

BLUE ZONES®

COMMUNITY POLICY PLEDGE

The world we create for ourselves has an impact on our everyday lives—whether we’re aware of it or not. Where we choose to live, work, play, and even the community of people with whom we spend our time, all influence the lifestyle choices we make.

What if you had the opportunity to intentionally create a healthy city where the healthiest choices are also the easiest ones to make? **Imagine a place where grocery stores and farmer’s markets make fresh produce more accessible and more affordable than fast food.**

Here it’s easier to bike than drive, thanks to better bike lanes providing safe and direct access to work, shopping centers, and parks, all without the hassle of public parking. This community, designed for health and well-being, also makes it easier for our kids to play outside, with safe school playgrounds made available to the public during non-school hours.

This is a city built for active living. It’s an environment where city governments can support the health and vitality of citizens by carrying out policies that provide people with healthy opportunities, giving them a supportive nudge toward eating better and moving more naturally.

**Can such a community exist?
Yes!**

WHAT IS THE BLUE ZONES PROJECT?

Across the globe lie Blue Zones® areas, where people reach age 100 at an astonishing rate. Citizens of places like Sardinia, Italy; Okinawa, Japan; and Loma Linda, California, have maintained their healthy lifestyles for generations.

The Blue Zones Project™ aims to adopt the lifestyle principles of these areas to transform cities and towns into Blue Zones Communities™, where people can “live longer, better” lives.

Our town is trying to become a Blue Zones Community™. Achieving that goal requires six community sectors to pledge and then act on their specific responsibilities. If each sector does its part, then we will all share the benefits of living in a community where well-being is a way of life.

Becoming a Blue Zones Community requires:

- At least 20% of citizens sign the Personal Pledge and complete one action.
- At least 25% of public schools become a Blue Zones School™.
- At least 50% of the top twenty community-identified employers become a Blue Zones Worksite™.
- At least 25% of independently or locally owned restaurants become a Blue Zones Restaurant™.
- At least 25% of grocery stores become a Blue Zones Grocery Store™.
- Completion of the Blue Zones Community Policy™ Pledge.

BLUE ZONES COMMUNITY POLICY PLEDGE

The Blue Zones Community Policy Pledge enables community leaders to promote healthy lifestyle principles, creating a healthier environment for citizens to live, work, play, and thrive.

Based on reviewed literature, the Blue Zones Project has identified policies that city governments can realistically implement to better support the health and well-being of its citizens. The policies recommended are a compilation of evidence- or theory-based policy recommendations published by the following sources:

- Centers for Disease Control and Prevention
- Institute of Medicine
- White House Task Force on Obesity
- National Prevention Council
- Robert Wood Johnson Foundation

While we tried to choose policies that are directly under the control of city government, we realize the legal landscape is different in every community. Therefore, we recognize that some cities may not have jurisdiction over all policies recommended. The list is intended to be a menu from which communities can choose the policies that make sense for their unique environments. It is up to your town to determine what is feasible.

This pledge contains both public policies and operational policies. Operational policies are more internal to government operations impacting human-resource practices and management of the activities of public-owned property and buildings.

ALIGN YOUR COMMUNITY POLICIES TO ACHIEVE THE BLUE ZONES COMMUNITY POLICY DESIGNATION

Communities that meet the criteria outlined below will earn the Blue Zones Community Policy™ designation. By taking the Blue Zones Community Policy Pledge, you're demonstrating your commitment to creating an environment of well-being for the people of your community, as well as your intentions to strive toward certification as a Blue Zones Community.

BENEFITS FOR BLUE ZONES COMMUNITIES

- Recognition for helping your community reach Blue Zones Community certification
- Makes your community a more attractive destination for businesses and individuals

CRITERIA FOR DESIGNATION

Complete the following criteria to fulfill the policy and built-environment requirements for becoming a Blue Zones Community:

- Earn at least 40% of the total points (17 points or more of 42 possible points) by adopting and enforcing pledge actions.
- Implement at least two pledge actions from Complete Streets, Healthy Eating, and Active Living policies, and complete at least one pledge action from Tobacco policy.
- Implement at least two changes to the built environment that permanently change the environment to nudge people into healthier behaviors.

INSTRUCTIONS

1. Register on the Blue Zones Project website (bluezonesproject.com) to begin the process.
2. Complete the Blue Zones Community Policy Assessment by reviewing each item and checking those that your community is currently doing.
3. By registering and completing the assessment:
 - I agree to ensure formal consideration for adoption of the actions as outlined in the Blue Zones Community Policy Pledge to achieve the Blue Zones Community Policy designation.
 - I agree to display a banner or lawn sign stating my participation in the Blue Zones Project.
 - I agree to allow Healthways and Blue Zones to use the name of our community in their promotion of the Blue Zones Project, and I understand that our inclusion as a participating organization is entirely within the discretion of Healthways and Blue Zones and that our status as a participating organization may be terminated at any time and for any reason.
 - I agree to secure community buildings as meeting places for hosting Blue Zones Project events.
4. Select items you would like to implement in your community. See the supporting materials under “Tips, Tools, and Resources” to help you get started.
5. Update your information online as you make progress.
6. Celebrate your achievements!

BLUE ZONES COMMUNITY POLICY PLEDGE ACTIONS

COMPLETE STREETS POLICY Implement <u>at least two</u> options in this section.	CURRENTLY DOING	POINTS	WILL DO
1. Pass a city resolution or ordinance to adopt Complete Streets principles.	<input type="checkbox"/>	3	<input type="checkbox"/>
2. Ensure staff in charge of design has received training on how to design Complete Streets. (You must pass a city resolution to adopt Complete Streets principles.)	<input type="checkbox"/>	3	<input type="checkbox"/>
3. Adopt and enforce a street-design guideline manual that supports all Complete Streets elements.	<input type="checkbox"/>	3	<input type="checkbox"/>
TOTAL POINTS COMPLETE STREETS POLICY:			<input type="text"/>

TOBACCO POLICY Implement <u>at least one</u> option in this section.	CURRENTLY DOING	POINTS	WILL DO
1. Adopt a comprehensive smoke-free policy for all indoor workplaces and public places and a comprehensive smoke-free policy for all outdoor workplaces and/or public places.	<input type="checkbox"/>	3	<input type="checkbox"/>
2. Adopt a comprehensive smoke-free policy for all indoor workplaces and public places and adopt a policy to address smoke-free multi-unit public housing.	<input type="checkbox"/>	2	<input type="checkbox"/>
TOTAL POINTS TOBACCO POLICY:			<input type="text"/>

ACTIVE LIVING POLICY Implement <u>at least two</u> options in this section.	CURRENTLY DOING	POINTS	WILL DO
1. Adopt an active transportation plan that includes plans for accountability, funding, implementation, and evaluation. ¹	<input type="checkbox"/>	3	<input type="checkbox"/>
2. Implement a policy encouraging neighborhoods to achieve a street connectivity index of 1.4.	<input type="checkbox"/>	2	<input type="checkbox"/>
3. Adopt form-based codes for the community or a sub-area of the community.	<input type="checkbox"/>	2	<input type="checkbox"/>
4. Update zoning and building codes to encourage mixed-use development.	<input type="checkbox"/>	1	<input type="checkbox"/>
5. Adopt a bicycle master plan that includes plans for accountability, funding, implementation, and evaluation.	<input type="checkbox"/>	1	<input type="checkbox"/>
6. Adopt a pedestrian master plan that includes plans for accountability, funding, implementation, and evaluation.	<input type="checkbox"/>	1	<input type="checkbox"/>
7. Adopt a parking master plan that includes plans for accountability, funding, implementation, and evaluation.	<input type="checkbox"/>	1	<input type="checkbox"/>

¹ If selected, substitutes for bicycle and pedestrian master plans.

