



BLUE ZONES®

ACTIVATE

Blue Zones Activate Bethlehem

Lauren Geldon

BZA Blue Zones Activate
Community Transformation
Director



Agenda



- Blue Zones: What are they?
- The Power 9
- The Life Radius
- BZA Bethlehem
- How did we get here?
- Where are we going?
- Questions



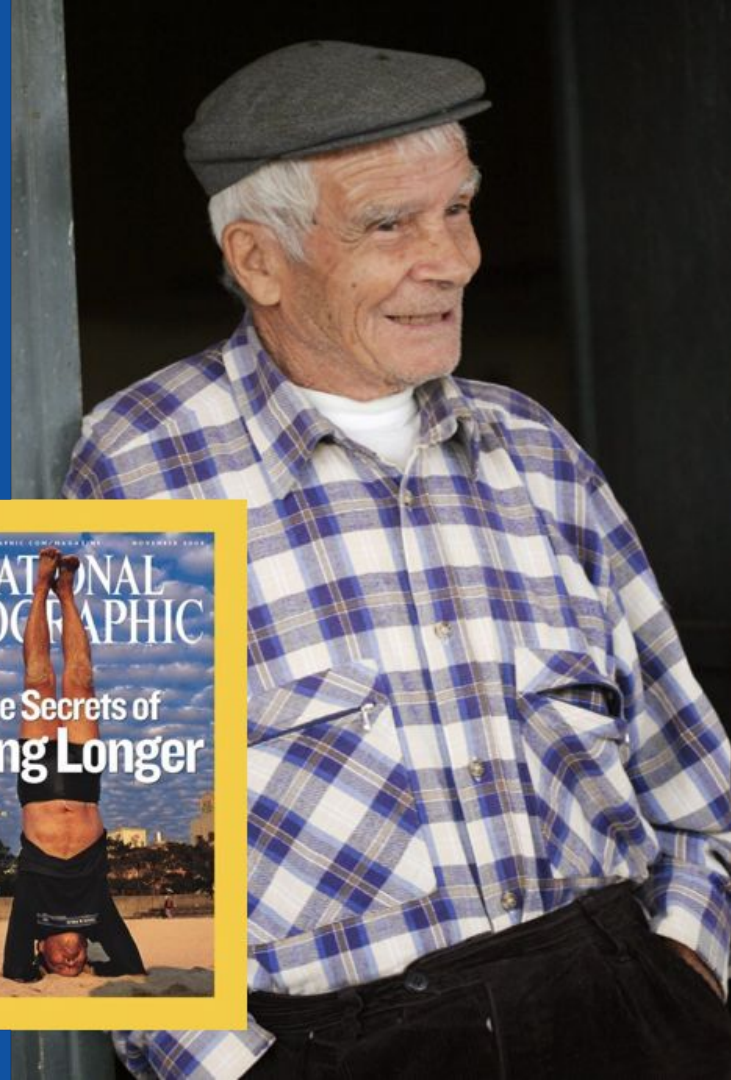
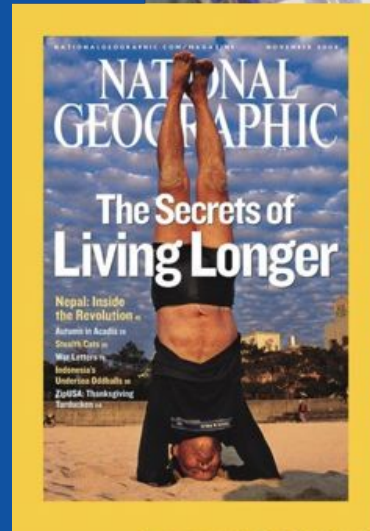
Our Purpose

To empower **everyone, everywhere**
to live better, longer.



It all began

with Dan Buettner's
20-year longevity study to find the
world's healthiest people.

