The Blue Zone Project:  
A Multi-sector Community Well-Being Initiative  
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Abstract
Blue Zones are geographically defined areas where people live longer lives of high quality. Author Dan Buettner identified common attributes in these regions: moving naturally, having a positive outlook, eating wisely, and maintaining social connections. The rural community of Klamath Falls was selected as the first Blue Zones demonstration community in Oregon resulting in measurable and sustainable impacts.

Methods
Blue Zone Project teams measured progress towards the goal of achieving community-wide Blue Zones certification in three years by collecting data on benchmarks including number of certified sectors, number of policies adopted, improvement in well-being and other measures of community health and vitality.

Results
After three years, measurable impacts include:
- 20 polices addressing the built environment, food system, or tobacco
- new online farmers market that accepts food benefits
- reopening of a shuttered grocery store by county government
- approval of Urban Trails Master Plan
- decrease in tobacco use
- 2018 Robert Wood Johnson Culture of Health Prize

Conclusion
The Blue Zone Project is one example of a community-wide initiative that can positively influence people, places and policies. Strong collaboration across multiple sectors is needed to improve the health and well-being of a community.

Objectives
The 3-year project goal was to improve the health and well being of 20,000 people living in the Klamath Falls community. Effort was focused on influencing people, places and policies within community sectors to make the healthy choice easier.

These sectors, where people spend most of their time, each implemented best practice strategies for healthy options.