



Agenda Item #: \_\_\_\_\_

# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Montgomery and Members of the City Council

**THROUGH:** Richard Thompson, Interim City Manager

**FROM:** Sona Kalapura, Environmental Programs Manager  
Richard Gill, Parks and Recreation Director  
Laurie Jester, Acting Community Development Director

**DATE:** October 19, 2010

**SUBJECT:** Presentation of the Vitality City Initiative Sponsored by Beach Cities Health District, and Consideration of the City of Manhattan Beach's Participation in the Initiative

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### **RECOMMENDATION:**

Staff recommends that the City Council approve the City's participation in the Vitality City Initiative to support a regional effort to enhance the well-being of people who live and work in the beach cities.

### **FISCAL IMPLICATION:**

There are no direct fiscal implications associated with the City participating in the Vitality City initiative, which is a 3-year program. The Beach Cities Health District (BCHD) is committing \$1.8 million to the initiative, and Healthways | Blue Zones Vitality City will contribute up to \$3.5 million in value to the initiative. The City is not being asked to contribute any funds to this initiative, but is being asked to assign part of a staff person's time to facilitate a community leadership team. The initiative will seek to increase participation in existing City programs that align with Vitality City goals.

### **BACKGROUND:**

On May 4, 2010 City Council was asked to support the Beach Cities Health District's application to participate in the Vitality City initiative. City Council approved this letter of support, which states that the City will support BCHD's effort to become a Vitality City with a goal of measurably improving the well-being of Beach City residents.

#### *Beach Cities and the Vitality City Initiative*

BCHD identified an opportunity for the Beach Cities (Redondo Beach, Hermosa Beach, and Manhattan Beach) to compete in a national contest to participate in the innovative Healthways/Blue Zones Vitality City initiative. 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*.

Becoming a Healthways | Blue Zones Vitality City is in line with BCHD's vision of a healthy beach community. Through this initiative, BCHD hopes to make permanent environmental and policy changes that support the well-being of people who live and work in the beach cities.

**DISCUSSION:**

BCHD was recently chosen to be the second Vitality City by Healthways and Blue Zones from a list of 55 other cities (the first Vitality City was tested in Albert Lea, Minnesota). BCHD applied for the initiative on behalf of the cities of Redondo Beach, Hermosa Beach, and Manhattan Beach. The other two beach cities have endorsed their participation in the Vitality City initiative, and BCHD will present its proposal for the beach cities to become a Vitality City.

As a Vitality City, the beach cities would have access to national experts to evaluate our community, propose large- and small-scale changes to improve the health and well-being of its residents, and then coordinate existing and new efforts to drive the most impactful changes. Vitality City initiative goals include:

1. Lower health care trends
2. Improved well-being, as measured by the Gallup-Healthways Well-Being Index
3. Receive national recognition and positive media attention
4. Increase civic engagement in community-based preventive health activities
5. Increase workforce productivity and attract new employers

*Commitment of Manhattan Beach Resources*

The City of Manhattan Beach is not being asked to contribute any financial resources to the Vitality City initiative. However, a staff liaison will need to be assigned to facilitate a community leadership team to develop and implement the goals and plans of the Vitality City initiative. The goals of the Vitality City initiative to improve the health and well-being are far-reaching, and fit well with some of the City's existing programs. There is the potential to greatly augment the City's existing programs with the expertise and financial commitments from BCHD and Healthways/Blue Zones.

Specific opportunities to leverage City programs will be identified during the 120 day blue print process. Vitality City staff will call or meet with City staff to identify existing City programs that align with Vitality City goals. After Vitality City staff complete an analysis of all programs offered through Cities, schools, non-profits, and other stakeholders, they will recommend to each stakeholder how their programs might align and benefit through promotion by the Vitality City initiative. Each institution will then decide if they wish to participate. For example, some community education programs offer cooking classes; the Vitality City initiative would promote the healthy food classes, thereby increasing participation. A fundamental outcome of participation is to leverage existing programs to reach the most possible people within resources available, but to also foster partnerships that can expand resources.

The Vitality City initiative will also invite all elected and top appointed public officials, company CEOs, non-profit executives to sit on an advisory group. This is voluntary. Participation is very simple. Members will receive regular updates equipping them to be informed and speak about the program, and approximately once per quarter there will be a meeting to solicit input on specific areas of interest to the members.

Should City Council adopt the Vitality City initiative, the City's Environmental Programs Manager will lead the City's effort to participate in this initiative. It is anticipated that this effort would require 20% of her time. As we move forward with the initiative, we can consider the possibility of leveraging the community resources of the Environmental Task Force to explore Vitality City initiatives that have an environmental impact (e.g. increased bikeways, community gardens, and focusing on sustainable foods). To assist in facilitating this effort, and implementing initiative goals, support from the City's Parks and Recreation and Community Development Departments will also be involved.

