**Measuring Success for Blue Zones Project**

Blue Zones Project is committed to measurably improving the health and well-being of a community’s residents. We track our impact on community well-being throughout the life of the project through a number of population and sector-level measures.

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| **Population Measures** | **RealAge Test Metrics**(Table 1)– Blue Zones Project tracks key measures from the RealAge Test survey that most closely correlate to Blue Zones Project interventions and best practices.  | Measured annually or biannually beginning with baseline prior to implementation phase |
| **Community-Wide Metrics** (Table 2) *–*Community leaders select which community-wide measures they want to track in addition to data from the RealAge Test survey. At least six community-wide measures must improve for communities to become a certified Blue Zones Community.  | Selected during foundation phase and updated annually with most current data available |
| **Sector Progress and Outcome Measures** | **Sector Progress Metrics** (Table 3) **–** Progress metrics track completion of key sector-specific strategies for improving well-being.We collect a set of standard progress metrics but communities may choose additional progress measures as desired. | Identified during foundation phase and updated annually |
| **Sector Outcome Metrics** (Table 3)**–** Outcome metrics track changes in well-being as a result of implementing best practice strategies. We collect a set of standard outcome metrics but communities may choose additional outcome measures as desired. | Policy metrics collected at baseline and updated as data becomes available. Organizational metrics identified as organizations engage and updated on specified cadence. Individual engagement metrics collected on ongoing basis. |

*Table 1*

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| **RealAge Test Metrics**Blue Zones Project tracks key measures from the RealAge Test survey that most closely correlate to Blue Zones Project interventions and best practices. A community’s improvement across a number of these metrics compared to itself at baseline or compared to a comparison group is required for certification. |
| Overall Well-Being Score | RealAge Test |
| Overall Social Well-Being Score | RealAge Test |
| Overall Purpose Well-Being Score | RealAge Test |
| Overall Community Well-Being Score | RealAge Test |
| Overall Physical Well-Being Score | RealAge Test |
| Life evaluation (% Thriving) | RealAge Test |
| You get to use your strengths to do what you do best every day. (% Agree) | RealAge Test |
| You learn or do something interesting every day. (% Agree) | RealAge Test |
| Your friends and family give you positive energy every day. (% Agree) | RealAge Test |
| Someone in your life always encourages you to be healthy. (% Agree) | RealAge Test |
| The city or area where you live is a perfect place for you. (% Agree) | RealAge Test |
| In the last 12 months, you have received recognition for helping to improve the city or area where you live. (% Agree) | RealAge Test |
| % with high blood pressure  | RealAge Test |
| % with high cholesterol  | RealAge Test |
| In the last seven days, you have felt active and productive every day. (% Agree) | RealAge Test |
| % Who smoke  | RealAge Test |
| % who exercised for 30+ minutes 3+ days in last week | RealAge Test |
| % who had 5+ servings of fruits and vegetables 4+ days in last week | RealAge Test |
| % Obese | RealAge Test |
| % Obese and overweight  | RealAge Test |
| Tobacco Use (adult) | RealAge Test |

*Table 2*

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| **Community-Wide Metrics**Measurable improvements in at least **six** community-wide measures is required for Community Certification. It is recommended that communities select more than six measures to track as not all are likely to improve over the life of the Project.  |
| **Potential Community-Wide Metrics** | **Common Sources** |
| Childhood obesity (elementary/middle) | School District; County Department of Health, Youth Risk Behavior Surveillance System (YRBSS) |
| Use of public transportation, pedestrian or bike commuting | City Public Works Department Counts, County Department of Transportation, U.S. Census, school-based walk and bike counts |
| Community walkability, bikeability, and public transit availability and access | Walkscore.com has scores for walkability, bikeability, and public transit availability and access; local transit organization data on utilization, number of routes, etc |
| Use of parks and participation in activities at parks | City Parks and Recreation department |
| Number of new businesses, retention of existing businesses | City staff: business licenses and permits; Chamber of Commerce; Economic Development agency |
| Healthcare claims, emergency room utilization, primary care utilization | Insurer or health system |
| SNAP utilization community-wide or at farmers markets  | Census, Local farmers markets |
| Healthy food access by seniors (% of eligible seniors enrolled in senior supplemental nutrition program) | State Senior Supplemental Nutrition Program |
| Produce consumption by underserved (i.e. avg # pounds picked up per visit) | Local food pantries |
| Volunteer rates | Local volunteer database |
| Federal, state or other source grants city has received for Blue Zones Project policies or infrastructure projects | City staff and Blue Zones Project team |

