



# Community-Led Health Transformation in Rural Oregon

Cambia Health Foundation celebrates its multi-year investment in Klamath Falls, The Dalles, Grants Pass and the Umpqua region under the Oregon Healthiest State initiative.

**2015-2020**





## **Cambia Health Foundation's \$14.6 million investment in rural Oregonians' health and well-being has become a sustainable model.**

At Cambia Health Foundation, we purposefully invest in nonprofit partnerships so that everyone has the opportunity to live the healthiest life possible. We foster community-led transformation because we've learned that when communities themselves are empowered, they can create outcomes that are meaningful and sustainable at the local level.

Between 2015 and 2020, we invested \$14.6 million in the [Oregon Healthiest State](#) initiative to support the health and well-being goals of four remarkable rural communities around the state: Klamath Falls, The Dalles, Grants Pass and the Umpqua region.

When we started, Oregon ranked 31st in the nation according to the Gallup-Healthways Well-Being Index. 2019 Well Being Index rankings released by Sharecare position Oregon among the top 10 states nationally. This report highlights intentional efforts of four communities to improve health and well-being of Oregonians.

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With Leadership funding from Cambia Health Foundation, Oregon Healthiest State worked to bring Blue Zones Project to Oregon in 2016. We believe that the outcomes achieved with this investment provide momentum for these four communities to make additional health and well-being improvements. I remain encouraged about Oregon Healthiest State's thesis—that building community infrastructure that is designed to be flexible, community-led, and centers civic engagement and community voice will create vibrant, healthy communities for decades to come.”

**SARAH FOSTER**

Executive Director, Oregon  
Healthiest State

# We're excited to share the impact reported by the communities and Oregon Healthiest State.

The well-being that these rural Oregon communities have manifested for their residents in just the last few years is truly exciting, and something others can benefit from. This has included:

- Increases in overall health, as well as increased civic engagement and social connection, through the [Blue Zones Project™](#) model of well-being.
- Participation from key business and civic sectors that has led to greater access to the outdoors and to healthy food.
- Staffing of initiatives with local community residents who were representative of the makeup of the community and the population served.

And what's truly extraordinary is how these communities continue to expand programs that help people live healthier, more connected, balanced lives.

THE BLUE ZONES PROJECT  
MODEL OF WELL-BEING



## Why rural communities?

Rural areas are commonly overlooked for community-wide investments and improvement programs, often due to their remoteness and their smaller, more spread-out populations. We also know that well-being has been on a steeper decline in these communities. Funding and infrastructure for better health can be lacking at the outset—but once initial investments are made, smaller communities can become galvanized around common goals.

And rural communities possess inherent strengths and resourcefulness, such as close-knit networks of neighbors and versatile, multitasking local institutions. Rural residents know each other, and they invest in one another when given the opportunity.

## Your community can do it, too.

In the last few years in rural Oregon, we've seen amazing transformations in well-being. Our hope is that more communities will take on strategies to improve overall health at the local level—the only way it can truly be done.

# Goals for Klamath Falls, The Dalles, Grants Pass and the Umpqua region were:

## 1. Health transformation locally, by locals:

Local resources and leadership were needed to create meaningful, lasting change, and inspire local pride and ownership of each community's health.

This was achieved through locally led, energized steering committees and collaborative, adaptive leadership that brought community members together to invest in each other, solve problems, and celebrate their progress toward healthier, happier lives and reduced health-care costs.

## 2. Improved quality of life based on the Well-Being Index—a whole-person approach:

- **Purpose:** Liking what you do each day and being motivated to achieve your goals.
- **Social Connection:** Having supportive relationships and love in your life.
- **Community:** Liking where you live, feeling safe and having pride in your community.
- **Financial Health:** Managing your economic life to reduce stress and increase security.
- **Physical Health:** Having good health and enough energy to get things done daily.