ACTIVE LIVING POLICY, continued

Active Living Operational Policies

- | | CURRENTLY DOING | POINTS | WILL DO |
|--|--------------------------|--------|--------------------------|
| 8. Create a policy that facilitates joint-use-of-facilities agreements (such as model joint-use agreements). | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 9. Adopt building codes to require showers, changing facilities, and bike racks in municipal buildings. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |

TOTAL POINTS ACTIVE LIVING POLICY:

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HEALTHY EATING POLICY Implement at least two options in this section.

Operational policies can contribute up to half of the total point value in this section.

- | | CURRENTLY DOING | POINTS | WILL DO |
|--|--------------------------|--------|--------------------------|
| 1. Establish zoning to limit density and location of fast-food establishments. | <input type="checkbox"/> | 3 | <input type="checkbox"/> |
| 2. Prohibit establishment of new fast-food drive-thrus. | <input type="checkbox"/> | 2 | <input type="checkbox"/> |
| 3. Provide incentives to attract supermarkets/grocery stores to underserved neighborhoods. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 4. Create policies to increase healthy mobile markets. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 5. Adopt policies to promote outdoor dining. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 6. Restrict mobile vending of unhealthy foods near schools and public playgrounds. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 7. Ensure that community gardens and farmer's markets are allowable uses of city property. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |

Healthy Eating Operational Policies

- | | | | |
|--|--------------------------|---|--------------------------|
| 8. Create pricing incentives to increase affordability of healthier foods. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 9. Establish a healthy food-and-beverage policy at city-sponsored youth sporting events. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 10. Adopt healthy vending standards in municipal buildings and public parks. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 11. Increase access to fresh-water drinking fountains. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 12. Adopt a written worksite breastfeeding policy that provides space and time for breastfeeding for city employees. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |

TOTAL POINTS HEALTHY EATING POLICY:

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TOTAL YOUR POINTS:

	POINTS
1. Complete Streets	
2. Tobacco	
3. Active Living	
4. Healthy Eating	
Total Points*	

**must be 17 or greater*

COMMUNITY POLICY BUILT-ENVIRONMENT CHANGES

Implement at least two meaningful environmental changes that permanently change the environment to nudge people into healthier behaviors.

IMPORTANT NOTE: One of the built-environment changes must be fully constructed *after* the initiation of the Blue Zones Project in the community, although it may be prioritized and budgeted *prior* to initiation. The second built-environment change must be a 'marquee' project approved by the city council or the appropriate decision-making body and embedded in the community's general and capital plans with an established work plan to take the project to completion.

- Complete at least one meaningful project from the Active Transportation Plan, Bicycle Master Plan, or Pedestrian Master Plan.**

Please Describe: _____

- Begin construction on a meaningful Complete Streets project.**

Please Describe: _____

- Begin construction on a meaningful Safe Routes to Schools project.**

Please Describe: _____

COMMUNITY POLICY BUILT-ENVIRONMENT CHANGES

- Implement a permanent strategy to enhance personal safety in areas where people are or could be physically active.**

Please Describe: _____

- Establish new community gardens.**

Please Describe: _____

- Complete at least one new placemaking project that fulfills the Power of 10 criteria and includes the four key qualities of successful places as defined by Project for Public Spaces.**

Please Describe: _____

- Complete at least one new urban greening project.**

Please Describe: _____

Summary Descriptions of Blue Zones® Community Pledge Actions

The purpose of this document is to provide summarized information for each Community Pledge Action. Detailed descriptions of each pledge action, including additional support resources and research, are available online. Communities should refer to these descriptions when completing their pledge actions.

Complete Street Policy

1. Pass a city resolution to adopt Complete Streets Principles.

How to do it: Adopt a Complete Streets policy. Complete Streets are designed to enable safe access for all users, including pedestrians, bicyclists, motorists, and public transportation users of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bike to work. They allow buses to run on time and make it safe for people to walk to and from train stations.

Why do it? Complete Streets are streets designed for all users (bicyclists, pedestrians, transit, people of all ages and those living with disabilities) not just cars. Complete Streets make it easy to cross streets, walk to shops, and bike to work. They allow timely public transportation and safer walking environments. By adopting a Complete Streets policy, your City Council sets the stage for future design and provides staff with the vision and freedom to design for all users.

Validation Requirements: Submit the adopted ordinance or policy. The ordinance or policy must include a vision for how and why the community wants to complete its streets; specify that **'all users'** includes pedestrians, bicyclists, and transit passengers of all ages and abilities, as well as trucks, buses, and automobiles; apply to both **new and retrofit projects**, including design, planning, maintenance, and operations, for the entire right of way; make **any exceptions** specific and set a clear procedure that requires high-level approval of exceptions; encourage **street connectivity** and aim to create a comprehensive, integrated, connected network for all modes; be adoptable by **all agencies to cover all roads**; direct the use of the **latest and best design criteria** and guidelines while recognizing the need for flexibility in balancing user needs; direct that Complete Streets solutions will **complement the context** of the community; establish **performance standards** with measurable outcomes; and include **specific next steps** for implementation of the policy. Adoption of additional policy guidance from Living Streets Principles is encouraged.

2. Ensure staff in charge of design has received training on how to design Complete Streets (You must pass a resolution to adopt Complete Streets principles).

How to do it: Engage a qualified Complete Streets trainer to train city staff and, when possible, commission, council and key advocates in Complete Streets principles. Training includes technical training needed to effectively serve all transportation system users along with procedural training. Procedural training focuses on the meaning of a Complete Streets policy and the avenues to its implementation.

Why do it? Ensure that those responsible for implementing the Complete Streets policy are aware of the new procedures that apply to their field of work and why they are important. This can be the most important step in moving this work forward. Once implementers, decision-makers, and advocates understand the value and what it takes, they are able to move forward more quickly by avoiding many of the debates that can be caused by lack of knowledge.

Validation Requirements: Please provide the date of Complete Streets training, the names and roles of attendees, the agenda, and the name and credentials of the trainer. Participants must include representation from city engineering staff and preferably planning staff. Representation is encouraged from the city council and the planning and public works commissions (or similar). Staff is required to complete a minimum of one full day of training, though it is encouraged that they complete the equivalent of the Smart Growth America three-day course. Elected and appointed leaders are encouraged to attend at least two hours of training, with strong encouragement to complete a one-day workshop/training.

3. Adopt and enforce a street design guideline manual that supports all Complete Streets elements.

How to do it: Formally adopt a street design manual as an implementation tool to help facilitate a network of Complete Streets benefitting all users in the community. The recommended best-practice template is The Model Design Manual for Living Streets Los Angeles County as described in the detailed description document.

Why do it? Currently, street design focuses on accommodating large numbers of motorists, in many cases at the expense of other users. There is a flaw in this type of design, though: when active transportation users are not taken into account during the development process, the efficiency of moving traffic through main streets is often compromised. The evidence shows this failure to provide for all modes can lead to increased auto dependency and hence added bottlenecks in traffic, causing delays in motorist travel time.

