

# HFC Committee

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**From:** Kaimana Brummel <Kaimana.Brummel@sharecare.com>  
**Sent:** Wednesday, February 27, 2019 9:17 PM  
**To:** HFC Committee  
**Cc:** Laksmi Abraham; Carissa Holley  
**Subject:** HFC 13 (6)

Aloha Chair Hokama,

[Here](#) is a link to the BZP presentation for tomorrow's meeting. Please let me know if you have any trouble accessing the doc.

Mahalo,  
Kaimana



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Join the Movement

# Blue Zones Project

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FOR A HEALTHIER HAWAI'I

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## What Determines Our Health?



**BLUE ZONES PROJECT**





# BLUE ZONES AREAS

LOMA LINDA  
CA, USA

NICOYA  
COSTA RICA

SARDINIA  
ITALY

IKARIA  
GREECE

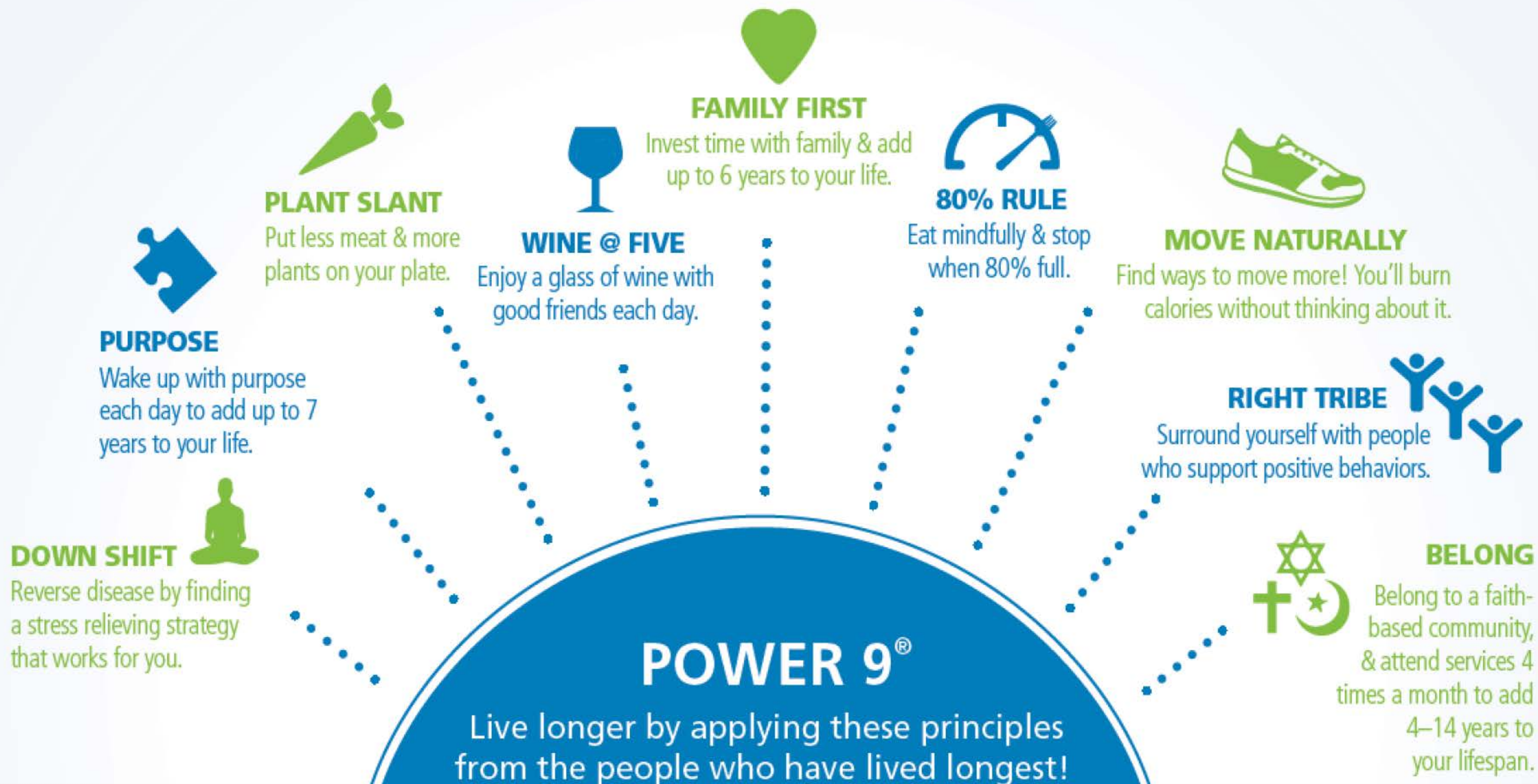
OKINAWA  
JAPAN







Be a part of transforming well-being so the healthy choices become easy choices for you and your community.