## 3. Self-sufficiency and resilience in the face of health and economic challenges:

With COVID-19's unprecedented disruption to daily life, and a vital racial justice movement underway, the importance of community is being demonstrated in real time, in powerful ways. We're all being reminded that self-sufficiency and resilience are products of community—that connection, listening, and kindness provide hope and understanding, and make it easier to overcome challenges around health, purpose and safety.

As you'll see in this report, these four rural Oregon communities have formed vital relationships and infrastructure that are helping them weather the crisis. They have created mobile food pantries and online farmers markets to continue access to healthy food, and are responding to the unique well-being needs of their communities amid the pandemic.

Says Jessica Hand, Blue Zones Project Executive Director for the Umpqua region: "We are creating a work plan that not only ensures Blue Zones Project's transformative community work continues ... but we stand ready to provide relevant and appropriate services and programs to best support local organizations, businesses and residents."

“

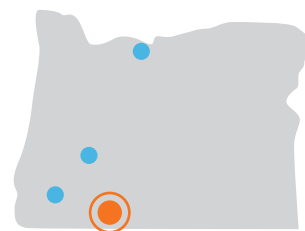
Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.”

MARGARET MEAD

**SPOTLIGHT:**

# Klamath Falls

Source: Klamath Falls Blue Zones Project Community Update – February 2020



Klamath Falls was the first Oregon community to embark on this journey to improve well-being.

**RESULT: Feelings of safety and community pride are up by over 14%!**

“Our work in Klamath County has just begun, and our progress points to a real and positive impact. We are looking forward to more fully realizing our goal of better health and well-being for every resident.”

**KELLEY MINTY MORRIS** Klamath County Commissioner



Klamath Falls residents participating in community health and well-being programs

## 7,086



Program volunteers

## 709



Purpose workshop attendees

## 972



Personal pledges to live longer, healthier lives

## 4,292



Moai social group members

## 1,113



## 52 Klamath Falls organizations are helping residents make healthy choices:

- **12 restaurants** are seeing increased demand for healthy menu items.
- **4 grocery stores** are making healthy choices easier for shoppers.
- **8 schools** are Blue Zones Project-approved with Walk to School days, new water-bottle filling stations, non-food birthday celebrations and discouraging competitive food sales on campus, as well as increased nutrition education.
- **21 work sites** have implemented or expanded employee well-being policies.
- **7 faith-based organizations** are Blue Zones Project-approved, having implemented healthy cooking clubs, purpose workshops and walking groups.

## More healthy food, with easy access:

- **Klamath Farmers Online Marketplace** (KFOM) originally began as a pilot project under Blue Zones Project in 2017, with the vision of providing fresh, local food in a year-round virtual farmers market. To increase access to local food, the market accepts cash, check, credit card and SNAP benefits.
- **Produce Connection** drop sites provided 790,000 pounds of free produce in 2019.

## 19 well-being policies are being implemented at the local level:

- **10 built-environment policies** passed and best practices implemented.
- **5 food systems policies** passed and online farmers market launched to better serve residents.
- **4 tobacco- and smoking-reduction policies** passed. Smoke-free parks have helped reduce smoking by 24%.



**A new way of planning built environments is increasing healthy movement in Klamath Falls. Feelings of safety and community pride have also increased by over 14%. Actions contributing to these findings have included:**

- **Separated bike lane** through an underserved area with limited access to active transportation and identified as having poor health indicators.
- **Urban trails master plan** for increased connectivity, unified signage and project prioritization.
- **Safe Routes to School master plan** for active transportation routes for 10 urban and suburban elementary and middle schools.
- **Joint Use of Facilities agreement resolution** adopted by both local school districts to promote school grounds as after-hours parks.
- **“Streets for All People”** policy and training that combines [Complete Streets](#) concepts and a Street Design Guide for the city and county.