Validation Requirements: Provide a locally adopted guide for how street retrofits and new developments will be constructed to meet Complete and/or Living Street principles providing policies and design guidelines that can be used by city agencies, design professionals, private developers and community groups. The community's street design guidelines must address how the type of street (local, arterial) and the character of the area (historical, downtown, residential, and commercial) will influence the design. The guide must be as comprehensive as the Model Design Manual for Living Streets - Los Angeles County, with sections addressing the corresponding chapters: Vision, goals, policies, and benchmarks; Street networks and classifications; Traveled way design; Intersection design; Universal pedestrian access; Pedestrian crossings; Bikeway design; Transit accommodations; Streetscape ecosystem; Re-placing streets; Designing land use along living streets; Retrofitting; and Community engagement. In particular, there needs to be general consistency with Chapters 3 and 4 of the Model Design Manual.

Tobacco Policy

1. Adopt a comprehensive smoke-free policy for all indoor workplaces and public places *and* a comprehensive smoke-free policy for all outdoor workplaces and/or public places.

How to do it: Adopt a policy prohibiting smoking in all indoor workplaces and public places. Concurrently, or subsequently, adopt a 100% smoke-free policy to all outdoor workplaces and/or public places (e.g. construction sites, restaurant and bar patios, service lines, transit waiting areas, public events like county fairs and farmers markets, public golf courses, parks, beaches and recreation areas).

Why do it? Youth who live in smoke-free communities are less likely to be daily smokers or become established smokers than those who live in places that allow smoking. Substantial evidence exists to demonstrate that smoke-free legislation reduces heart attacks in the short- and long-term. Additional evidence suggests that smoke-free legislation has positive effects on birth outcomes, infant health, and reducing the risk of asthma.

Validation Requirements:

Provide a comprehensive policy consistent with the Americans for Nonsmokers Rights Model Ordinances. This model ordinance language has been used effectively in communities across the country. We recommend using this model language in its entirety when your community is ready to consider a smoke-free policy:

- **Indoor:** Prohibiting Smoking in All Workplaces and Public Places (100% Smoke-free)
<http://www.no-smoke.org/pdf/modelordinance.pdf>
- **Outdoor:** Prohibiting Smoking in Outdoor Places of Employment and Public Places
http://www.no-smoke.org/pdf/modelordinance_outdoors.pdf

The policy may have up to 10 exceptions or the maximum as allowed under state law. The exceptions must be defined with a level of specificity as demonstrated in the Iowa Smoke Free Law (see example below in Section 4: Sample Policy Language).

2. **Adopt a comprehensive smoke-free policy in all indoor workplaces and public places *and* adopt a policy to address smoke-free multi-unit public housing.**

How to do it: Adopt a policy prohibiting smoking in all indoor workplaces and public places. Concurrently or subsequently adopt a 100% smoke-free policy to eliminate exposure to secondhand smoke in publicly owned multi-unit housing.

Why do it? According to a U.S. Surgeon General report, there is no risk-free level of exposure to secondhand smoke.¹ In 2009, HUD issued a notice that “strongly encourages” all public housing authorities to adopt smoke-free policies for their buildings.² Secondhand smoke can enter neighboring apartments under doorways and through wall cracks and openings for electrical wiring, light fixtures, plumbing, baseboards, and ductwork.³ In a 2009 survey of renters in Minneapolis, MN, 75% of renters said they would be “somewhat likely” or “very likely” to choose a no-smoking building over a building where smoking was allowed.⁴ Contrary to the belief that smoke-free multi-unit housing policies discriminate against low-income tenants who smoke, the real discrimination is against low-income families who cannot escape exposure to deadly secondhand smoke and cannot find another place to live because of income, health, or other reasons.⁵

Validation Requirements:

- **Indoor:** Provide a comprehensive policy consistent with the Americans for Nonsmokers Rights Model Ordinances. This model ordinance language has been used effectively in communities across the country. We recommend using this model language in its entirety when your community is ready to consider a smoke-free policy:
Prohibiting Smoking in All Workplaces and Public Places (100% Smoke-free)
<http://www.no-smoke.org/pdf/modelordinance.pdf>

The policy may have up to 8 exceptions or the maximum as allowed under state law. The exceptions must be defined at the 5 or greater (e.g. 6) digit NAICS level and/or narrowly defined as demonstrated in the Iowa Smoke Free Law.

- **Housing:** Provide the policy that prohibits smoking in multi-unit housing. This policy must include all common indoor and outdoor areas (excluding designated smoking areas that meet criteria), outdoor smoke-free buffer zones (balconies, etc.), and 100% of all new units. Up to 20% of existing units can be smoking-allowed if they meet the criteria. Additional details are in the supporting policy overview document.

¹ The health consequences of involuntary exposure to tobacco smoke: a report of the Surgeon General. – [Atlanta, GA]: U.S. Dept. of Health and Human Services, Centers for Disease Control and Prevention, Coordination Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, [2006].

² HUD Memo Encouraging Nonsmoking Policies in Public Housing. <http://www.phlpnet.org/sites/phlpnet.org/files/HUD%20memo%20re%20no-smoking%20policies.pdf>

³ Wagner J, Sullivan DP, Faulkner D, et al. Environmental Tobacco Smoke Leakage from Smoking Rooms. *Journal of Occupational and Environmental Hygiene* 2004;1(2):110-118.

⁴ Ferris M, Leite A. Perceptions of secondhand tobacco smoke among Minnesota Metro renters: A survey of renters across the Twin Cities metro area. Wilder Research Report. August 2009.
http://www.mnsmokefreehousing.org/documents/2009_Metro_tenants_SHS_survey_final_report.pdf

⁵ The Center for Tobacco Policy and Organizing. *Becoming a Policy Wonk on Nonsmoking Housing Units Ordinances: Answers to Tough Questions from Opponents and Elected Officials*. November 2011.
[http://www.center4tobaccopolicy.org/CTPO/ files/ file/Becoming%20a%20Policy%20Wonk%20on%20Nonsmoking%20Housing%20Units%20Ordinances%20November%202011%20\(update\).pdf](http://www.center4tobaccopolicy.org/CTPO/ files/ file/Becoming%20a%20Policy%20Wonk%20on%20Nonsmoking%20Housing%20Units%20Ordinances%20November%202011%20(update).pdf)

Active Living Policy

1. Adopt an active transportation plan that includes plans for accountability, funding, implementation, and evaluation.

How to do it: Adopt a plan which documents the current state of public transit and identifies areas planned for improvement. A strong active transportation plan should include the following as applicable:

- a. Mapping transportation corridors near key destinations, including schools
- b. Addressing a Complete Streets program community-wide
- c. Rails-to-Trails program
- d. Public transit amenities, safety, accessibility and affordability
- e. Mixed-use housing near transit stops and stations
- f. Safe Routes to Schools programs
- g. Developing a bicycle and pedestrian master plan
- h. An example of a program is to create route-finding applications and real-time arrival information available via smartphones
- i. A wayfinding and signage program for bicycle and pedestrian routes
- j. A commitment to not raise vehicle miles traveled (VMT) over a certain period of time and a baseline for VMT

Plans should not be simply data driven, but also “map out” feelings of security, shade and aesthetics along important corridors.

Why do it? Active transportation is a growing trend and in some cases, such as for youth and the older adults, the only available mode of transportation. It also supports a healthy lifestyle. Residents living in more walkable communities have stronger social networks, thus increasing the social capital in the area. They also have lower health care costs than those living in more car dependent areas,^{6,7} An active transportation plan gives the community an opportunity to integrate all modes of active transportation into the development process, such as planning for public transit and facilities that align with pedestrian and bicycle route connectivity.