*Existing City Programs That May Benefit from Vitality City Resources*

The Parks and Recreation Department's exercise and active lifestyles classes, our partnership with Growing Great, and other programs focusing on healthy living can all be expanded with the Vitality City initiative. The senior programs may also be something that the initiative can contribute to; especially in the areas of healthy living, emotional well-being, quality of life, support systems, and nutrition. Additionally, the California Parks and Recreation Society has identified childhood obesity as the number one risk facing children today. The City's Parks and Recreation Department is implementing activities through the playground and teen programs to address this nationwide problem. Assistance from the Vitality City Resources could be key in helping us address this issue and promote the program.

The Community Development Department would be responsible for translating any policies adopted by the City Council through the Vitality City initiative into development standards and the municipal code. For example, policies that encourage pedestrian oriented environments, and safe bicycle circulation, will encourage the walkability and bike-ability of the community, which falls in line with Vitality City goals to "move naturally" and promote active lifestyles. The City is also participating in a regional effort to create a bicycle master plan with the Los Angeles Bicycle Coalition, which would also benefit from the Vitality City initiative.

Finally, the City is promoting healthy living through gardening programs. We partnered with the Manhattan Beach Botanical Garden to install a drought tolerant Learning Garden at City Hall. The City also allows the private use of the public right-of-way in the walk-street encroachment areas, where the residents build patios and gardens, where they relax and play. Potential programs can be augmented to have a focus on drought tolerant gardening, or growing a fresh vegetable garden. Gardening is an activity promoted by the Blue Zones as an activity to improve an individual's quality of life and well-being, and is also something that can be done to preserve our environment and natural resources.

**CONCLUSION:**

The City of Manhattan Beach has the unique opportunity to participate in a nationally recognized initiative that will not only bring positive attention to the community, but will also improve the quality of life for those that live and work in Manhattan Beach.

We recommend that the City Council approve the City's participation in the Vitality City initiative along with the cities of Hermosa Beach and Redondo Beach.

Agenda Item #: \_\_\_\_\_

- Attachments:
- A. City of Manhattan Beach Letter of Support
  - B. Vitality City Report
  - C. Vitality City Frequently Asked Questions



**THE CITY OF  
MANHATTAN BEACH**

May 4, 2010

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

**Mitch Ward**  
Mayor

**Richard Montgomery**  
Mayor Pro Tem

**Nicholas Tell, Jr.**  
Councilmember

**Wayne Powell**  
Councilmember

**Portia Cohen**  
Councilmember

**Tim Lilligren**  
City Treasurer

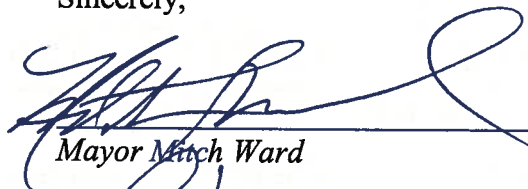
**City Hall**  
1400 Highland Ave.  
Manhattan Beach  
California, 90266  
310-802-5053  
310-802-5051 (fax)  
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Dear Ms. Burden:

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*

  
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*Mayor Pro Tem Richard Montgomery*

  
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*Councilmember Nick Tell*

  
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*Councilmember Wayne Powell*

  
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*Councilmember Portia Cohen*

## Vitality City Board of Directors Report

### Timeline: What's Happened to Date?

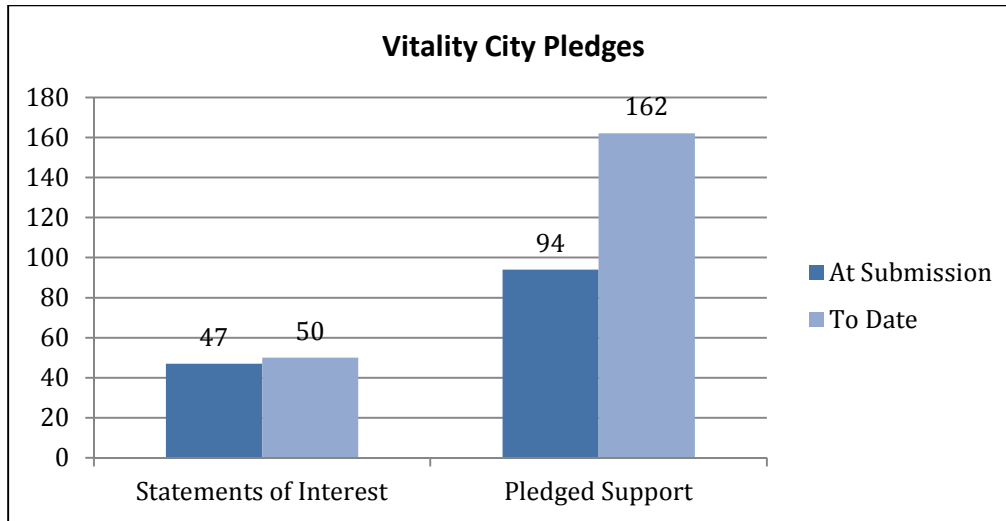
In April of 2010, Beach Cities Health District (BCHD) became aware of a national competition to become the next Vitality City, which would bring a team of the nation's top experts and universities into the three beach cities to design and implement wellbeing improvements for the community. Led by Healthways|Blue Zones (HBZ), this project will use community-wide collaboration to assess, plan, and implement permanent environmental and policy-level improvements to support the wellbeing of people who live and work in the three beach cities.