**Klamath Falls’ response to the coronavirus pandemic:**

The COVID-19 pandemic inspired Klamath Farmers Online Marketplace to react quickly, expanding to items such as baked goods, coffee and hummus. Beginning in March 2020, they implemented curbside delivery to all of their customers. By May, sales were up 650% over the prior year, proving that with innovation and agility, small businesses are poised to quickly react to the needs of the community.

**What’s next for Klamath Falls residents’ well-being:**

Klamath Falls transitioned to a locally funded program in 2019 to continue improving well-being in the community. It has become a model for how businesses, health care, and philanthropy can collaborate to create greater health and well-being across an entire community.

Sky Lakes Medical Center will fund up to 50% of the project going forward, as an extension of its mission to improve the culture of health in the community. Other local funders include the City of Klamath Falls, Klamath County, Cascade Health Alliance and private donations.

**Looking ahead:**

Klamath Falls has transitioned to the second phase of their project and now houses the Blue Zones Project staff within the Healthy Klamath initiative. Updated blueprints will reflect the community’s priorities for the next three years, including more food and tobacco policy improvement, as well as goals to more effectively engage the low-income community.

“

The Cambia Health Foundation’s support has been instrumental in changing community perspective towards multimodal accommodations. The sidewalk connectivity and dedicated bicycle lane are perfect examples of projects originally planned as simple roadway resurfacing with no consideration to other modes of traffic. The new built-environment focus provided community leaders the education they needed in order to support sidewalk and bicycle accommodations that can help improve people’s health and well-being.”

**SCOTT SOUDERS**

Klamath Falls City Engineer

## Community partners in Klamath Falls:

### Restaurants

1. A Leap of Taste
2. Blooming Sol Juice
3. MC's on Main
4. Mermaid Garden
5. Ruddy Duck
6. Subway, Campus Drive
7. Subway, Main Street
8. Subway, South 6th Street
9. Subway, Washburn Way
10. Terra Veg-Vegan Eatery
11. Thai Orchid
12. Thai Orchid on Washburn

### Faith-Based Organizations

1. First Presbyterian Church
2. Hope Lutheran Church
3. Klamath Falls Friends Church
4. New Life Christian Church
5. Sacred Heart Catholic Church
6. Seventh-day Adventist Church
7. Unitarian Universalist

### Other Organizations

1. Asana Yoga and Sole
2. Bonnie Nork's Custom Baked Goods
3. Citizens for Safe Schools
4. Co-Creative Healing
5. CrossFit Hogback
6. Friends of the Library
7. Klamath Basin Pickleball Association
8. Klamath Falls Food Buying club
9. Klamath Senior Center
10. Klamath Strength and Conditioning
11. Klamath Sustainable Communities
12. Klamath Wingwatchers
13. Klamath-Lake CARES
14. Magyar Property Management LLC
15. PEO Chapter U
16. Rosterolla Wine Company
17. Snap Fitness
18. Tranquility

### Grocery

1. Grocery Outlet
2. KOA Market
3. Sherm's Thunderbird

### Schools

1. Conger Elementary
2. Ferguson Elementary
3. Henley Elementary
4. Mills Elementary
5. Pelican Elementary
6. Roosevelt Elementary
7. Shasta Elementary
8. Stearns Elementary

### Worksites

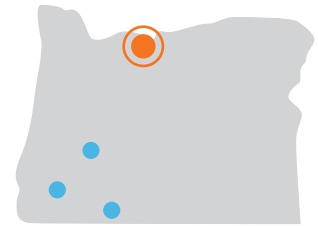
1. 173rd Fighter Wing
2. AmeriTitle
3. Blue Zones Project - Klamath Falls
4. Cascade Comprehensive Care
5. Department of Human Services
6. JELD-WEN
7. Klamath Basin Behavioral Health
8. Klamath County
9. Klamath County School District
10. Klamath Falls Police Department
11. Klamath Family Head Start
12. Klamath Pulmonary and Sleep Medicine Center
13. Klamath Tribal Health & Family Services
14. Lutheran Community Services
15. New Earth
16. Oregon Department of Forestry
17. Oregon Department of Transportation - Klamath
18. Oregon Tech
19. Pacific Crest Federal Credit Union
20. Running Y Ranch Resort
21. Sky Lakes Medical Center



**SPOTLIGHT:**

# The Dalles

Source: The Dalles Blue Zones Project Community Update – April 2020



The program in The Dalles launched in May 2017 with community conversations and information gathering. Community leaders and local Blue Zones Project staff developed a strategic plan to guide the multiyear initiative.