Validation Requirements: Provide a copy of your active transportation plan, which must include plans for accountability, funding, implementation and evaluation. Plan must also include an outline for short-term demonstration projects and long-term plans, and clearly show that items “a” through “j” above were given appropriate consideration.

2. Implement a policy encouraging neighborhoods to achieve a street connectivity index of 1.4.

How to do it: The Street Connectivity Index is a simple measurement that assesses the ability of non-auto users and vehicles to move efficiently throughout a community. It is determined by dividing the number of street segments by the number of intersections. Details about this policy are in the supporting detailed description, though you can also see a quick link at, http://www.cityofhenderson.com/community_development/docs/applications/Street_Connectivity_Index.pdf

Begin by approving a policy encouraging a Street Connectivity Index of 1.4 or less for all future development. Then, identify low connectivity neighborhoods. Once you establish priority neighborhoods for retrofitting, propose potential new street networks with short links, numerous intersections and minimal dead-ends or cul-de-sacs to phase in. Create a timeline and plan to reach the connectivity index of 1.4 or the most feasible alternative for priority neighborhoods.

⁶ Leyden KM. Social Capital and the Built Environment: The Importance of Walkable Neighborhoods. *Am J Pub Health*; 93: 1546-1551.

⁷ American Public Health Association. Backgrounder: The Hidden Health Costs of Transportation. 2010. Available at: <http://trid.org/view.aspx?id=919815>.

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Why do it? Areas with a street connectivity index of 1.4 increase home-based walking trips and improve the chances of residents meeting the recommended level of physical activity. Every increase in street connectivity is associated with a decrease in using a vehicle for local travel.

Validation Requirements: Submit the policy showing that developers are encouraged to build streets within planned developments, subdivisions, and redevelopments that meet the street connectivity requirement of 1.4. Provide evidence that the policy is incorporated into the community's general plan or will be in the next update.

3. Adopt form-based codes for the community or a sub-area of the community.

How to do it: Formally adopt form-based codes for the community or sub-area(s) of the community to support a development that is compact, mixed-use, and pedestrian-friendly, helping to create livable neighborhoods and healthy vibrant communities. Ideally, a community would plan appropriate staff training in form-based codes.

Why do it? In contrast to traditional zoning, which emphasizes how a building is used or 'what is inside' (retail, residential, etc.), form-based codes concentrate first on the visual aspect of the development: building height and bulk, facade treatments, the location of parking, and the relationship of the buildings to the street and to one another. Simply put, form-based codes emphasize the appearance and qualities of the public realm – the places created by buildings. As such, they provide an opportunity to create a high-quality environment that works for all users, including pedestrians.⁸ Mixed land use and pedestrian-oriented neighborhoods have been shown to increase physical activity, lower body weight, and increase social capital among residents.^{9,10}

Validation Requirements: Provide the form-based codes for the community or sub-area of the community. Codes should support a development that is compact, mixed-use, and pedestrian-friendly. Codes should de-emphasize 'use' and divide a community into neighborhoods or specific street corridors that have a distinct and consistent character, while allowing a mixture of compatible uses. Codes must clearly cover the ten key elements of form-based codes as described in the detailed description. The submitted code should be for more than one specific development project and instead be applicable in designated areas throughout the community.

4. Update zoning and building codes to encourage mixed-use development.

How to do it: Update zoning and building codes to encourage mixed-use development (residential, commercial, and civic buildings that are within close proximity to each other), particularly around neighborhood centers, transit stations, schools, parks, employment centers, and retail stores.

Why do it? Research suggests that high social capital (sense of trust and reciprocity among citizens) is linked with lower mortality, higher general health status, lower risk of major depression, prevention of crime, and enhanced economic development.¹¹ Mixed land use and pedestrian-oriented neighborhoods have been shown to increase physical activity, lower body weight, and increase social capital among residents.¹²

Validation Requirements: Provide zoning and building codes that encourage mixed-use development strategically within the community. Codes should highlight considerations for providing all residents access to neighborhood centers, transit stations,

⁸ Robert Wood Johnson Foundation. Leadership for Healthy Communities. Action Strategies Toolkit: A Guide for Local and State Leaders Working to create Healthy Communities and Prevent Childhood Obesity. February 2011.

⁹ Black J, Macinko J. Neighborhoods and obesity. Nutrition Reviews 2008;66(1):2–20.

¹⁰ Leyden K. Social capital and the built environment: The importance of walkable neighborhoods. American Journal of Public Health 2003;93(9):1546-1551.

¹¹ Leyden K. Social capital and the built environment: The importance of walkable neighborhoods. American Journal of Public Health 2003;93(9):1546-1551.

¹² Black J, Macinko J. Neighborhoods and obesity. Nutrition Reviews 2008;66(1):2–20.

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schools, parks, and retail stores via alternate modes of transportation. Provide evidence that codes are adopted and incorporated into the community's general plan (or will be with the next update).

5. Adopt a bicycle master plan that includes plans for accountability, funding, implementation, and evaluation.

How to do it: Demonstrate your city's commitment to creating a safe and accommodating environment for biking by developing and adopting a Bicycle Master Plan. The plan should be developed with robust community input and it should focus on connecting destinations.

Why do it? Bicycling provides many health benefits in relation to physical activity, obesity rates, cardiovascular health, and morbidity.¹³ Research has shown that both community-scale and street-scale urban design and land use policies are effective in increasing physical activity.¹⁴ A cross-sectional study at the city level of over 40 U.S. cities found that each additional mile of bike lane was associated with an increase in the share of workers regularly commuting by bicycle.¹⁵

Validation Requirements: Please provide a copy of your Bicycle Master Plan. Document must include plans for accountability, funding, implementation and evaluation. Plan may include recreational bicycling trails but must emphasize commuter routes and connections for schools. Provide evidence that this is included in the community's general plan or will be in the next update.

6. Adopt a pedestrian master plan that includes plans for accountability, funding, implementation, and evaluation.

How to do it: Demonstrate your city's commitment to promote a pedestrian-friendly environment, where public spaces – including streets and off-street paths – offer a level of convenience, safety, and attractiveness to pedestrians, which will encourage and reward the choice to walk.¹⁶ Develop and have City Council formally adopt a Pedestrian Master Plan with robust community input and a focus on connecting daily destinations (work, school, shopping, etc.). Minimally, a community may simply identify key destinations and corridors for pedestrians, have city staff create a simple map and prepare a plan.

Why do it? Research has shown that both community-scale and street-scale urban design and land use policies and practices are effective in increasing physical activity. Transit users take more steps per day and spend more minutes walking per day than people who rely on cars. Residents of neighborhoods with sidewalks on most streets are more likely to meet physical activity guidelines than were residents of neighborhoods with sidewalks on few or no streets.

Validation Requirements: Provide a copy of your Pedestrian Master Plan, which must include plans for completing connecting segments, accountability, funding, implementation and evaluation. Provide evidence that this is included in the community's general plan or will be in the next update.

7. Adopt a parking master plan that includes plans for accountability, funding, implementation, and evaluation.

How to do it: Develop and have City Council formally adopt a plan to reach a target maximum amount of off-street parking allowed, while maximizing on-street parking.

Why do it? Minimum parking requirements lead to increased distance between businesses (reducing the concentration of businesses built in any area) and more off-street parking than is actually used in certain areas, such as downtowns and transit-oriented residential neighborhoods. Research shows on-street parking spaces experience more use and have higher turnover

¹³ Pucher J, Dill J, Handy S. John Pucher. Infrastructure, programs, and policies to increase bicycling: An international review. Preventive Medicine 50 (2010) S106–S125.