On April 26, 2010, chief medical officer Dr. Lisa Santora convened an internal Vitality City team to assist with compiling statements of interest from top employers, civic leaders, and school superintendents, for submission with the Vitality City application. By signing a statement of interest, each leader agreed to certain roles of responsibilities.

Following were the roles of a business CEO:

- Meet with the Healthways | Blue Zones Vitality City leadership team to determine the company's role and contribution to this initiative.
- Be a champion to bring this initiative among employees, families, and suppliers.
- Support the community's vision to become a Vitality City and be an advocate for this initiative.
- Actively participate in fundraising efforts to help support and fund the initiative.
- Encourage employees to volunteer in the community as part of this initiative.

The initial outreach resulted in 47 signed statements of interest and 94 pledges of support from local businesses, community agencies, and residents. Additional support continued to come in even after the application was submitted. To date, there are 50 signed statements of interest and 162 pledges of support. On May 18, 2010, only four days after the submission of the Vitality City application, the three beach cities were selected as a finalist along with Asheville, NC and a collection of five central-Florida cities around Winter Park.

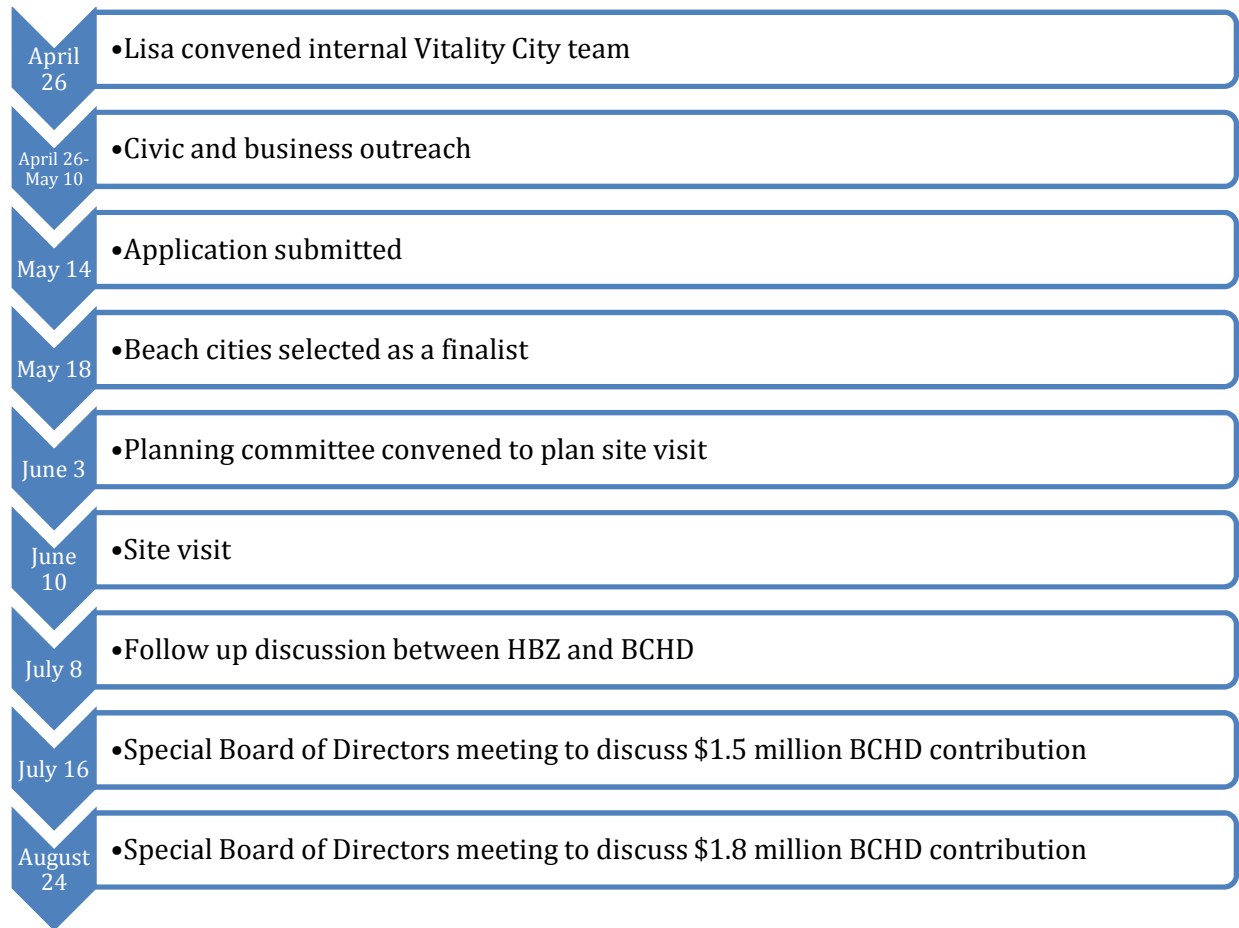


This announcement sparked preparations for a site visit scheduled for June 10, 2010. On June 3, 2010, a planning committee comprised of mayors, city managers, chambers of commerce CEOs, school superintendents, and BCHD representatives met to plan the logistics of the site visit, which consisted of a presentation portion and a city tour. Hosted in the grand lobby of the Redondo Beach Performing Arts Center, over 100 participants, ranging from civic leaders to reporters to business owners, were in attendance for the mayors' presentations and to hear Dan Buettner, bestselling author of the National Geographic-backed "Blue Zones," share the nine principles from his study of the world's longest living populations and how they were applied to the pilot Vitality City in Albert Lea, Minnesota. The site visit culminated in a tour of the three beach cities, including a bike ride along the strand from Hermosa Beach to Manhattan Beach.

On July 8, 2010, a follow up meeting was held between the HBZ team and BCHD to discuss the project in more detail and to discuss the opportunities and issues related to funding. As a result of the meeting, a special Board of Directors meeting was held on July 16, 2010, where the board agreed to commit \$500,000 annually for the life of the three year project, totaling \$1.5 million. The HBZ team continued negotiations by suggesting a three year commitment of \$2.5 million from BCHD, with an offer to contribute \$3.5 million itself. On August 24, 2010, the Board of Directors held another special public meeting to discuss its potential financial commitment, and expressed a willingness and intent to commit \$600,000 annually over three years, totaling \$1.8 million. Susan Burden, CEO received information from the HBZ team that financially the BCHD funding level was agreeable. HBZ has asked for space in the building and for some assistance from the administrative staff.

