 9 policy changes and weaned kids off snack foods
- Businesses changed their environment and policies to encourage healthy behaviors
- Volunteers planted 70 community gardens
- Biking and hiking paths were connected through-out the community to encourage more walking/social groups called "Walking Moais"

The Results

- Albert Lea received national media attention for its work
- Employers reported a 20% drop in absenteeism
- The City Manager reported a 48% decrease in health care costs
- Life expectancy increased an average of 3.1 years (based on results from the Vitality Compass® assessment tool)
- Participants lost an average of 3 lbs each
- Kids walk more, due to a "walking school bus" system that has them walk the last mile to school *every day* under the supervision of parent and seniors volunteers.

Appendix 3: The Gallup-Healthways Well-Being Index™ and Community Rankings



www.well-beingindex.com

About the Index:

Healthways and Gallup joined forces to lead the world in understanding the key correlations between people's well-being and their physical, emotional and social health, health behaviors, basic access to necessities, work, community support, economic and other life influencers. The Gallup-Healthways Well-Being Index™ (WBI) is the only index that measures these important relationships and how they positively or negatively influence each other.

Forming a 25-year strategic partnership in January 2007, Gallup and Healthways created the Well-Being Index (WBI)—the "official statistic" on the state of well-being in the U.S. The WBI provides an ongoing and real-time view of the public's well-being in the U.S. and abroad. This daily pulse or voice of the people is the largest and most comprehensive collection of well-being data ever assembled with 1,000 surveys completed across the nation every day.

- The survey measures overall well-being and the six domains that contribute to the overall result, including: Life Evaluation, Emotional Health, Physical Health, Healthy Behavior, Work Quality (satisfaction & environment), Basic Access (food, shelter, safety)
- Employers, health plans, communities and governments benefit from the WBI's findings by understanding key influencers of well-being. Through the findings, business and community leaders have the knowledge needed to make more informed decisions that will, ultimately, improve their constituents' health, engagement, presenteeism, productivity and business performance.
- Daily, 1,000 surveys are completed telephonically by Gallup on a national and organizational level to generate the data for the Gallup-Healthways Well-Being Index. The national, state and community level results help employers, health providers, governments and policy makers improve health and well-being at a macro level.
- Healthways administers the same survey with corporations and adds questions around employee productivity, work environment, work engagement and organizational support of healthy lifestyle choices, and the impact to an organization's financial performance. Findings from this survey can be benchmarked and compared with those in the Gallup-Healthways Well-Being Index.
- The WBI goes beyond the traditional Health Risk Appraisal (HRA) by offering a more comprehensive view of a population's well-being, including the factors that most frequently drive employee engagement, productivity and company performance. While an HRA covers only a snapshot in time, the WBI survey is a dynamic metric that offers the ability to segment, trend and benchmark a population at any point in time over any defined time period.

2009 Gallup-Healthways Well-Being Index Community Rankings: TOP QUINTILE

	Composite	Rank
Boulder, CO	72.5	1
Holland-Grand Haven, MI	71.0	2
Honolulu, HI	70.8	3
Provo-Orem, UT	70.6	4
Santa Rosa-Petaluma, CA	69.4	5
Santa Barbara-Santa Maria-Goleta, CA	69.3	6
San Jose-Sunnyvale-Santa Clara, CA	69.2	7
Washington-Arlington-Alexandria, DC-VA-MD-WV	69.1	8
Ogden-Clearfield, UT	69.1	9
Oxnard-Thousand Oaks-Ventura, CA	69.0	10
Naples-Marco Island, FL	68.9	11
Cedar Rapids, IA	68.8	12
Killeen-Temple-Fort Hood, TX	68.8	13
Bremerton-Silverdale, WA	68.7	14
Santa Cruz-Watsonville, CA	68.6	15
Raleigh-Cary, NC	68.6	16
Minneapolis-St. Paul-Bloomington, MN-WI	68.4	17
Lancaster, PA	68.4	18
Norwich-New London, CT	68.4	19
San Luis Obispo-Paso Robles, CA	68.4	20
Lexington-Fayette, KY	68.4	21
Portland-South Portland-Biddeford, ME	68.3	22
San Francisco-Oakland-Fremont, CA	68.1	23
Binghamton, NY	68.1	24
Durham, NC	68.0	25
Kennewick-Pasco-Richland, WA	68.0	26
Boise City-Nampa, ID	68.0	27
Bridgeport-Stamford-Norwalk, CT	68.0	28
Trenton-Ewing, NJ	67.9	29
Des Moines-West Des Moines, IA	67.9	30
Eugene-Springfield, OR	67.9	31
Boston-Cambridge-Quincy, MA-NH	67.7	32
Madison, WI	67.6	33
Tallahassee, FL	67.6	34
Virginia Beach-Norfolk-Newport News, VA-NC	67.6	35
Seattle-Tacoma-Bellevue, WA	67.6	36
Colorado Springs, CO	67.5	37