# LIFE RADIUS



# LIFE RADIUS

## INDIVIDUAL



PLEDGE



MOAI



PURPOSE/  
VOLUNTEERING

## PLACES



STORES



WORKPLACE



RESTAURANT



SCHOOL



FAITH

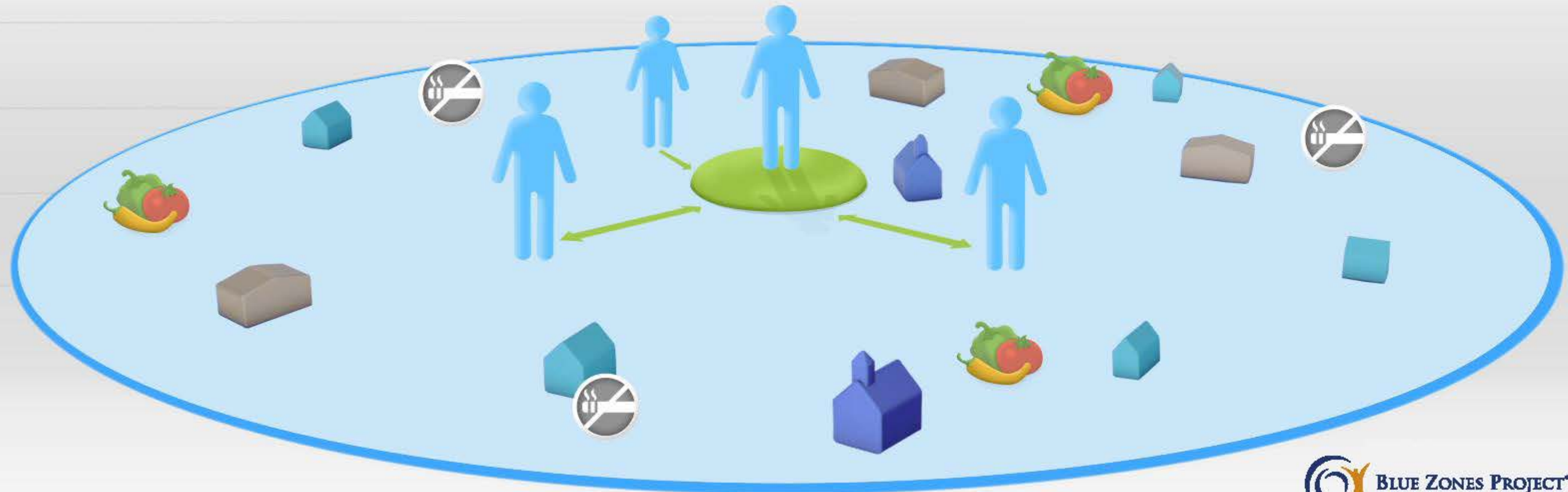
## POLICY



FOOD



TOBACCO



5 MILES



# Participating Communities

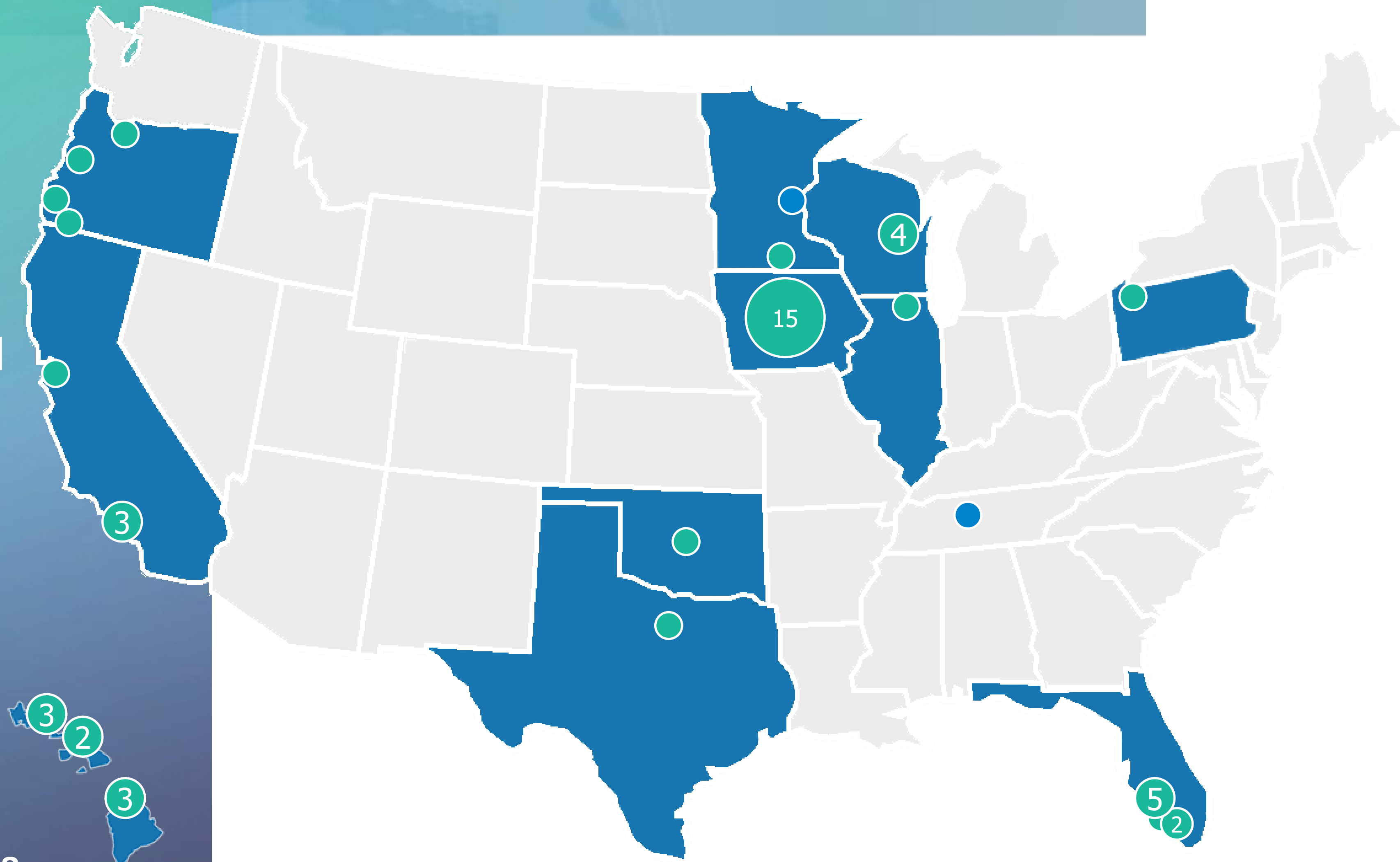
**3+ Million** lives impacted

In **48 communities**

Across **11 states**

**10 Certified Blue Zones Worksites** –  
in communities

**182 Blue Zones Approved™ worksites** –  
in communities





# Steering & Sector Committees



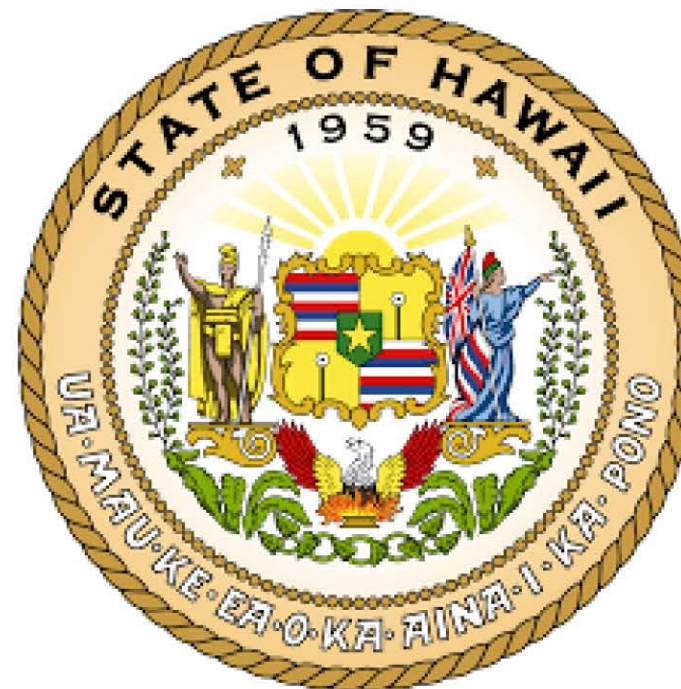
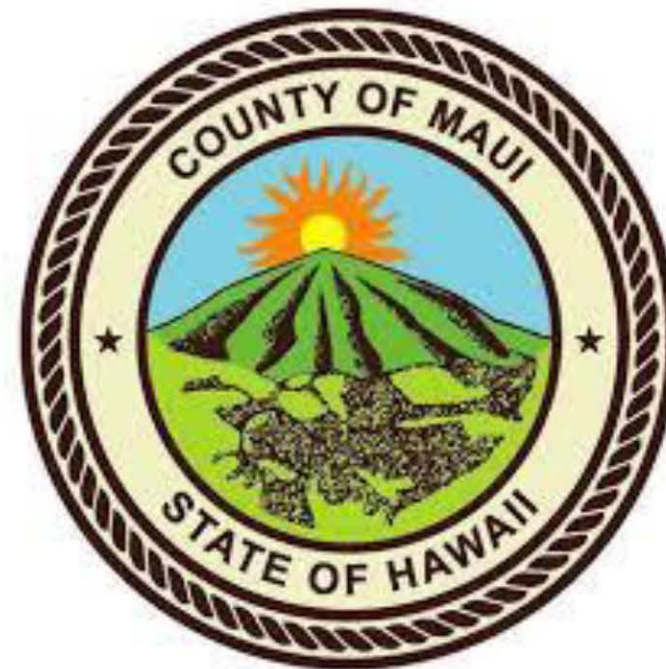
**Steering Committee**

## **Sector Committees**

- Media & Engagement
- Worksites, Restaurants, & Grocery Stores
- Schools
- Built Environment
- Food Policy
- Tobacco Free Policy
- Purpose & Moai