On September 3, 2010, Susan Burden participated in a phone conference with HBZ staff to discuss potential future steps. HBZ proposed a 120 day plan and agreed to send a sample contract on September 7, 2010 for BCHD review and proposed approval at the September board meeting.

## Timeline:



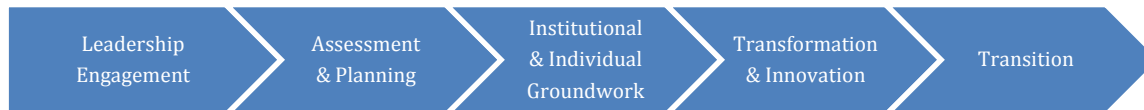
## Nuts and Bolts: How Will it All Work?

If selected, the HBZ team will provide full support and guidance for employers, schools, restaurants, city government, community groups, and citizens in the following ways:

- Project leadership training and management coaching –train and coach community leaders throughout implementation of the entire project
- Employer well-being plans – provide effective roadmaps to advance well-being and productivity within the work force
- Public relations – Dan Buettner will serve as spokesperson and advocate
- Outcomes reporting – track and report life expectancy and well-being to the community
- Activities and Events – develop and plan a schedule of motivating, engaging and informative events
- Purpose workshops – helps individuals and teams find clarity
- Customized community website – website to increase connection and provide information about progress, plans, healthy activities and events
- Volunteering – work with local agencies to support volunteerism



The Vitality City project has been broken down into five distinct phases: Leadership Engagement, Assessment and Planning, Institutional and Individual Groundwork, Transformation and Innovation, and Transition.



### Phase 1: Leadership Engagement

Once a contract is signed between HBZ and BCHD, an advisory board and local leadership team will be formed to be the driving force behind the changes. Comprised of top executives and thought leaders from local organizations, the advisory board will leverage their leadership skills to promote and communicate the Vitality City initiative. The local leadership team will be comprised of individuals already involved in implementation of public policy and city management such as city managers, superintendents, and business executives. HBZ will train the core leadership team on the project including an intensive workshop retreat in Albert Lea, Minnesota to learn from the first project leaders.

To ensure a focused approach, a clear community purpose will be established along with a transformation leadership training led by the Center for Health Transformation. Following the signed contract, a four to six week “quiet period” will take place where HBZ will work behind the scenes to secure national and media partnerships and coordinate with local officials on launch event planning and logistics. The official Vitality City announcement will take place during a press conference followed by a local and national media tour with target outlets such as: Today Show, CNN Headline News, The Dr. Oz Show, USA Today, and LA Times.

