

Thursday

October 19

12:30 – 1:30 p.m.

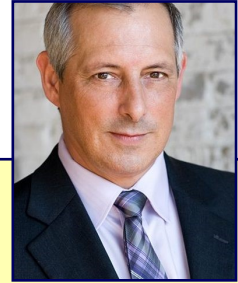
The Making of a Healthy City

Luncheon Keynote Address

Tony will explain the Blue Zones research on the longest-lived and healthiest places in the world and the common lifestyle and cultural traits of those locations. He will also provide specific examples of how the Blue Zones research has been used to change policies, environments and social networks in communities and the improved health and well-being outcomes from that work. One of the examples he will report on is the work Blue Zones is currently doing in Dodge County Wisconsin.

In 2009, Albert Lea, Minnesota, a statistically average American city, completed a one-year community health experiment that raised life expectancy by three years, trimmed a collective 12,000 pounds off waistlines and dropped healthcare costs of city workers by some 40% – and they've continued to sustain the results. Harvard's Dr. Walter Willett called the results "stunning". Hear how one typically unhealthy American city reversed the trend, re-shaped their environment to live longer, better, and boosted happiness.

They got healthier without thinking about it.



Tony Buettner

Senior Vice President
of Business Development
Blue Zones

Tony Buettner's work encompasses strategic planning, operations, and the facilitation of successful implementation of all Blue Zones Community projects. This interaction brings deep-seated understanding to how Blue Zones interfaces with individuals and in the six sectors of communities: policy, worksites, restaurants, grocery stores and schools.

Blue Zones have been featured in National Geographic, Newsweek, The New York Times and as the subject of two TED talks.

Tips, Trends & Tactics

The 119th League Annual Conference
October 18-20, 2017
Radisson Paper Valley
Appleton