# Partnership & Collaboration





# People





# Places

*Worksites, Restaurants, Grocery Stores, and Schools*





# Built Environment Policy

## Program Goal

Enhance the built environment within Central Maui to promote moving naturally, social connectedness, and overall well-being.

## BZP Certification Target

- Implement at least one marquee project
- Adopt two localized implementation plans
- Adopt three county or state level policies
- Implement one capacity building initiative





# Food Policy

## **Program Goal:**

Create an environment where healthy foods are easily accessible and embraced.

## **BZP Certification Target:**

- Implement one healthy food-focused marquee project
- Adopt one county or state level policy bundle (policy bundles must include at least three policies)





# Tobacco Policy

## Program Goal:

Adopt 1 State or County level policy.

## BZP Certification Target:

- Statewide Flavor Ban





# How does BZP do its work?

## Project Highlight: Pōmaikaʻi Walking School Bus

- Pōmaikaʻi Elementary
- Pōmaikaʻi PTA
- County of Maui, Department of Public Works, Safe Routes to School Program
- HEAL Coalition
- Department of Education
- Maui Police Department
- Blue Zones Project





## STAY CONNECTED

- **Follow us on social media**

Instagram @BZPMaui

Facebook: @BZPMaui

- **Webiste**

- <https://hawaii.bluezonesproject.com>

- **Maui Team**

- Laks Abraham, Community Program Manager
- Royce Fukuroku, Organization Lead
- Carissa Holley, Community Engagement Lead
- Kaimana Brummel, Community Engagement Lead







# MAHALO



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