**RESULT: A 20% increase in The Dalles residents feeling proud of their community!**



Residents of The Dalles participating  
in community health and well-being programs

**1,809**



Program  
volunteers

**169**



Purpose workshop  
attendees

**250**



Cooking and gardening  
demo attendees

**97**



Personal pledges to live  
longer, healthier lives

**1,356**



Moai social group  
members

**33**

“

I took the Blue Zones Project purpose workshop and cooking demos, and participated in walking groups that were organized with Blue Zones. It has all helped me lead a healthier life. I’m now living my goal of not just living longer but living healthier and being more active, and I feel more engaged with the local community.”

**CORLISS MARSH**

Retired resident of The Dalles

### 51 organizations in The Dalles are helping residents make healthy choices:

- **4 restaurants** are making healthy options more available for their customers.
- **2 grocery stores** are stocking more healthy items and making them easier to find.
- **4 schools** participate in Walk to School Wednesdays. Some also have student gardens and cooking classes, and trauma-informed training for faculty.
- **32 work sites** are implementing or expanding their employee well-being policies.
- **9 other organizations** have registered to make healthy choices easier.

### 4 well-being policies are being implemented at the local level:

- **Sustainable funding** for equitable access to physical activity for low-income families.
- **Increasing the minimum smoking distance** from city properties to 25 feet.
- **Dalles Farmers Market** accepting food-assistance payments.
- **Traffic-calming project** at Dry Hollow Elementary.





“

Before the coronavirus pandemic, we had folks of all ages attending healthy cooking demonstrations, including kids, doing hands-on food preparation. They were excited to participate. In my job I look after people with health problems related to isolation, depression and diabetes. The food demonstrations were a great way to address all of these issues at once. And the more people I engage with through programs like this and my job, the more they feel comfortable coming to me later on with health questions, which is very gratifying.”

**JUAN LUNA**

Community Health Worker, One Community Health in The Dalles

### The Dalles’ response to the coronavirus pandemic:

Partners in The Dalles, including Oregon State University Extension Service, GorgelImpact.com, and several food and housing nonprofits, have rallied to combat COVID-19’s effect on the local community:

- **Assistance for orchards** with getting personal protective equipment and new protocols and equipment to make facilities (bathrooms, living quarters) safer for migrant workers
- **Food pantries** adopting no-contact, drive-up (or walk-up) practices, and removing restrictions on the number of times a person can visit per month

### What’s next for The Dalles residents’ well-being:

The Dalles is pursuing independent efforts to improve well-being going forward. While the entire scope of this next phase of work is not fully determined, many of the programs initiated by Blue Zones Project will continue:

- **Walk to School Wednesdays and Safe Routes to School** will continue under the direction of the North Central Public Health District.
- **Community Clean-Ups** will be organized by the city’s beautification committee.
- **Healthy cooking demos** will be offered through the OSU Extension Food Hero program.



“The Blue Zones Project created a space for local leaders from community organizations to meet regularly and think about the health of the community in new ways. So often we focus on physical health ... but this project gave us the opportunity to consider and work toward improving the social, emotional, psychological, and spiritual health of our community, essentially looking at people as whole beings. To me, that is really revolutionary. I think we will continue to see community pride increase as the health of residents' whole selves increases.”