*Table 3*

| **Sector Progress & Outcome Metrics**Progress metrics track completion of key sector-specific strategies for improving well-being.Outcome metrics track changes in well-being as a result of implementing best practice strategies. We collect a set of standard progress and outcome metrics but communities may choose additional progress and outcome measures as desired.  |
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| **Sector** | **Progress Metrics** | **Outcome Metrics**  | **Optional Outcome Metrics** |
| Built Environment | * Number of policies and plans adopted or updated
* Number of capacity building initiatives completed
* Number of demonstration and marquee projects completed
 | * Number miles of pedestrian and bicycle infrastructure
* Marquee project: As applicable, ADT (average daily traffic), ped count, bike count, crash rate before and after project, business vacancy rate/increase in new businesses along corridor project implemented on
* CIP funding allocated to ped/bike projects for that budget year (actual $ investments and ped/bike $ investments as % of total CIP $s)
* Number of vehicle, ped, and bike accidents and fatalities yearly
* Built environment-related grants won with BZP support
 | * Walkscore
* Pedestrian and bicycle commute rates
* Public transit use
* Park use
* Number of miles of trail
* Vacancy rates downtown
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| Food Environment | * Number of policies, systems, and environmental changes adopted and/or implemented
* Number of capacity building initiatives completes
* Number of marquee projects completed
 | * Number of farmers markets
* Number of farmers markets accepting SNAP and SNAP utilization
* Number of community gardens
* % food insecure (total population, adult, children, unemployed)
* SNAP program participation
* % access to healthy food (i.e. people living within 1/2 mile of supermarket, grocery store)
* Food-related grants won with BZP support
 | * Establishment of Food Policy Council
* Number of school gardens
* WIC program participation
* Outcomes from Veggie Rx program
* Attendance at farmers markets
* Number of lbs of produce sold or total sales at farmers markets
* Number of lbs of produce grown at community gardens
* Number of lbs of produce distributed at food pantries/food banks annually
* Number of healthy donation policies at food pantries/food banks
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| Tobacco Policy  | * Number of policies and programs adopted or implemented
* Number of capacity building initiatives completed
 | * Smoking rate (adult)
* Smoking rate, cigarettes (youth)
* Smoking rate, e-cigarettes (youth)
* Grade from American Lung Association
 | * Number of new tobacco/vape-free designated public spaces
* Number of new tobacco/vape-free signs installed
* Number of infractions for selling to minors
* Rates of utilization for different types of tobacco products (Cigarettes, E-cigarettes or other vaping device, Cigars, Pipes, Chewing tobacco or snuff)
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| Worksites | * Number of Blue Zones Project Approved™ worksites
* Number/percent of employees engaged
* Improvement to the work environment (ex. workstation ergonomics, cafeteria set-up and offerings)
 | * Healthcare costs (Ex. Total spend per member, per year)
* Prevalence of Health Risk (Real Age Test or Existing HRA)
* Engagement Survey Results
 | * Absenteeism rate
* Employee turnover rate
* Number of worker’s compensation claims
* Costs from workers compensation claims
* Number of employees that smoke
* Number of employees that volunteer
* % employees that actively commute via bike, public transit, walking
* Overall business revenue or gross profit
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| Schools | * Number of Blue Zones Project Approved™ Schools
* Number of walking school bus routes (elementary only)
* Number of elementary schools participating in the Blue Zones Challenge
* Junior & High School Student Engagement
 | * Student BMI or Obesity Rate (single grade level)
* Attendance (% of Students Chronically Absent)
* Discipline Issues (% of students suspended)
 | * Number of kids walking/biking vs. taking bus
* Student breakfast consumption
* Student lunch consumption
* Test scores
* Blue Zones Challenge aggregate data (4th-8th grade only)
* Minutes of physical activity by grade level (recess, PE, in-classroom PA) weekly
* Infrastructure improvements around schools
* Sales of fruits and vegetables in school cafeteria
* Sales from healthy snack cart program
* Student soda and non-SSB consumption via vending machine sales (high school only)
* Sales of Smart Snacks in vending machines
* Pounds of food waste
* Student self-reported soda consumption
* Student self-reported breakfast consumption (high and middle school)
* Student self-reported physical activity (high and middle school)
* Student self-reported fruit and vegetable consumption (high school)
* Graduation rate
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| Grocery Stores | * Number of Blue Zones Project Approved™ Grocery Stores
* Number of Blue Zones checkout lanes
 | * Healthy Sales 1: Beverages (single serve non-SSB’s)
* Healthy Sales 2: Grab & Go’s (BZP Inspired)
* Healthy Sales 3: BZP Checkout Lane Items
 | * Weekly sales (if seasonal, share average off-season and average in-season)
* Inventory spoilage
* Customer feedback
* Yelp rating
* Number of Yelp reviews mentioning BZP or healthy options
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| Restaurants | * Number of Blue Zones Project Approved™ Restaurants
 | * Healthy Sales (weekly units of BZP entrees)
* Customer Satisfaction (average Yelp/Google review)
 | * Weekly sales (if seasonal, share average off-season and average in-season)
* Top three menu items by sales, in units
* Average ticket amount
* Average sales per customer
* Plate waste
* Inventory spoilage
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| Individual Engagement –Moais, Purpose Workshops, Cooking Classes Volunteering, Digital Rewards Program, Media | * Number of individuals who attend engagement presentation
* Number of completed moais and participants
* Number of purpose workshops and participants
* Number of volunteers and ambassadors
* Number of participants engaged in digital Reward Program through Sharecare platform
* Number of organizations completing the Blue Zones Organization Checklist
 | * Success stories & personal transformations
* Number and value of positive media stories featuring Blue Zones Project
 | * Miles / Steps walked by walking moais
* Health outcomes from walking and potluck moai participants
* Self-reported increase in sense of purpose
* Testimonials on plant slant changes to lifestyle
* Volunteer hours
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