¹⁴ Heath GW, Brownson RC, Kruger J, et al. The effectiveness of urban design and land use and transport policies and practices to increase physical activity: a systematic review. Journal of Physical Activity and Health 2006;3(Suppl 1):S55-76.

¹⁵ Dill J, Carr T. Bicycle commuting and facilities in major U.S. cities: If you build them, commuters will use them. Transp Res Rec 2003;1828:116-123.

¹⁶ City of Oakland, CA Pedestrian Master Plan. <http://www.oaklandnet.com/government/pedestrian/index.html>

than off-street parking, and create a safer environment for pedestrians, bicyclists and motorists by reducing vehicle speeds. They also create a buffer between pedestrians and moving cars.

Validation Requirements: Provide a copy of your adopted Parking Master Plan, including plans for accountability, implementation and evaluation. Provide evidence that this is included in the community's general plan or will be in the next update. Provide a letter explaining which of the target goal criteria outlined in the supporting document were not incorporated and why. At least six must be incorporated.

8. Create a policy that facilitates joint-use-of-facilities agreements (such as model joint-use agreements).

How to do it: Collaborate with schools and other organizations to establish joint use of facilities agreements, allowing playing fields, playgrounds, and recreation centers to be used by community residents when the primary activity (e.g., schools) are closed. If necessary, adopt policies to address liability issues that might block implementation.

Why do it? One reason many Americans don't get the exercise they need to be healthy is because they don't have places to be active. A comprehensive review of 108 studies indicated that access to facilities and programs for recreation near their homes and time spent outdoors correlated positively with increased physical activity among children and adolescents.¹⁷ Increasing access to recreation facilities is one way for children to increase physical activity and possibly lower body weight.^{18,19}

Validation Requirements: Provide the policy that allows the joint use of facilities agreements allowing playing fields, playgrounds, and recreation centers to be used by community residents when the primary activity (e.g., schools) are closed. The policy should be system wide (e.g., for all schools) noting exceptions, as opposed to a policy for just one site. If necessary, provide policies to address liability issues that might block implementation. Validation requires a policy for either indoor or outdoor facilities, optimally both.

9. Adopt a policy requiring showers, changing facilities and bike racks in municipal buildings.

How to do it: Adopt a policy pertaining to municipal facilities that requires newly constructed projects and all major remodels to provide short-term and/or long-term bicycle parking accommodations, showers, and changing rooms to promote active commuting (biking, walking).

Why do it? Research suggests that employees at worksites with at least two physical supports for active commuting (bicycle parking, bicycle storage, and showers or lockers) were more likely to actively commute at least once per week than employees that reported no physical supports. Women in particular were 10 times more likely to actively commute to work when two physical supports were present versus none.

Validation Requirements: Submit the policy that requires new municipal facilities and major remodeling projects to provide short-term and/or long-term bicycle parking accommodations, showers, and changing rooms to promote active commuting (biking and walking).

¹⁷ Sallis JF, Prochaska JJ, Taylor WC. A review of correlates of physical activity of children and adolescents. *Med Sci Sports Exerc* 2000;32:963-75.

¹⁸ Baker, E. A., M. Schootman, C. Kelly, and E. Barnidge. 2008. Do recreational resources contribute to physical activity? *Journal of Physical Activity and Health* 5(2):252-261.

¹⁹ Sallis, J., and K. Glanz. 2009. Physical activity and food environments: Solutions to the obesity epidemic. *The Milbank Quarterly* 87(1):123-154.

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Healthy Eating Policy

1. Establish zoning to limit density and location of fast-food establishments.

How to do it: Have City Council formally adopt a policy to restrict fast food establishments near public school grounds and public playgrounds, and/or limit density (minimally to one every 400 feet) of fast food restaurants.

Why do it?

A study by the National Bureau of Economic Research found that among ninth-grade students, a fast food restaurant within a tenth of a mile of a school is associated with an increase in obesity rates.²⁰ A similar study found that schools within 800 meters of convenience stores had higher rates of overweight students than schools located further from these retailers.²¹

Validation Requirements: Submit the ordinance that restricts fast food establishments near public school grounds and public playgrounds, and/or limits density of fast food restaurants to one every 400ft (“fast food restaurant” is defined as any establishment that dispenses food for consumption on or off the premises and that has the following characteristics: a limited menu, items prepared in advance or prepared and heated quickly, no table orders, and food served in disposable wrapping or containers). Provide evidence that this is included in the community’s zoning code. To illustrate the potential real impact, provide a map or list of businesses made into a non-conforming use by adoption of the ordinance. It is strongly recommended, but not required, to use the Model Healthy Food Zones as a framework for the ordinance.

<http://changelabsolutions.org/publications/model-ord-healthy-food-zone>

2. Prohibit establishment of new fast food drive-thrus.

How to do it: Have City Council adopt a policy that prohibits fast food restaurants with drive-through service or puts a moratorium on restaurants with drive-through service throughout the community.

Why do it? Research suggests three main reasons for why fast food likely contributes to obesity: large, inexpensive portion sizes; high energy density; and the frequency with which Americans, including children, consume it. Even after accounting for individual characteristics and community income, adults with a higher ratio of fast food establishments and convenience stores to grocery stores and produce vendors near their homes are more likely to be obese and to have diabetes than those with lower ratio of fast food establishments to grocery stores.²²

Validation Requirements: Please provide the ordinance that prohibits or places a community-wide moratorium on fast food restaurants with drive-through service. Provide evidence that this is included in the community’s zoning code.

3. Provide incentives to attract supermarkets and grocery stores to underserved neighborhoods.

How to do it: Provide financial and/or non-financial incentives to encourage food retailers to open new retail outlets in areas with limited shopping options, and encourage existing corner and convenience stores to offer healthier foods. Financial incentives include, but are not limited to, tax benefits and discounts, loans, loan guarantees, and grants to cover start-up and investment costs (e.g., improving refrigeration and warehouse capacity). Non-financial incentives include supportive zoning and increasing the capacity of small businesses through technical assistance in starting up and maintaining sales of healthier food and beverages.²³

²⁰ Currie J, DellaVigna S, Moretti E, Pathania V: The Effect of Fast Food Restaurants on Obesity and Weight Gain. *Am Econ J: Econ Policy* 2010, 2:32-63.

²¹ Howard PH, Fitzpatrick M, Fullfrost B. Proximity of food retailers to schools and rates of overweight ninth grade students: An ecological study in California. *BMC Public Health* 2011, 11:68

²² Designed for Disease: The link Between Local Food Environments and Obesity and Diabetes. California Center for Public Health Advocacy, PolicyLink, and the UCLA Center for Health Policy Research. April 2008.

²³ Keener, D., Goodman, K., Lowry, A., Zaro, S., & Kettel Khan, L. (2009). Recommended community strategies and measurements to prevent obesity in the United States: Implementation and measurement guide. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. http://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf

Why do it? Neighborhood residents who have better access to supermarkets and grocery stores tend to have healthier diets and lower levels of obesity.²⁴ One study indicated that every additional supermarket within a given census tract was associated with a 32% increase in the amount of fruits and vegetables consumed by persons living in that census tract.²⁵

Validation Requirements: Provide a map identifying underserved areas, proof of existing incentives that encourage supermarkets and grocery stores to open new retail outlets in areas with limited shopping options, *and* encourage existing corner and convenience stores to offer healthier foods. Provide evidence that this is encouraged within the community's economic development tools, zoning code, and/or general plan.