**LAUREN M. KRAEMER**

MPH, Assistant Professor of Practice, Oregon State University Hood River & Wasco County Extension

## Community partners in The Dalles:

### Restaurants

1. MCMC Atrium Cafe
2. MCMC The Bistro at Water's Edge
3. Montira's Thai Cuisine
4. The Riv LLC
5. Kobe Hibachi Sushi
6. Lilo's Hawaiian BBQ
7. Basalt Rock Cafe
8. Subway

### Organizations

1. Cascade Acupuncture Center LLC
2. Flow Yoga
3. Greater Oregon Behavioral Health, Inc.
4. Pure Yoga
5. The Dalles Area Chamber of Commerce
6. The Dalles Chiropractic

### Grocery

1. The Dalles Grocery Outlet

### Schools

1. Chenoweth Elementary School
2. Colonel Wright Elementary School
3. Dry Hollow Elementary School
4. The Dalles Middle School
5. Mosier Community School

### Worksites

1. Wasco County
2. One Community Health
3. Meadow Outdoor Advertising
4. Mid-Columbia Medical Center
5. North Central Public Health District
6. Northern Wasco County PUD
7. State of Oregon (DHS-APD)
8. North Wasco County School District 21
9. Columbia Gorge Community College
10. City of The Dalles
11. Columbia Basin Care
12. Sunshine Mill Winery
13. Columbia Gorge ESD
14. Orchard View Farms
15. ODOT Region 9
16. OSU Extension
17. Oregon Veterans' Home
18. Powder Pure
19. The Next Door

## SPOTLIGHT: Grants Pass

Source: Grants Pass Blue Zones Project Community Update – December 2019



The Grants Pass program launched in May 2017 with community conversations and information gathering. Informed by this discovery phase, community leaders and local Blue Zones Project staff developed a strategic plan to guide the multiyear initiative.

**The result: A 36% increase in produce sales at farmers markets by making fresh produce more available for low-income families!**



Grants Pass residents participating  
in community health and well-being programs

# 2,657



Program  
volunteers

## 272



Cooking demos  
at food pantries

## 3x/month

featuring recipes and  
produce from local  
farms



Purpose workshop  
attendees

## 399



Personal pledges to live  
longer, healthier lives

## 1,886



Moai hiking group  
members

## 100

“

I’ve been treating patients for 20 years, and a lot of people have expressed interest in hikes but didn’t know where to begin. With the Moai hiking group, we’ve introduced hundreds of people to the mental and physical benefits of getting out in nature. We have people with [a] brand-new hip or knee doing a quarter-mile hike with us, who start to build up their distance pretty quickly. We have young parents with their children all the way up to people in their 90s. Many have formed friendships and hike together on different days. I didn’t anticipate this kind of growth and connection when I started leading community hikes.”

#### CHAD THORSON

Physical Therapist at Asante Sports Rehab  
and Founder of Moai Community Trail Hikes

### 30 Grants Pass organizations are helping residents make healthy choices:

- **4 restaurants** are making making healthy options more available for their customers.
- **4 grocery stores** are stocking more healthy items and making them easier to find.
- **8 schools** participate in Walk to School Wednesdays, with 831 participants.
- **11 work sites** are implementing or expanding their employee well-being policies.
- **3 faith-based organizations** have registered to make healthy choices easier (Family Smoothie Night, book club to form deeper connections with members, plant-based potlucks), benefiting 930+ congregants.

### 1 well-being policy is being implemented at the local level:

- **Food policy at the county level completed:** Double Up Food Bucks has increased the availability of fresh produce for low-income families, resulting in a 36% increase in produce sales at farmers markets.





## Grants Pass' response to the coronavirus pandemic:

- **Outdoor restaurant seating** has been extended into city streets to help businesses survive and to help residents continue to feel connected to the community.
- **Moai hiking groups continue**, with numbers limited to allow for social distancing. Regular attendees are bringing friends and family along—more so than was possible before the pandemic.