### Phase 2: Assessment and Planning

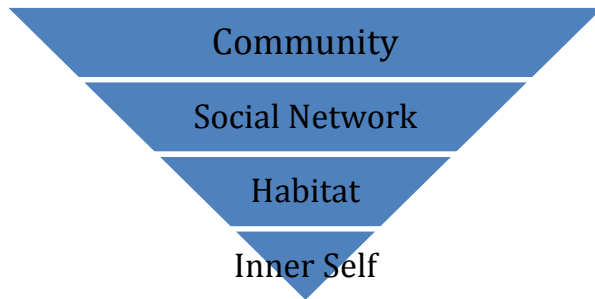
In order to create realistic goals, a baseline of data must be collected and analyzed at the beginning of the project. Forming a 25-year strategic partnership in January 2007, Gallup Polls and Healthways created the Well-Being Index (WBI), which provides an ongoing and real-time view of the public’s well-being in the U.S. and abroad. Gallup Polls will perform an oversampling of the three beach cities to determine the WBI baseline. At the same time, the Vitality City team will complete a number of assessments and audits: walkability and bikability assessment, school/policy assessment, policy audit, and restaurants and grocery stores planning. As a result of the assessments and audits, a comprehensive blueprint and campaign will be created clearly laying out the action steps to be taken (including a local and national communications plan). The blueprint will weave in the nine principles derived from The Blue Zones study.

## The Power 9:

- 1.** KEEP MOVING  
Find ways to move naturally, such as walking, gardening, using fewer labor-saving devices.
- 2.** FIND PURPOSE  
And pursue it with passion.
- 3.** SLOW DOWN  
Work less, rest, take vacations.
- 4.** STOP EATING  
...when you're 80 percent full.
- 5.** DINE ON PLANTS  
Eat more veggies, and less meat and processed foods.
- 6.** DRINK RED WINE  
Do it consistently but in moderation.
- 7.** JOIN A GROUP  
Create a healthy social network.
- 8.** FEED YOUR SOUL  
Engage in spiritual activities.
- 9.** LOVE YOUR TRIBE  
Make family a high priority

## Phase 3: Institutional and Individual Groundwork

The third phase is the event-planning and outreach phase, which lays the groundwork for the transformation. This phase is divided into four groundwork subcategories: community, social network, habitat, and inner self. Within the community, the HBZ team will implement positive changes to the physical environment, restaurants, and grocers and introduce the best practices of tobacco cessation in the workplace. The project will focus on creating a social network that encourages the right health behaviors such as walking school buses and walking moais. To ensure that homes and work habitats are set up to encourage healthy choices and regular movement, tools will be provided to optimize the home, work, and school environment. Lastly, the HBZ team will encourage volunteerism and provide motivational speeches and training workshops to teach best practices to help people transform their inner self/sense of purpose.



#### Phase 4: Transformation and Innovation

Kicked off by a high-profile event and rally, this fourth phase is the legwork of the project. Due to BCHD's unique structure and circle of influence, this phase would allow opportunities for innovation such as partnering with physicians as a key component/supporter of this initiative, using social networks to drive engagement, hosting a future Well-Being Summit in the Beach Cities, and being the lead community for implementation of "Me You Health." "Me You Health" is a new viral social application that helps individuals achieve their health goals by connecting them with the people, content and sponsoring organizations to help them succeed.

#### Phase 5: Transition

In order to ensure long-term sustainability, a transition phase is included to facilitate the finalizing of local leadership and agencies to carry the work forward. This time is also used to bridge activities and innovation in process. A final community event will measure results with the Vitality Compass, an interactive tool that helps measure an individual's projected life expectancy based on current behaviors. The event will also recognize the next steps and local leaders.

### **Measuring Success: What Will We Gain?**

**Purpose:** Transform the beach cities of Hermosa Beach, Manhattan Beach, and Redondo Beach into a Vitality City—a city of strength, energy, and vigor where leaders and citizens are committed to increasing vitality.

**Mission:** To become one of the best places in the United States to live, work, and learn.

#### **Goals:**

1. Lower health care costs
2. Higher quality of life
3. Gain national recognition and positive media
4. Increase civic engagement in community-based prevention activities
5. Increase workforce productivity and attract new employers

#### Target Audience:

- Beach cities civic leadership
- Beach cities residents
- Beach cities employers
- Beach cities employees
- Beach cities students

Vitality City is an innovative initiative developed by HBZ. It aims to institute evidence-based, sustainable environmental and policy changes in our community to measurably lower healthcare costs and quantifiably higher quality of life. The development of a national Vitality City initiative was based upon the successes of the AARP/Blue Zones Vitality Project in Albert Lea (Minnesota). The Vitality Project in Albert Lea resulted in the following successes:

- Statistically significant gain in life expectancy per participant
- Community wide weight loss (average of 2 pounds per resident)
- 20% reduction in absenteeism for key employers
- Civic engagement
  - 60% of the city's restaurants
  - 51% of its employers
  - 100% of its schools
  - 27% of its citizens.