4. Create policies to increase healthy mobile markets.

How to do it: Have City Council formally adopt a policy to encourage mobile vending of healthy foods (nutrient rich, fresh fruits and vegetables).

Why do it? Creating healthy mobile vending or produce cart programs is a cost-effective and efficient means of increasing residents' access to fresh produce. Studies have shown that residents of rural areas, low-income neighborhoods, and communities of color have less access to supermarkets and large grocery stores and the fresh produce they sell.²⁶ Produce cart vendors can travel deep into neighborhoods most in need of fresh produce, do not require large capital investments to start operations, and can adjust their inventory quickly to fit the unique cultural demands of a community. Communities that establish a permit program for produce cart vendors may also enjoy economic benefits in the form of increased small business opportunities, along with neighborhood economic development and revitalization.²⁷

Validation Requirements: Please provide the policy or ordinance that is designed to increase the number of Healthy Mobile Markets. Provide evidence that healthy mobile markets are encouraged within the community's licensing requirements or general plan, or will be in the next update. It is recommended, though not required, that the ordinance include specifics related to permits, conduct, enforcement, and tracking policy impact. *NOTE:* If the municipality bans mobile vending near schools, it will need to amend the ban to permit Produce Cart vendors to sell at or near schools.

5. Adopt policies to promote outdoor dining.

How to do it: Have City Council formally adopt zoning code language that defines outdoor dining as an allowed use and ensures that the surrounding areas are safe and comfortable for pedestrians.

Why do it? Outdoor cafés and restaurants are great for bringing people together to socialize and create lively street environments. Evidence suggests that over the past 20 years, Americans have become more socially isolated. One study showed that the number of people reporting that there is no one with whom they discuss important matters nearly tripled between 1985 and 2004.²⁸ Outdoor dining creates an active streetscape, enhances economic and social vitality, and promotes pedestrian and retail-friendly activity.²⁹

²⁴ Story, M., K. M. Kaphingst, R. Robinson-O'Brien, and K. Glanz. 2008. Creating healthy food and eating environments: Policy and environmental approaches. *Annual Review of Public Health* 29:253–272.

²⁵ Morland K, Wing S, Diez Roux A, Poole C. Neighborhood characteristics associated with the location of food stores and food service places. *Am J Prev Med* 2002;22:23–9.

²⁶ Healthy Eating Research. Bringing Healthy Foods Home: Examining Inequalities in Access to Food Stores: A Research Brief. July 2008.

²⁷ Creating a Permit Program for Produce Cart Vendors A Simple Way to Increase Access to Fruits and Vegetables. National Policy & Legal Analysis Network to Prevent Childhood Obesity. February 2010.

http://www.nplanonline.org/sites/phlpnet.org/files/nplan/Produce%20Cart%20Ord_FactSheet_FINAL_20100222.pdf

²⁸ McPherson M, Smith-Lovin L, Brashears M. Social Isolation in America: Changes in Core Discussion Networks over Two Decades. *American Sociological Review* 2006;71:353.

²⁹ Alexandria, VA. Ordinance No. 4521. An ordinance to amend and reordain Section 6-800 (King Street Outdoor Dining Overlay Zone).

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Validation Requirements: Provide the appropriate zoning code section(s) that define outdoor dining as an allowed use. Please also provide, if the city adopted, any permit regulations for use of a sidewalk. If the code does not identify outdoor dining as an allowed use, provide a policy that does.

6. Restrict mobile vending of unhealthy foods near schools and public playgrounds.

How to do it: Restrict mobile vending of all foods within 1000 feet of schools and 200 feet of public playgrounds.

Why do it? Mobile food vendors have been found to converge around schools to sell foods to students after school.³⁰ In one study, 56% of transactions with mobile food vendors outside of school were child-only transactions, with the most child-only transactions occurring at ice cream trucks. Research suggests that the food environment around schools can impact the food choices of students.

Validation Requirements: Provide the ordinance or policy that restricts mobile vending of all foods within 1000 feet of schools and 200 feet of public playgrounds and the enforcement mechanism.

7. Ensure that community gardens and farmer's markets are allowable uses of city property.

How to do it: Introduce or modify land use policies/zoning regulations to allow, promote, and/or protect sites for community gardens and farmers markets, such as vacant city-owned land or unused parking lots.

Why do it? In addition to providing fresh produce to community residents, farmers markets support small farmers, serve as community gathering places, and revitalize downtown areas. Community gardens are also important for providing community members with fresh produce, building social connections, providing education, providing opportunity for recreation and physical activity, and enhancing economic development opportunities. Benefits of creating land use protections for farmers markets include removing barriers to establishing new markets while protecting existing ones; optimizing locations of farmers markets to ensure they are prioritized in appropriate sites (e.g., near schools, town centers and public transportation, or in neighborhoods with limited access to fresh produce); and increasing access for low-income customers (e.g., requiring farmers markets to accept various forms of food assistance).

Validation Requirements: Provide evidence of land-use policies that allow, promote, and/or protect sites for community gardens and farmers markets, such as vacant city-owned land or unused parking lots. The policy/regulation should make them an allowed use on all appropriate property (e.g., a farmers market can operate once per week on a private parking lot).

8. Create pricing incentives to increase affordability of healthy foods in municipal facilities.

How to do it: Provide cost incentives for the purchase of healthier foods and beverages. This can be done by lowering prices of healthier foods and beverages while raising the price of less healthy options in vending machines, cafeterias, and concession stands in municipal buildings and parks. The goal of this policy is to eliminate cost disincentives or provide cost incentives for the purchase of healthier foods and beverages.

Why do it? When healthier foods and beverages cost more than less healthy foods and beverages, it provides a barrier to choosing healthier options. Healthier foods and beverages not only need to be available, they need to be affordable. Research has demonstrated that reducing the price of healthier foods increases the purchase of healthier foods.³¹ It is estimated that subsidizing a 10% price reduction on fruits and vegetables would increase daily consumption of fruits and vegetables among low-income persons.^{32, 33,34,35}

³⁰ Tester JM, Yen IH, Laraia B. Mobile food vending and the after-school food environment. *Am J Prev Med.* 2010; 38(1):70–73.

³¹ French SA, Story M, Jeffery RW. Environmental influences on eating and physical activity. *Annu Rev Public Health* 2001;22:309–35.

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Validation Requirements: Provide evidence of a policy that directs food vending contracts to achieve pricing favorable to healthy options and photographs of at least one implementation.

9. Establish a healthy food and beverage policy at city-sponsored youth sporting events.

How to do it: Create a policy supporting provision of healthy food and beverages and prohibiting low-nutrient, energy-dense foods and beverages prior to, during, or after city sponsored youth sporting events. Examples of low-nutrient, energy-dense foods include salty/high-fat chips, high-fat baked goods, desserts, and sugar-sweetened beverages.

Why do it? City facilities that serve youth can influence the dietary choices that children make while participating in youth programs or utilizing youth facilities by limiting the number and variety of unhealthy options that are readily available in vending machines and during snack times. Children ages 2-18 consume almost three snacks a day, and snacking accounts for up to 27% of children's daily caloric intake.³⁶ Parents can reduce the risk of Type 2 diabetes in their children by eliminating one can of soda per day, regardless of any other diet or exercise changes.³⁷ Food availability and accessibility are influential in shaping food choices. Adolescents report that one of the most influential factors in their food choices is food availability.³⁸ Children will eat what's available. Using food, particularly low-nutrient, energy-dense foods, as rewards in recreational settings undermines the healthy habits being promoted by the park and recreation department, encourages overconsumption of foods high in added sugar and fat, and teaches kids to eat when they're not hungry as a reward to themselves.