2009 Gallup-Healthways Well-Being Index Community Rankings: SECOND QUINTILE

	Composite	Rank
Burlington-South Burlington, VT	67.5	38
Kansas City, MO-KS	67.5	39
Anchorage, AK	67.5	40
Medford, OR	67.5	41
San Antonio, TX	67.5	42
Atlanta-Sandy Springs-Marietta, GA	67.5	43
Ann Arbor, MI	67.5	44
Bangor, ME	67.5	45
Wichita, KS	67.5	46
Huntsville, AL	67.5	47
Jackson, MS	67.4	48
Gainesville, FL	67.4	49
Dallas-Fort Worth-Arlington, TX	67.4	50
San Diego-Carlsbad-San Marcos, CA	67.3	51
Denver-Aurora, CO	67.2	52
Wilmington, NC	67.2	53
Baton Rouge, LA	67.2	54
Austin-Round Rock, TX	67.1	55
Charleston-N Charleston-Summerville, SC	67.1	56
Tucson, AZ	67.1	57
Salem, OR	67	58
Yakima, WA	67	59
Prescott, AZ	66.9	60
Davenport-Moline-Rock Island, IA-IL	66.9	61
Hartford-West Hartford-East Hartford, CT	66.9	62
Nashville-Davidson-Murfreesboro-Franklin, TN	66.9	63
Barnstable Town, MA	66.9	64
Duluth, MN-WI	66.9	65
Columbia, SC	66.8	66
Salt Lake City, UT	66.8	67
Harrisburg-Carlisle, PA	66.8	68
Sacramento--Arden-Arcade--Roseville, CA	66.8	69
Phoenix-Mesa-Scottsdale, AZ	66.8	70
Fort Collins-Loveland, CO	66.7	71
Portland-Vancouver-Beaverton, OR-WA	66.7	72
Omaha-Council Bluffs, NE-IA	66.6	73
Lansing-East Lansing, MI	66.6	74

2009 Gallup-Healthways Well-Being Index Community Rankings: THIRD QUINTILE

	Composite	Rank
Bellingham, WA	66.6	75
Charlotte-Gastonia-Concord, NC-SC	66.6	76
Grand Rapids-Wyoming, MI	66.5	77
Augusta-Richmond County, GA-SC	66.5	78
Albany-Schenectady-Troy, NY	66.4	79
Orlando-Kissimmee, FL	66.4	80
Lincoln, NE	66.4	81
Myrtle Beach-North Myrtle Beach-Conway, SC	66.3	82
Houston-Sugar Land-Baytown, TX	66.3	83
Atlantic City-Hammonton, NJ	66.3	84
El Paso, TX	66.3	85
Los Angeles-Long Beach-Santa Ana, CA	66.3	86
Asheville, NC	66.2	87
Baltimore-Towson, MD	66.2	88
Roanoke, VA	66.2	89
Albuquerque, NM	66.2	90
St. Louis, MO-IL	66.1	91
Chicago-Naperville-Joilet, IL-IN-WI	66.1	92
Olympia, WA	66	93
Riverside-San Bernardino-Ontario, CA	66	94
Milwaukee-Waukesha-West Allis, WI	66	95
Palm Bay-Melbourne-Titusville, FL	65.9	96
Peoria, IL	65.9	97
McAllen-Edinburg-Mission, TX	65.9	98
Indianapolis-Carmel, IN	65.8	99
Salinas, CA	65.8	100
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	65.8	101
Oklahoma City, OK	65.8	102
York-Hanover, PA	65.7	103
Springfield, MO	65.6	104
Vallejo-Fairfield, CA	65.6	105
Richmond, VA	65.6	106
Allentown-Bethlehem-Easton, PA-NJ	65.6	107
Green Bay, WI	65.5	108
Columbus, OH	65.4	109
Manchester-Nashua, NH	65.4	110
Fayetteville, Springdale-Rogers, AR-MO	65.3	111