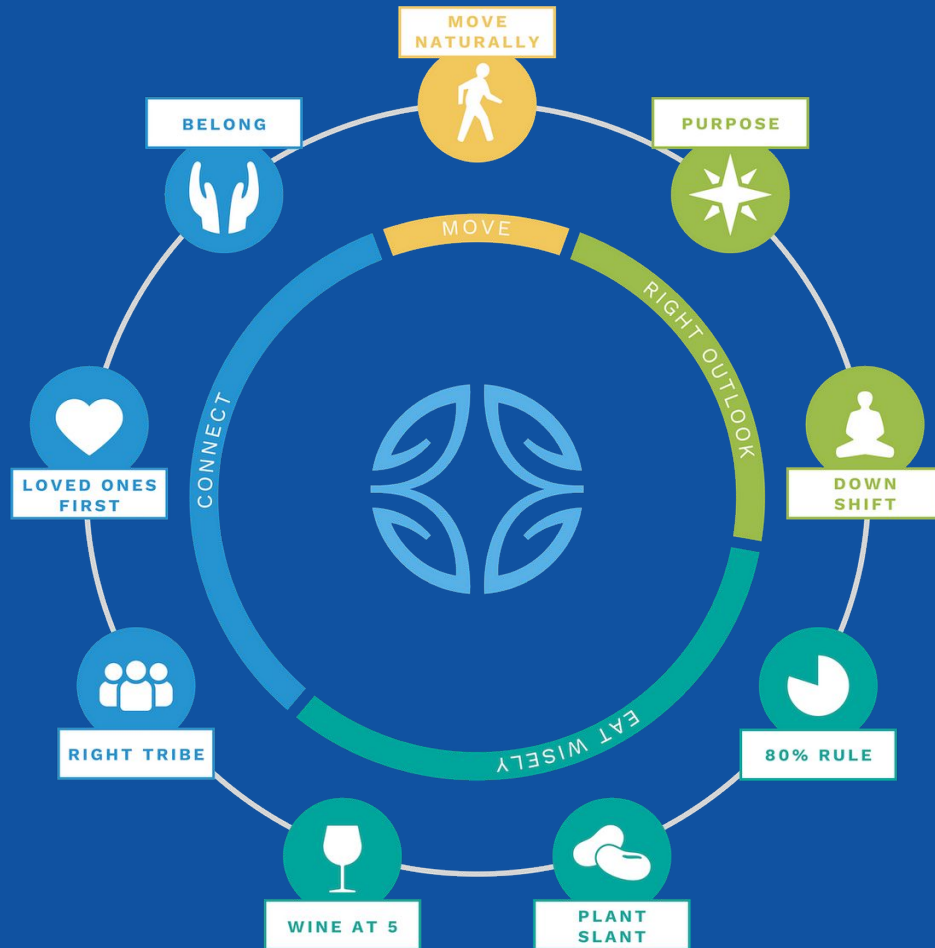


Blue Zones – What are they?



POWER 9

The Essence of Longevity
and Happiness



MOVE NATURALLY

The world's longest-lived people don't pump iron, run marathons or join gyms.

HOW CAN YOU LIVE TO 100?



Move naturally



Have purpose



Downshift daily



Belong



Put family first



Eat to 80% full



Find your tribe



Drink wine in moderation (and with meals and friends!)



Eat mostly plants



BLUE ZONES™

PURPOSE

Okinawans call it “Ikigai” and the Nicoyans call it “plan de vida;” for both it translates to “why I wake up in the morning.”



**FIND YOUR
'WHY' AND
LIVE LONGER
WITH
PURPOSE**



BLUE ZONES PROJECT™

DOWNSHIFT

Even people in the blue zones experience stress. Stress leads to chronic inflammation, associated with every major age-related disease.

What the world's longest-lived people have that we don't are **routines to shed that stress.**



REMINDER

Enjoying meals with loved ones is Downshifting. It adds years to your life.

OK



BLUE ZONES PROJECT™

80% RULE

“Hara hachi bu” — the Okinawan, 2,500-year old Confucian mantra said before meals reminds them to stop eating when their stomachs are 80 percent full.



EAT WISELY:
80% Rule

PLANT SLANT

Beans, including fava, black, soy and lentils, are the cornerstone of most centenarian diets.

Meat—mostly pork—is eaten on average only five times per month.

9 PLANT-PROTEIN POWERED BLUE ZONES FOODS



BEANS



PEAS/LEGUMES



NUTS/SEEDS



RICE



WHOLE GRAIN
PASTA/BREAD



OATMEAL/
CEREALS



TOFU



TEMPEH



QUINOA

@BLUEZONES

WINE AT 5

People in all blue zones (except Adventists) drink alcohol moderately and regularly. Moderate drinkers outlive non-drinkers.

