

Waterloo — A Blue Zones Project® Success

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



Blue Zones Community Policy®

Smart Growth America recognized the city's Complete Streets policy as one of the **BEST OF 2013**.

The city's policies for healthy eating and vending at youth sporting events saw concession sales remain stable while options became healthier.

The **multi-million dollar Highway 63** corridor construction project's first phase will feature an impressive two-mile stretch with wide sidewalks, landscaping and trees, brick pavers, lighting and benches.



Blue Zones Grocery Stores®



7 local grocery stores earned Blue Zones Grocery Store designation.

The stores have hosted more than **40 cooking classes** to teach more than 150 citizens how to prepare healthy foods.

Hy-Vee Crossroads **DOUBLED** the sales of its fruit and vegetable grab-and-go containers since 2012.

Blue Zones Worksites®

Nearly **7,000 citizens** signed up for Blue Zones Project as a result of engagement through their worksite.

Bertch Cabinet Manufacturing employees lost a combined **1,661 POUNDS IN ONE YEAR**, resulting in **56 employees** moving from pre-diabetic to normal range.

Allen Memorial Hospital, John Deere Engine Works, Tyson and Hawkeye Community College worked with cafeteria and vending suppliers to provide healthy food options.

Individual Engagement

450+ citizens have joined more than **65 Walking Moais** throughout the community.



800 citizens in Cedar Valley volunteered for more than **3,900 hours** in 18 months.



There are **10 gardens** throughout the city, four of which are school gardens.

Blue Zones Schools®

Four elementary schools earned Blue Zones School designation.



Orange Elementary students logged **3,428 miles** in their first year of promoting physical activity through classroom movement and recess.

Lou Henry Elementary has had a **15 percent** increase in consumption of fruits and vegetables since redesigning its lunchroom to nudge students toward healthy choices.

Blue Zones Restaurants®

TWELVE LOCAL ESTABLISHMENTS took the pledge, and are making the healthy choice the easy choice for patrons.

The Cu Restaurant has had a **60 percent increase** in their split-plate offering, and a **50 percent increase** in lunch-time salad sales.

Arthouse Café's half-size portions represent **1/3 of sales**.