Validation Requirements: Provide evidence of a policy that supports the provision of healthy food and beverages and prohibits low-nutrient, energy-dense foods and beverages prior to, during, or after city sponsored youth sporting events.

10. Adopt healthy vending standards in municipal buildings and public parks.

How to do it: Set nutrition standards for food and beverages available in government-run or regulated after-school programs, recreation centers, parks, and child care facilities (including limiting access to calorie-dense, nutrient-poor foods).

Why do it? Consuming just 100 excess calories a day can cause a ten pound weight gain each year. Individual weight loss of as little as five to ten pounds can delay or prevent the onset of Type 2 diabetes³⁹, metabolic syndrome, and hypertension.⁴⁰ City governments can serve as leaders and role models by adopting and enforcing policies to promote healthy food choices in public places. Doing so sends the message to children and adults alike that healthy eating is important and reduces the charge that limited availability of healthier food and beverage options is a barrier to healthy eating.

³² Dong D, Lin B. Fruit and vegetable consumption by low-income Americans: would a price reduction make a difference? Washington, DC: US Department of Agriculture, Economic Research Service; 54. 2009.

³³ Anderson JV, Bybee DI, Brown RM, et al. Five a day fruit and vegetable intervention improves consumption in a low income population. J Am Diet Assoc 2001;101:195-202.

³⁴ Cincirpini P. Changing food selections in a public cafeteria: an applied behavioral analysis. Behavioral Modification 1984;8:520-39.

³⁵ Jeffery RW, French SA, Raether C, Baxter JE. An environmental intervention to increase fruit and salad purchases in a cafeteria. Prev Med 1994;23:788-92.

³⁶ Piernas C and Popkin BM. "Trends in Snacking among U.S. Children." Health Affairs, 29(3): 398- 404, 2010.

³⁷ Levi J, Vinter S, St. Laurent R, Segal LM. F as in fat: how obesity policies are failing in America: Trust for America's Health. Princeton (NJ): Robert Wood Johnson Foundation; 2010.

³⁸ Patrick H, Nicklas T. A review of family and social determinants of children's eating patterns and diet quality. Journal of the American College of Nutrition 2005;24(2):83-92.

³⁹ Knowler WC, Barrett-Connor E, Fowler SE, Hamman RF, Lachin JM, Walker EA, et al. Reduction in the incidence of type 2 diabetes with lifestyle intervention or metformin. N Engl J Med. 2002; 346:393-403.

⁴⁰ U.S. Department of Health and Human Services. The Surgeon General's call to action to prevent and decrease overweight and obesity. [Rockville, MD]: U.S. Department of Health and Human Services, Public Health Service, Office of the Surgeon General; [2001]. Available at <http://www.surgeongeneral.gov/topics/obesity/calltoaction/toc.htm>

Validation Requirements: Provide the nutrition standards for food and beverages available in government-run or regulated after-school programs, recreation centers, parks, and child-care facilities (including limiting access to calorie-dense, nutrient-poor foods). At least 50 percent of options must meet Blue Zones Project’s Healthy Dish Guidelines and/or Vending Machine Standards (available at www.bluezonesproject.com). Provide at least one contract with a vending service provider demonstrating the required policy.

11. Increase access to fresh water drinking fountains.

How to do it: Adopt a policy to require access to, and maintenance of, fresh drinking water fountains (e.g., public restroom codes), and/or require that plain water be available in local government-operated outdoor areas and other public places and facilities.

Why do it? It is estimated that consumption of sugar-sweetened beverages accounts for at least one-fifth of the weight gained between 1977 and 2007 in the U.S. population.⁴¹ Supporting policies that require access to, and maintenance of, fresh drinking water fountains in public places encourages water consumption in place of sugar-sweetened beverages to prevent and reduce weight gain and obesity.

Validation Requirements: Attach the policy and, if possible, the building code sections (e.g., public restroom codes) that require access to, and maintenance of, fresh drinking water (fountains or plain water) in local government-operated public spaces.

12. Adopt a written worksite breastfeeding policy that provides space and time for breastfeeding for city employees.

How to do it: Support implementation and awareness of the policy in local government facilities by adopting a written worksite lactation policy that provides space and time for breastfeeding for city employees.

Why do it? Women who are able to continue to breastfeed after returning to work miss less work time due to baby-related illnesses and have shorter absences when they do miss work.⁴² Other positive results from providing lactation programs in the workplace include lower absenteeism, higher productivity, greater morale and company loyalty, and lower health care costs.⁴³ Research also indicates that breastfeeding helps prevent pediatric obesity.⁴⁴

Validation Requirements: Please attach the written worksite policy that provides space and time for breastfeeding for city employees. These areas should be private, comfortable and clean, with blinds that close and a sink.

⁴¹ Woodward-Lopez G, Kao J and L Ritchie. To what extent have sweetened beverages contributed to the obesity epidemic? *Public Health Nutr* 2010; Sep 23:1-11.

⁴² Cohen R, Mrtek MB. Comparison of maternal absenteeism and infant illness rates among breast-feeding and formula-feeding women in two corporations. *American Journal of Health Promotion* 1995; 10(2): 148-53.

⁴³ Ryan AS, Zhou W, Arensberg MB. The effect of employment status on breastfeeding in the United States. *Women’s Health Issues* 16 (2006) 243–251.

⁴⁴ Keener, D., Goodman, K., Lowry, A., Zaro, S., & Kettel Khan, L. (2009). Recommended community strategies and measurements to prevent obesity in the United States: Implementation and measurement guide. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. http://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf

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Built Environment Changes

1. Complete at least one meaningful project from the Active Transportation Plan, Bicycle Master Plan or Pedestrian Master Plan.

How to do it: Work with all stakeholders to prioritize a meaningful project (or a few projects) from your city's Active Transportation Plan (or Bicycle Master Plan or Pedestrian Master Plan), then get to work implementing that project.

Why do it? Once your city has adopted a Master Plan, the next step is implementing the plan. Having a plan alone is not enough to increase actual active living with more people moving naturally throughout the normal course of their day. Completing projects outlined in the Master Plan builds awareness of your city's commitment to creating a safe and accommodating environment for walking and biking and facilitates realization of the goals outlined in the plan.

Validation Requirements:

- If this is to satisfy the first built environment requirement, please submit a photo of the final constructed project, the date of completion and a description of why you believe this is a meaningful project to your community. A qualifying project must have broad impact for a neighborhood and not just a limited number of property owners.
- If this is to satisfy the second built environment requirement, please submit evidence of the project's approval by the appropriate decision-making body (including date of approval), evidence that it is embedded in the general and capital plans, a copy of the work plan to take the project to completion, and a description of why you think this is a meaningful change for your community.

2. Begin construction on a meaningful Complete Streets project.

How to do it: Choose a meaningful project (or a few projects) to implement that will help you meet the goals identified in your Complete Streets policy. A qualifying project must incorporate at least three infrastructure elements and be of a scale to have a neighborhood benefit.

Complete Streets infrastructure means design features that contribute to a safe, convenient, or comfortable travel experience for users, including but not limited to features such as sidewalks; shared use paths; bicycle lanes; automobile lanes; paved shoulders; street trees and landscaping; planting strips; curbs; accessible curb ramps; bulb outs; crosswalks; refuge islands; pedestrian and traffic signals, including countdown and accessible signals; signage; street furniture; bicycle parking facilities; public transportation stops and facilities; transit priority signalization; traffic calming devices, such as rotary circles and traffic bumps, and surface treatments, such as paving blocks, textured asphalt, and concrete; narrow vehicle lanes; raised medians; and dedicated transit lanes.

