

Resolution

No. _____

RECOGNIZING CENTRAL MAUI FOR BEING SELECTED AS A BLUE ZONES PROJECT DEMONSTRATION SITE

WHEREAS, Central Maui is one of five communities statewide chosen to join the Blue Zones Project well-being improvement initiative, designed to help the community make healthy lifestyle choices easier through permanent changes, policy decisions, and social networks; and

WHEREAS, the Blue Zones Project is inspired by National Geographic explorer Dan Buettner, author of the New York Times best-selling book “The Blue Zones — Lessons for Living Longer from the People Who’ve Lived the Longest”; and

WHEREAS the Blue Zones Project is sponsored by the Hawaii Medical Service Association (HMSA), in collaboration with Healthways and Blue Zones, LLC; and

WHEREAS, the implementation of the Blue Zones Project incorporates findings from an array of scientific research, along with an eight-year, worldwide longevity study that produces lifestyle management tools and content to help people live longer; and

WHEREAS, established in 2009, the Blue Zones Project began in a small town in Minnesota and is now in 37 communities in nine states, impacting more than two million Americans; and

WHEREAS, during the three-year program, Central Maui will receive access to national expertise and will be supported by a local team of well-being consultants trained to provide solutions to improve quality of life; and

WHEREAS, the Central Maui demonstration site will begin building its leadership teams and committees that will work with schools, grocery stores, restaurants, worksites, faith-based organizations, and policy

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leaders to make the healthy choice the easy choice in their community;
and

WHEREAS, the Blue Zones Project will encourage all communities throughout Hawaii to become Blue Zones Communities in the coming years; now, therefore,

BE IT RESOLVED by the Council of the County of Maui:

1. That it hereby recognizes Central Maui for being selected as a Blue Zones Project Demonstration Site; and
2. That certified copies of this resolution be transmitted to Michael Acker, General Manager, Blue Zones Project; Scott Stensrud, Executive Director, Blue Zones Project Hawaii; Michael A. Gold, President and Chief Executive Officer, HMSA; Ashley Takitani Leahey, President, Wailuku Community Association; the Honorable David Ige, Governor, State of Hawaii; the Honorable Shan Tsutsui, Lieutenant Governor, State of Hawaii; and the Honorable Alan M. Arakawa, Mayor, County of Maui.