BCHD should expect to meet and exceed the achievements of Albert Lea. BCHD should utilize process, outcome, and impact evaluation methods to evaluate the implementation and achievements of Vitality City.

- **Process evaluation** will examine the administrative, organizational, and operational aspects ("inputs") of Vitality City.
- **Outcome evaluation** will assess the effectiveness of programmatic inputs by measuring short-term, task-focused results ("outputs")
- **Impact evaluation** will be used to document and analyze the long-term improvements in the vitality of our community.
  - The Vitality Compass will be used to provide vitality estimates (biologic age, overall life expectancy, healthy life expectancy, blue zone years) for community participants
  - The Gallup-Healthways Well-Being Index will provide in-depth measures of our community's well-being across six sub-indexes: Life Evaluation, Physical Health, Emotional Health, Healthy Behavior, Work Environment, and Basic Access.
  - BCHD will also collaborate with key employers to develop a system for reporting changes in absenteeism and health care costs.
  - Finally, BCHD will work with Los Angeles County Department of Public Health to analyze the impact of Vitality City implementation on a selected health indicator (tobacco use) collected for the biennial county health survey.

# BECOMING A HEALTHWAYS | BLUE ZONES VITALITY CITY

## Frequently Asked Questions

### **Why is BCHD applying to become a Healthways | Blue Zones Vitality City?**

Becoming a Healthways | Blue Zones Vitality City™ is in line with BCHD's vision of a healthy beach community. Through this initiative, BCHD hopes to make permanent and semi-permanent environmental and policy changes that support the wellbeing of people who live and work in the beach cities.

### **Has this type of community-wide initiative been done before?**

Yes. Albert Lea, Minnesota was the first prototype community to embrace Blue Zones' principles. In Albert Lea, Blue Zones worked with local government, employers, school districts, and community leaders for more than a year to design and implement large- and small-scale environmental and policy changes to encourage residents to adopt and maintain healthier lifestyles. They also developed the social, commercial, communal and professional networks needed to support them, which has resulted in:

- An average weight loss of two pounds for every Albert Lea resident
- An increase in average life expectancy of 3.1 years
- A 20% reduction in absenteeism for key employers
- A community-wide effort that actively engaged 60% of the city's local restaurants, 51% of its largest employers, 100% of its schools and 27% of its citizens

The Healthways | Blue Zones Vitality City model rejects the dominant model of promoting health which offers diet and exercise programs or programs that are very narrow and isolated from other related programs. The Healthways | Blue Zones Vitality City model coordinates existing strong programs, brings in experts to inspire, train, and provide innovative best practices, and ultimately organizes to reach deep into every aspect of the community to engage individuals.

## **What will becoming a Healthways | Blue Zones Vitality City mean for our community?**

Becoming a Healthways | Blue Zones Vitality City would bring experts from across the country to the beach cities to evaluate our community, propose large- and small-scale changes to improve the health and wellbeing of its residents, and then coordinate existing and new efforts to drive the most impactful changes. Goals include:

1. Lower health care costs
2. Improved well-being, as measured by the Gallup-Healthways Well-Being Index
3. Receive national recognition and positive media attention
4. Increase civic engagement in community-based preventive health activities
5. Increase workforce productivity and attract new employers

In Albert Lea, Minn., these changes included working with grocery stores, schools, businesses, elected officials and community groups to create a more walkable, healthy and socially engaged community where the healthy choice was the easier choice. The beach cities community can expect similar types of improvements to our community.

## **What specific things does Healthways | Blue Zones Vitality City intend to do in our community?**

Healthways and Blue Zones have identified more than 100 strategies for improving well-being. Not all will be necessary or applicable in the beach cities, so which strategies to implement will be based upon initial research results should the beach cities be chosen.

Some of the hallmark changes made in Albert Lea, Minn. included:

- Walking school busses that provided students with a mile of walking each day.
- Partnering with local grocery stores to promote healthy foods.
- Creating walking and bike paths that promoted human-powered transportation.
- Planting more community gardens
- Establishing walking groups that stimulated social engagement
- Helping local restaurants change menu wording to make health choices more appealing
- Reducing snacking and increasing physical activity in schools
- Minimizing the accessibility of junk foods to employees