2009 Gallup-Healthways Well-Being Index Community Rankings: FOURTH QUINTILE

	Composite	Rank
New York-North New Jersey-Long Island, NY-NJ-PA	65.3	112
Spokane, WA	65.3	113
Pittsburgh, PA	65.2	114
Greensboro-High Point, NC	65.2	115
Bradenton-Sarasota-Venice, FL	65.2	116
Beaumont-Port Arthur, TX	65.1	117
Memphis, TN-MS-AR	65.1	118
Knoxville, TN	65.1	119
Reading, PA	65.1	120
Fresno, CA	65	121
Port St. Lucie, FL	65	122
Lynchburg, VA	65	123
Syracuse, NY	65	124
Springfield, MA	65	125
Cincinnati-Middletown, OH-KY-IN	65	126
South Bend-Mishawaka, IN-MI	65	127
Lakeland-Winter Haven, FL	65	128
Rochester, NY	65	129
Little Rock-N Little Rock-Conway, AR	65	130
Worcester, MA	65	131
Buffalo-Niagara Falls, NY	64.9	132
Rockford, IL	64.8	133
Tulsa, OK	64.8	134
Visalia-Porterville, CA	64.8	135
Birmingham-Hoover, AL	64.8	136
Montgomery, AL	64.7	137
New Orleans-Metairie-Kenner, LA	64.6	138
Cape Coral-Fort Myers, FL	64.5	139
Miami-Fort Lauderdale-Pompano Beach, FL	64.5	140
Detroit-Warren-Livonia, MI	64.5	141
Chico, CA	64.5	142
Greenville-Mauldin-Easley, SC	64.4	143
Stockton, CA	64.4	144
Kalamazoo-Portage, MI	64.4	145
Cleveland-Elyria-Mentor, OH	64.3	146
Akron, OH	64.3	147
Reno-Sparks, NV	64.2	148

2009 Gallup-Healthways Well-Being Index Community Rankings: FIFTH QUINTILE

	Composite	Rank
Louisville-Jefferson County, KY-IN	64.2	149
Poughkeepsie-Newburgh-Middletown, NY	64.2	150
Winston-Salem, NC	64.1	151
Tampa-St. Petersburg-Clearwater, FL	64.1	152
Canton-Massillon, OH	64.1	153
Jacksonville, FL	64.1	154
Corpus Christi, TX	64	155
Chattanooga, TN-GA	64	156
Fayetteville, NC	64	157
Deltona-Daytona Beach-Ormond Beach, FL	63.9	158
Redding, CA	63.9	159
Providence-New Bedford-Fall River, RI-MA	63.8	160
Ocala, FL	63.8	161
Scranton-Wilkes-Barre, PA	63.7	162
Dayton, OH	63.7	163
New Haven-Milford, CT	63.6	164
Savannah, GA	63.6	165
Las Vegas-Paradise, NV	63.5	166
Mobile, AL	63.4	167
Hagerstown-Martinsburg, MD-WV	63.2	168
Fort Wayne, IN	63.2	169
Erie, PA	62.9	170
Utica-Rome, NY	62.9	171
Topeka, KS	62.7	172
Toledo, OH	62.7	173
Bakersfield, CA	62.6	174
Pensacola-Ferry Pass-Brent, FL	62.6	175
Hickory-Lenoir-Morganton, NC	62.5	176
Shreveport-Bossier City, LA	62.4	177
Evansville, IN-KY	62.4	178
Kingsport-Bristol-Bristol, TN-VA	62.2	179
Youngstown-Warren-Boardman, OH-PA	61.6	180
Flint, MI	61.4	181
Charleston, WV	61.3	182
Modesto, CA	60.7	183
Johnstown, PA	60.6	184
Lake Havasu City-Kingman, AZ	60.5	185
Huntington-Ashland, WV-KY-OH	60.3	186
Fort Smith, AR-OK	59.5	187



