



BLUE ZONES™

Backed by research of the original blue zones—rare longevity hotspots where people thrive into their 100s—we help communities transform by making lasting changes to the environment in which people live, work, and play so that the healthy choices are easier.

JOIN US AS WE

IGNITE SAN MATEO COUNTY

We are taking part in the global movement proven to improve health and well-being for entire communities, cities, and counties.

This new way of thinking and working will enhance the places we live, work, learn, and play.

Peninsula Health Care District is bringing together civic and community leaders to work with Blue Zones to make healthy choices easier and more accessible for all who live in and visit San Mateo County.

IGNITE SAN MATEO COUNTY KEYNOTE EVENT

TUESDAY, APRIL 7, 2026

COLLEGE OF SAN MATEO THEATRE
1700 W Hillsdale Blvd, San Mateo, CA 94402

Registration: 5:00 PM - 6:00 PM
Presentation: 6:00 PM - 7:30 PM

RSVP via QR code below



Blue Zones is the proven innovator for improving the well-being of large populations, with remarkable success in businesses, cities, and states across America.

In this phase, Blue Zones global experts are performing a **Readiness Assessment**, a structured exploration to determine how Blue Zones can amplify the good work already occurring in Rio Grande Valley and leverage existing plans to lift up and increase the well-being of all residents and stakeholders in our area.

National experts will collaborate with community leaders in an intensive multi-day engagement to identify and validate the key characteristics necessary for a Blue Zones Transformation in Rio Grande Valley. Following the site assessment, Blue Zones will provide an assessment report indicating readiness and feasibility for a Blue Zones Transformation focused on sustainable, long-term environmental changes that strengthen our social ties, enhance our surroundings, and sharpen living policies to help people live healthier, better, and longer lives. Learn more at www.bluezones.com/ignite-san-mateo-county

Peninsula
HEALTH CARE DISTRICT
Building a Healthier Community



MISSION

To empower everyone, everywhere to live better, longer.

WHY WE'RE DIFFERENT

Blue Zones is a pioneer in transforming the health and well-being of entire populations through altering environments—the places and spaces where people live, work, learn, and play. Rather than a siloed approach that concentrates on specific challenges, Blue Zones represents a paradigm shift to focus on root causes, not just the symptoms.



Where People Live Better, Longer Lives

In 2004, Blue Zones founder Dan Buettner teamed with National Geographic, the National Institutes on Aging, and the world's best longevity researchers to identify pockets around the world where people lived measurably better, longer. In these blue zones, they found that people reach age 100 at rates 10 times greater than in the United States.

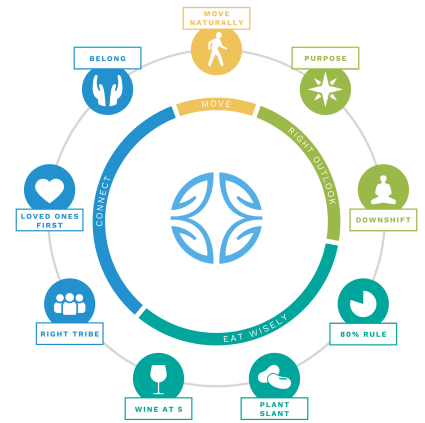
Our Surroundings Shape Us

Almost all Americans spend 90% of their lives in the area close to home. This is the Life Radius, and that is where we focus using evidence-based lessons in longevity from the blue zones called the Power 9.

Our proven groundbreaking solution results in lasting changes to our human-made surroundings and systems which collectively nudge people to move and connect more, eat wisely, and develop the right outlook.



LIFE RADIUS®



POWER 9®



The Zip Code Effect

Research shows where we live has a bigger influence on our health than our genetics.



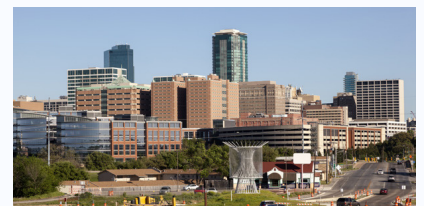
ALBERT LEA, MN

- ✓ 49% decrease in medical claims for city workers after one year
- ✓ 35% drop in smoking rates since 2010
- ✓ 2.9 years added to lifespans within one year



BEACH CITIES, CA

- ✓ 25% drop in obese and overweight adults from 2010
- ✓ 36% drop in smoking from 2010-2017
- ✓ 11% decrease in prescription costs for the public school district since 2011



FORT WORTH, TX

- ✓ 31% decrease in smoking from 2014
- ✓ In five years, city's well-being score rose from one of the unhealthiest cities in the country to one of the best (185th to 31st)