

# Harlan— A Blue Zones Project® Success

With tremendous focus on the Blue Zones Project's six sectors that impact community well-being, Harlan, Iowa has gone above and beyond to make the healthy choice the easy choice for its citizens.



## Blue Zones Community Policy®

The city made a **\$350,000** investment in expanding the Pioneer Park 1.2 mile walking trail to include 10-foot sidewalks. New lighting also enhances safety and encourages extended use at dawn and dusk.



**IN THREE YEARS, THE NUMBER OF FAMILIES THE COMMUNITY GARDENS SERVE HAS MORE THAN DOUBLED.**

## Blue Zones Worksites®



Myrtue Medical Center and Harlan Community School District use **10-INCH PLATES AND TALL, NARROW GLASSES** in their cafeterias to promote healthy eating.



**HARLAN COMMUNITY SCHOOL DISTRICT** now offers biometric screenings three times per year and a health risk assessment. More than **98 PERCENT OF PARTICIPANTS** have indicated they will continue to participate in the wellness program.

**16%** INCREASE IN EMPLOYEE BIOMETRIC SCREENING PARTICIPATION IN THE LAST YEAR AT CDS GLOBAL.



Worksites are promoting **MOVEMENT IN THE WORKPLACE** by sharing walking routes with distances for employees to enjoy during lunch or break time.

## Individual Engagement

**500 VOLUNTEER HOURS** were logged by employees at Elm Crest Retirement Community in 2014.



**700** or more members of the Peterson Wellness Center and the school district completed Blue Zones Personal Pledges.

## Blue Zones Grocery Stores®

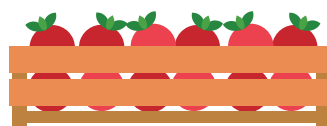


**HY-VEE PRODUCE SALES INCREASED FIVE PERCENT EACH YEAR** over the past three years and shelf space for fresh-cut produce has **TRIPLED IN SIZE.**



**Fareway has a designated Blue Zones checkout lane and extensively promotes local growers.**

## Blue Zones Schools®



The elementary school **GARDEN HAS GROWN FIVEFOLD IN SIZE** during the past year.



The school district's tobacco policy now **PROHIBITS** all types of **TOBACCO PRODUCTS** including electronic cigarettes by staff, students and visitors.

## Blue Zones Restaurants®



**SANDWICH BOWL** restaurant now offers carrots or an apple as a side, resulting in the use of more than **12 POUNDS OF BABY CARROTS EACH WEEK.** About 15 percent of sandwiches are now ordered with either carrots or apples instead of the regular side of chips.

**HY-VEE OFFERS VEGGIE OMELETS WITHOUT SALT, MAKING THE HEALTHY CHOICE THE EASY CHOICE.**