



Help Cedar Rapids Become a Blue Zone Community

Cedar Rapids is on a quest to become the healthiest city in Iowa with help from the Blue Zones Project. A Blue Zone is a community where people live happier, healthier, longer lives. These zones are places in the world that have better home, school and work cultures that support healthy living.

Pledge Your Support Online

Cedar Rapids is one of 58 Iowa communities invited to apply for the Blue Zones Project, which requires that we demonstrate communitywide support for becoming a healthier community. I urge everyone who lives, works and plays in Cedar Rapids to pledge their support online for our Blue Zone application.

Please go to www.GetActiveCR.com and click on the pledge link. Be sure to include "Cedar Rapids" and one of the local zip codes between 52401 and 52411 when registering. There is no cost to pledge support for this initiative – just the promise to make healthier choices.

Why Become a Blue Zone?

As a state, Iowa ranks 17th in the 2011 America's Health Rankings, this is two spots lower than last year. According to the United Health Foundation, there are 675,000 obese adults in Iowa, 204,000 more individuals than 10 years ago.

According to the CDC's Behavioral Risk Factor Surveillance System, 58.9 percent of Cedar Rapids residents are either overweight (33.5 percent) or obese (25.4 percent). In Linn County, 56.4 percent of residents are either overweight (31.8 percent) or obese (24.6 percent).

In the 2010 Gallup-Healthways Well-Being Index, Cedar Rapids ranked 7th for well-being among 188 cities. However, Cedar Rapids ranked 107th for healthy behaviors like diet, physical activity and tobacco use.

What is the Blue Zones Project?

The Blue Zones Project takes an environmental approach to improve well-being. By optimizing our environments – the places where we spend our time and which influence our behavior – we can make the healthy choice the easy choice so that we naturally adopt healthy behaviors.

With financial and professional support from Wellmark Blue Cross and Blue Shield and Healthways, a team of experts will choose ten communities in Iowa to receive direct support from the Blue Zones Project. Those communities that exhibit the greatest passion, interest and

ability to transform their communities will receive assistance from international experts to turn their community into a Blue Zone Community.

The Blue Zones Project is one of the programs associated with Governor Branstad's Healthiest State Initiative which aims to make our state the healthiest in the nation in five years.

Help Cedar Rapids become a Blue Zone Community. We want to reinvent how our citizens move, eat, look at life and interact as a community. The more online support we receive, the better our chances of receiving resources to help us become the healthiest city in Iowa. Pledge your support at www.GetActiveCR.com.

If you are passionate about happy, healthy living, join our Blue Zone Citizens Committee as a Cedar Rapids Initiative Ambassador. We need your help to build public awareness and increase online pledges. Volunteer at www.GetActiveCR.com.

Learn more about Cedar Rapids' application for the Blue Zones Project at www.Cedar-Rapids.org.

Ron Corbett,
Mayor of Cedar Rapids