MAYOR INTRODUCTION

The Healthways | Blue Zones Vitality Quest is a national campaign to create Vitality Cities. A Vitality City is a city of strength, energy and vigor where it all seems to work because its leaders and citizens share a bond of great purpose. It is a city with measurably lower healthcare costs and a quantifiably higher quality of life. It's a city that gains national recognition and positive media because of its game changing commitment to the vitality of its people. It's a city that becomes a "best place to live" which in turns generates deep seeded pride and drives overall economic and social progress.

For more information please see the attached Information Packet or visit www.bluezones.com/vitality. If you have further questions feel free to e-mail or call Dr. Lisa Santora, Chief Medical Officer of Beach Cities Health District at lisa.santora@bchd.org or 310-374-3426, ext. 249.

Mayor's Role and Responsibilities:

- Champion the effort to become a Vitality City and to make it a top priority of the community with the goal of engaging at least 25% of your citizens.
- Establish a leadership team with stakeholders across the community to create and implement plans (aka blue prints) that will deliver sustainable environmental changes that support healthy behaviors.
- Help secure local in-kind and cash sponsorships, and arrange meetings with large employers, foundations, and potential sponsors.
- Act as liaison to cities and other government agencies in the target area.

[Feel free to create your own, personalized, Statement of Interest as long as it includes the bullet points from the Mayor Statement of Interest]



MAYOR STATEMENT OF INTEREST

I, _____, as Mayor of _____, agree to be an actively engaged leader in the Healthways | Blue Zones Vitality Quest and to become a Vitality City. I am committed to transform my community into a place where some of the healthiest, happiest and most productive people live. I believe that becoming a Vitality City has the ability to positively engage and impact my community. I welcome the Healthways | Blue Zones team to my community during the Application phase to demonstrate our commitment. I agree to commit to the following Roles and Responsibilities:

- Champion the effort to become a Vitality City and to make it a top priority of the community with the goal of engaging at least 25% of our citizens.
- Establish a leadership team with stakeholders across the community to create and implement plans (aka blue prints) that will deliver sustainable environmental changes that support healthy behaviors.
- Help secure local in-kind and cash sponsorships, and arrange meetings with large employers, foundations, and potential sponsors.
- Act as liaison to cities and other government agencies in the target area.

Sincerely,

Signature

Date

NAME: _____

PHONE: _____

E-MAIL: _____



**THE CITY OF
MANHATTAN BEACH**

Mitch Ward
Mayor

Richard Montgomery
Mayor Pro Tem

Nicholas Tell, Jr.
Councilmember

Wayne Powell
Councilmember

Portia Cohen
Councilmember

Tim Lilligren
City Treasurer

City Hall
1400 Highland Ave.
Manhattan Beach
California, 90266
310-802-5053
310-802-5051 (fax)
www.citymb.info

May 4, 2010

Susan Burden, Chief Executive Officer
Beach Cities Health District
514 N. Prospect Avenue
Redondo Beach, CA 90277

Dear Ms. Burden:

The Mayor and Councilmembers for the City of Manhattan Beach are writing this letter in support of your efforts to have the Beach Cities selected to become a Vitality City. We submit this letter as our statement of interest for participating in this program to transform our community into a place where some of the healthiest, happiest and most productive people live. We believe that becoming a Vitality City would provide a unique opportunity to engage our community in this positive pursuit.

We welcome the Healthways | Blue Zones team to our community during the Application phase. And, we agree to support the Beach Cities Health District by championing the effort to become a Vitality City with the goal of engaging 25% of the community, helping to establish a leadership team to create and implement plans for sustainable environmental changes that support healthy behaviors, partnering with the Beach Cities Health District to secure local in-kind and cash sponsorships as needed and acting as liaisons to other cities and government agencies in the target area.

Sincerely,

Mayor Mitch Ward

Mayor Pro Tem Richard Montgomery

Councilmember Nick Tell

Councilmember Wayne Powell

Councilmember Portia Cohen