### **What has been the timeline of BCHD's application to become the next Healthways | Blue Zones Vitality City?**

- **Apr. 26:** BCHD identified the Healthways | Blue Zones Vitality City opportunity and initiated discussions
- **Apr. 26 – May 19:** Civic and business outreach
- **May 14:** Application submitted
- **May 18:** Beach cities selected as a finalist
- **June 3:** Planning committee convened to prepare for initial visit from Healthways and Blue Zones team
- **June 10:** Initial Healthways | Blue Zones Vitality City site visit
- **July 8:** BCHD held follow-up discussions with Healthways | Blue Zones team
- **July 16:** Special BCHD Board of Directors meeting to discuss potential community improvements and funding of \$1.5 million BCHD contribution
- **Aug. 24:** Special BCHD Board of Directors meeting to discuss community performance measures and \$2.5 million BCHD contribution. BCHD Board of Directors expressed willingness to limit contribution to \$1.8 million.
- **Sept. 21:** Healthways | Blue Zones meeting with BCHD and community leaders.

### **What's the current status of the beach city's application?**

Healthways and Blue Zones have announced three finalists, which include the beach cities, Asheville, NC and a collection of five central-Florida cities around Winter Park. Healthways Blue Zones has publicly said that they are ready to move forward with the beach cities, pending completion of its due diligence, including community and BCHD Board of Directors support.

### **Has the community been involved in the application process?**

Yes. Becoming a Healthways | Blue Zones Vitality City would be a community-wide initiative, touching every lifespan and income level, and without support and participation from residents and community leaders it will not be successful. Several public meetings have been held to gauge the community's willingness to participate in this opportunity, including:

- **June 10:** Healthways and Blue Zones initial site visit. Due to the venue's space limitations, select members who represent our community as a whole, including local media, were invited to participate.
- **Aug. 23:** Dan Buettner, founder of Blue Zones, spoke to older adults at the Joslyn Center in MB and answered questions posed by attendees.

- **Aug. 24:** A special meeting of the BCHD Board of Directors was held to discuss its willingness and intent to commit funding to the Healthways | Blue Zones Vitality City initiative. This meeting was publicly announced and several members of the community attended.
- **Sept. 20:** All three local print news outlets met with Blue Zones founder Dan Burden.
- **Sept. 21:** Representatives from each city's school board, chambers of commerce, city councils, city managers and other elected officials were invited to meet with Vitality City representatives, ask questions and discuss the potential improvements to the beach cities community.

Based upon the positive feedback from these meetings with community representatives, BCHD continues to pursue becoming the next Healthways | Blue Zones Vitality City.

### **What stories have local media published about Vitality City?**

- **May 6, Easy Reader:** Beach Cities vie to become Vitality City  
<http://www.easyreadernews.com/2010/05/news/redondo-beach/beach-cities-vie-to-become-vitality-city>
- **May 6, South Bay Pipeline (Daily Breeze):** Beach Cities bids to become next 'vitality city'  
<http://www.insidesocal.com/southbay/2010/05/beach-cities-bids-to-become-ne.html>
- **May 21, Redondo Beach Patch:** Beach Cities Finalist in Healthful Living Contest  
<http://redondobeach.patch.com/articles/beach-cities-finalist-in-healthful-living-contest>
- **May 26, Daily Breeze:** Beach Cities Health District a finalist in 'vitality city' project.  
[http://www.dailybreeze.com/news/ci\\_15167455](http://www.dailybreeze.com/news/ci_15167455)
- **June 3, Beach Reporter:** Beach Cities named 'Vitality City' finalist.  
[http://www.tbrnews.com/articles/2010/06/05/redondo\\_beach\\_news/news17.txt](http://www.tbrnews.com/articles/2010/06/05/redondo_beach_news/news17.txt)
- **June 10, Daily Breeze:** Vitality project judges scout beach cities.  
[http://www.dailybreeze.com/news/ci\\_15270694](http://www.dailybreeze.com/news/ci_15270694)
- **June 14, Hermosa Beach Patch:** Vitality Contest Judges Visit Hermosa.  
<http://hermosabeach.patch.com/articles/vitality-project-panel-studies-hermosa>
- **June 15, Easy Reader:** Change environment, live longer, Blue Zone team promises beach cities residents.  
<http://www.easyreadernews.com/2010/06/news/redondo-beach/change-environment-live-longer-blue-zone-team-tells-local-leaders>
- **Sept. 1, Easy Reader:** BCHD makes bid to become Vitality City  
<http://www.easyreadernews.com/2010/09/news/redondo-beach/bchd-bid-vitality-city>



- **Sept. 22, Easy Reader:** Beach Cities likely to be Vitality City pick  
<http://www.easyreadernews.com/2010/09/news/redondo-beach/beach-cities-vitality-city-pick>
- **Sept. 23, Beach Reporter:** Beach Cities selected to be second Vitality City location.
- **Sept. 23, Hermosa Beach Patch:** Beach Cities May Pledge \$1.8M to Vitality Initiative  
<http://manhattanbeach.patch.com/articles/beach-cities-may-pledge-18m-to-vitality-initiative>

### **What would becoming a Healthways | Blue Zones Vitality City cost beach cities residents?**

There will be no direct costs or billing to residents. Costs will be covered by sponsorships and commitments from Healthways and Blue Zones, Beach Cities Health District, as well as local and national sponsors

### **To what extent will BCHD be involved in day-to-day operations?**

A contract is still being negotiated, but one of the funding stipulations approved by the BCHD board is that BCHD would have a full-time employee on the leadership team. It also states that the BCHD Board of Directors must approve the three-year blueprint developed by the Vitality City team.