Why do it? Turning policy into practice is not an easy task. Using the Complete Streets framework provides a proven approach and makes the process more likely to be successful. Showing progress quickly and regularly provides the community with increasing active living options. This evidence of success makes future projects easier to implement.

Validation Requirements:

- If this is to satisfy the first built environment requirement, please submit a photo of the final constructed project, the date of completion and a description of why you believe this is a meaningful project to your community. A qualifying project must incorporate at least three aspects of Complete Streets principles (e.g., not just a sidewalk or a bike lane) and demonstrate a neighborhood benefit, not just a benefit that accrues to adjacent property owners.
- If this is to satisfy the second built environment requirement, please submit evidence of the project's approval by the appropriate decision-making body (including date of approval), evidence that it is embedded in the general and capital plans, a copy of the work plan to take the project to completion, and a description of why you think this is a meaningful change for your community.

3. Begin construction on a meaningful Safe Routes to Schools project.

How to do it: Choose a meaningful project (or a few projects) to implement that will create safe routes to school. Safe Routes to School programs examine conditions around schools and conduct projects and activities that work to improve safety and accessibility, while reducing traffic and air pollution in the vicinity of schools. Example projects include slowing down traffic around schools, constructing sidewalks and concrete curb extensions, educational campaigns, purchasing LED streetlights, school crossing signs, and flashers. Visit the National Safe Routes to School website to find your state's Safe Routes To School contact and other helpful information: <http://www.saferoutesinfo.org>. Follow their seven step process: bring together the right people, hold a kick off meeting and set a vision, gather information and identify issues, identify solutions, make a plan, get the plan and people moving, evaluate, adjust and keep moving.

Why do it: Adults walk for only 21% of trips that are one mile or less, and children walk for only 36% of trips to school in that same distance. Children who walk or bike to school have higher daily levels of physical activity and better cardiovascular fitness than children who do not actively commute to school. Safe Routes to School programs help make bicycling and walking to school safer and more appealing transportation choices, thus encouraging a healthy and active lifestyle from an early age.

Validation Requirements:

- If this is to satisfy the first built environment requirement, please submit a photo of the final constructed project, the date of completion and a description of why you believe this is a meaningful project to your community. A qualifying project must be part of completing an entire route to a school.
- If this is to satisfy the second built environment requirement, please submit evidence of the project's approval by the appropriate decision-making body (including date of approval), evidence that it is embedded in the general and capital plans, a copy of the work plan to take the project to completion, and a description of why you think this is a meaningful change for your community.

4. Implement a permanent strategy to enhance personal safety in areas where people are or could be physically active.

How to do it: Identify high-crime neighborhoods or neighborhoods with a high percentage of vacant or abandoned buildings where residents could be interested in actively commuting (areas between residential areas, shopping, places of work, school, etc). Determine what you can do to meaningfully improve the safety and appeal of these neighborhoods. Ideas to improve safety include installing streetlights, building/maintaining sidewalks, projects to reduce or slow traffic (e.g., speed humps or traffic circles), improve/maintain street crossings, decrease the number of abandoned buildings and homes, clean up graffiti and trash, or plant trees and other greenery.

Why do it? Individuals who perceive their neighborhood to be unsafe or live in a neighborhood with high physical disorder are less likely to be physically active or encourage their children's physical activity. One strategy for promoting physical activity is to ensure that neighborhoods are safe and appealing, so that residents are comfortable walking, biking, and playing in their neighborhoods.

Validation Requirements:

- If this is to satisfy the first built environment requirement, please submit a photo of the final constructed project, the date of completion and a description of why you believe this is a meaningful project to your community. A qualifying project must demonstrate benefit for more than just a limited number of property owners and have demonstrated neighborhood benefit.
- If this is to satisfy the second built environment requirement, please submit evidence of the project's approval by the appropriate decision-making body (including date of approval), evidence that it is embedded in the general and capital

plans, a copy of the work plan to take the project to completion, and a description of why you think this is a meaningful change for your community.

5. Establish new community gardens.

How to do it: Visit the American Community Gardening Association (<http://communitygarden.org/index.php>) for resources, including how to find community gardens in your area, start-up guides, how-to manuals, evaluation tools and more. Contact other cities that have community garden programs to learn from their experiences.

Why do it? Community gardens enhance the health and well-being of individuals by providing physical, spiritual, and nutritional benefits, while providing a sense of worth and involvement.

Validation Requirements:

- If this is to satisfy the first built environment requirement, please submit a photo of the final constructed project, the date of completion and a description of why you believe this is a meaningful project to your community.
- If this is to satisfy the second built environment requirement, please submit evidence of the project's approval by the appropriate decision-making body (including date of approval), evidence that it is embedded in the general and capital plans, a copy of the work plan to take the project to completion, and a description of why you think this is a meaningful change for your community.

6. Complete at least one new Placemaking project that fulfills the Power of 10 criteria and includes the four key qualities of successful places as defined by Project for Public Places.

How to do it: Creating a great public space doesn't need to be expensive or elaborate. However, according to the non-profit Project for Public Spaces, any great space should fulfill the Power of 10 - the place needs to offer at least 10 things to do or 10 reasons to be there. These could include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. In addition, successful public spaces share four common qualities: they are accessible; people are engaged in activities there; the space is comfortable and has a good image; and, finally, it is a sociable place, one where people meet each other and take people when they come to visit. For great ideas and examples of successful placemaking projects, visit The Project for Public Spaces, <http://www.pps.org>.

Why do it? Research suggests that a high sense of trust and reciprocity among citizens is linked with lower mortality, higher general health status, lower risk of major depression, prevention of crime, and enhanced economic development. Great public spaces are places where people want to be, celebrations are held, social and economic exchanges take place, friends run into each other, and cultures mix.

Validation Requirements:

- If this is to satisfy the first built environment requirement, please submit a photo of the final constructed project and the date of completion. Also provide a description of how the project fulfills the Power of 10 and incorporates the four key qualities of successful places.
- If this is to satisfy the second built environment requirement, please provide a description of the project (including how the project fulfills the Power of 10 and incorporates the four key qualities of successful places). Also, submit evidence of the project's approval by the appropriate decision-making body (including date of approval), evidence that it is embedded in the general and capital plans, and a copy of the work plan to take the project to completion.

7. Complete at least one new urban greening project.

How to do it: Examples of projects include planting trees, creating/improving local parks, creating open space, establishing community gardens, creating nature trails, planting flowers, landscaping in urban areas, creating orchards, etc.

Why do it? The benefits of human exposure to and interaction with nature are well documented. For example, studies have found that patients with natural views in a healthcare setting require fewer painkillers and have fewer complications and shorter hospital stays. Exposure to natural views has also been found to reduce stress in the workplace, increase positive attitudes, and have a restorative effect. Social benefits of green spaces include increased community cohesion, as green spaces provide a meeting place for individuals to develop and maintain neighborhood social ties.

Validation Requirements:

- If this is to satisfy the first built environment requirement, please submit a photo of the final constructed project, the date of completion and a description of why you believe this is a meaningful project to your community. A qualifying project must have at least neighborhood impact.
- If this is to satisfy the second built environment requirement, please submit evidence of the project's approval by the appropriate decision-making body (including date of approval), evidence that it is embedded in the general and capital plans, a copy of the work plan to take the project to completion, and a description of why you think this is a meaningful change for your community.