TOP LONGEVITY FOODS FROM SARDINIA



SOURDOUGH BREAD



OLIVE OIL



KOHLRABI



CANNONAU WINE



TOMATOES



BARLEY



POTATOES



FAVA BEANS

#BLUEZONESKITCHEN

BELONG

All but five of the 263 centenarians we interviewed belonged to some faith-based community. Denomination doesn't seem to matter.



“When people are socially disconnected, their risk of anxiety and depression increases. So does their risk of heart disease (29 percent), dementia (50 percent), and stroke (32 percent).”

- Dr. Vivek Murthy



BLUE ZONES PROJECT™

LOVED ONES FIRST

Successful centenarians in the blue zones put their families first. This means keeping aging parents and grandparents nearby or in the home (It lowers disease and mortality rates of children in the home too.).



BLUE ZONES PROJECT™

Friendship is well-being
Movement is well-being
Downshifting is well-being
Purpose is well-being

LIVE BETTER, LONGER.



BLUE ZONES™

POSITIVE PACK

The world's longest lived people chose—or were born into—social circles that supported healthy behaviors,

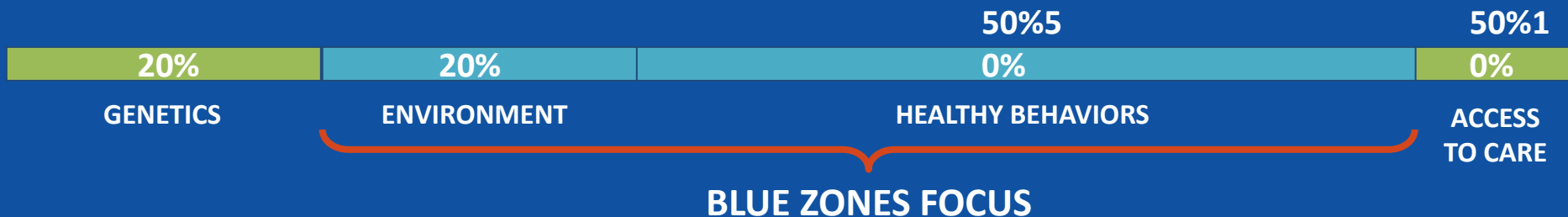
Okinawans created “**moais**”—groups of five friends that committed to each other for life.



THE LIFE RADIUS

The area close to home where Americans spend **90% of their lives**

In Blue Zones communities, that's **where we focus** to implement permanent and semi-permanent changes so healthy choices are easier in all the places and spaces where people spend the most time.



Sponsored by



Why Bethlehem?



Blue Zones Activate Bethlehem

An intensive three-year initiative designed
to accelerate community-endorsed change
delivering healthier environments through
transformation.

Where are we going?



- Discovery Week (December 2024)
- Discovery Report
- Steering Committee
- Summit
- Kick Off Event
- Blueprint/Action Plan
 - Built Environment-Safe Routes to School & Park Activation
 - Food Systems-Regional Food Policy Council/Food Hub

BZA Bethlehem Kick Off Event

- FREE FAMILY FRIENDLY EVENT
- June 7th 2025 1 pm-4 pm
- Location: Sun Inn Courtyard

BLUE ZONES ACTIVATE BETHLEHEM KICKOFF



JOIN THE FUN

 **Saturday, June 7th**
1 - 4 p.m.

 Starting at the
Sun Inn Courtyard
564 Main Street, Bethlehem

About the Event!

Join us for a well-being trail through downtown Bethlehem! Grab your passport and explore multiple stops as we MOVE, CONNECT, find our PURPOSE, and EAT WISELY embracing Blue Zones Principles. Enjoy free samples, workshops, live music, a salsa class, raffles, give aways and more.

The first 50 people to complete their passport will receive a gift card!

Event Highlights

- FREE Entry for Everyone** ◀
- Activities for Kids** ◀
- Giveaways & Prizes** ◀
- Salsa Dancing Lessons** ◀
- Support Local Businesses** ◀



Scan the QR code to learn more & RSVP.
RSVP Requested but not required.

bluezones.com/activate-bethlehem

N

LIVE TO 100
SECRETS OF THE
BLUE ZONES





QUESTIONS

Email: Laurengeldon@bluezones.com