### **What would be asked of cities, schools and businesses?**

Primarily participation and engagement.

Cities and schools are not being asked to make any direct financial contributions, but their leadership will be necessary to oversee this initiative and encourage public participation.

Should the community input process identify opportunities/needs that would make significant improvements to our community's health, cities may be asked to reevaluate current projects and timelines to determine which would be the most impactful.

Employers (public, private, and not-for-profit) will be offered at no-cost tools to improve the productivity and well-being of employees.

### **How much time would this take from elected officials?**

Elected officials may be asked to serve on an advisory committee that would meet

quarterly to evaluate the program's areas of success, identify opportunities for improvement and provide general guidance.

A 15-person leadership team is also proposed, comprised of representatives from key partners who can galvanize their institutions and leverage its resources. Representatives may include club leaders, civic leadership, business owners, school representatives and other community leaders. These individuals would be voluntary and decided upon at a later date, and their time commitment will be commensurate with their organization's mission and scope. For most, this is anticipated to be about a 20% time commitment.

### **How much funding will Beach Cities Health District contribute? Has it changed?**

- BCHD initially expressed a willingness and intent to commit \$500,000 annually for the life of the three-year project, totaling \$1.5 million.
- The Healthways | Blue Zones Vitality City team suggested a three-year commitment of \$2.5 million from BCHD, with an offer to execute the project using as much as \$3.5 of its own resources if sponsors could be not be found to fund the balance.
- On Aug. 24, 2010, the BCHD Board of Directors held a special public meeting to discuss its potential financial commitment, and expressed a willingness and intent to commit \$600,000 annually over three years, totaling \$1.8 million.

### **Has BCHD signed an agreement to contribute \$1.8 million?**

Funding by all parties is subject to being selected by Healthways | Blue Zones Vitality City and a future contract for approval by BCHD's Board of Directors at a later date. No contract has currently been signed.

### **How would BCHD fund its portion of the Healthways | Blue Zones Vitality City initiative?**

Should BCHD be selected to become the next Healthways | Blue Zones Vitality City, its contribution would come from financial reserves. No existing programs or services would be impacted.

### **How would this impact BCHD's budget? Is it balanced?**

Funding would come from BCHD's financial reserves and would not affect its operating budget. BCHD exceeded its budget expectations in the previous year and is currently

operating under a balanced budget.

### **Why do Healthways and Blue Zones want to make the beach cities its next Healthways | Blue Zones Vitality City?**

Healthways and Blue Zones see several opportunities to improve the health and well-being of residents in the beach cities. Meetings with community leaders have further confirmed this need, and most residents can easily cite several opportunities for improvement. Despite the relative affluence, the beach cities have many prevailing and developing needs, including senior care, obesity, stress management, transportation, etc.

### **What do Healthways and Blue Zones stand to gain?**

Blue Zones had a significant and lasting impact on the pilot Vitality City of Albert Lea, Minn., which has about 18,000 residents. Healthways and Blue Zones are now looking to replicate this in a larger community. Healthways and Blue Zones expect that the research found during this second Healthways | Blue Zones Vitality City initiative will confirm their initial findings and serve as a model for cities across the country to follow.

### **What are the next steps?**

Progress is dependent on the beach cities being selected as the next Healthways | Blue Zones Vitality City by Healthways and Blue Zones and a resulting contract being agreed upon by the BCHD Board of Directors. The BCHD Board of Directors will discuss its willingness and intent to proceed with becoming the next Healthways | Blue Zones Vitality City at its next public meeting..

### **Who are Healthways and Blue Zones?**

#### *Healthways*

Healthways is a public company headquartered in Nashville, Tennessee that has been dedicated to a singular mission to create a healthier world – one person at a time. For nearly 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.

#### *Blue Zones*

Blue Zones has rapidly emerged as an authority in the area of human longevity and healthy principles that lead to improved wellbeing. The Minneapolis-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 – Lessons for Living Longer from the People who've Lived The Longest*". National Geographic, The National Institute of Aging and AARP have funded the Company's work

**How can the public find more information?**

[www.bchd.org](http://www.bchd.org), [www.bluezones.com/vitality](http://www.bluezones.com/vitality) or [www.bchd.org/vitality](http://www.bchd.org/vitality)

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