## What's next for Grants Pass residents' well-being:

Grants Pass is pursuing independent efforts to improve well-being going forward. While the entire scope of this next phase of work is not fully finalized, the local school district has been awarded a Safe Routes to School grant that will make active transportation easier for students once schools reopen:

- Each public school will have a two-week visit program where **bicycles and scooters will be on loan**, and workshops on riding safety will be held.
- A **Safe Routes to School** audit will help determine the safest routes for walking or biking to school, and recommend any needed improvements.
- **Walking School Buses** will continue, with groups of students and adults meeting up to walk to school together.

“

To ensure our employees thrive in their work environment, the office was designed to encourage natural movement with sit-stand desks and ergonomic workstations. We also provide healthy snacks, limit the number of garbage cans to encourage walking, and all employees receive free gym memberships (now online due to COVID-19). Team comradery is fostered at collaboration stations that are built into all areas of the headquarters building. We also regularly schedule team events including BBQs and team happy hours. Even with COVID-19, we continue these gatherings over video conference.”

### KARA STAFFORD

Head of Marketing and Development at Ausland Group, a Grants Pass engineering firm



## Community partners in Grants Pass:

### Restaurants

1. True Juice
2. Twisted Cork
3. Wild Rogue Café - Asante
4. Sunshine Natural Foods Deli
5. The Vine Restaurant
6. Cultured Palate
7. Cartwright's Kitchen and Grill
8. Pita Pit Williams Hwy.
9. Pita Pit Beacon Street

### Faith-Based Organizations

1. River Valley Downtown
2. 7th Day Downtown
3. First Christian Church
4. River Valley Redwood
5. Parkway Christian Center
6. 7th Day Gateway
7. LDS Savage and Harbeck
8. St. Anne Catholic
9. St. Luke's Episcopal

### Other Organizations

1. Josephine Community Library District
2. Grants Pass United Pickleball Club
3. New Hope Wellness and Healing Arts
4. Southern Oregon Trail Alliance
5. We Are One Health
6. JoCo Food Bank
7. KidZone Community Foundation
8. Rogue River Watershed Council
9. Grants Pass Chamber of Commerce

### Grocery

1. Fred Meyer
2. Grocery Outlet
3. Cartwright's Market
4. Sunshine Natural Food

### Schools

1. North Valley High School
2. Grants Pass High School
3. Allen Dale Elementary School
4. Highland Elementary School
5. Lincoln Elementary School
6. Parkside Elementary School
7. Redwood Elementary School
8. Riverside Elementary School

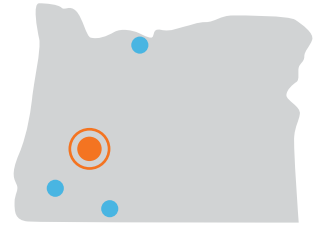
### Worksites

1. Club Northwest
2. Asante Three Rivers Hospital
3. Grants Pass School District 7
4. Siskiyou Community Health
5. YMCA
6. Mountainview Family Practice
7. Women's Health Center
8. AllCare Health
9. PrimaryHealth
10. Dutch Bros
11. City of Grants Pass
12. Three Rivers School District
13. Rogue Community College
14. Kairos
15. Southern Oregon Aspire
16. Ausland Group
17. First Call Resolution Grants Pass

**SPOTLIGHT:**

# Umpqua Region

Source: Umpqua Region Blue Zones Project Community Update – March 2020



The Umpqua region program launched in May 2017 with community conversations and information gathering. Informed by this discovery phase, community leaders and local Blue Zones Project staff developed a strategic plan to guide the multiyear initiative.

**RESULT: Quality-of-life evaluations for residents have improved by 24%!**



Umpqua region residents participating  
in community health and well-being programs

## 7,001



Program  
volunteers

## 953



Purpose workshop  
attendees

## 626



Cooking and gardening  
demo attendees

## 279



Personal pledges to live  
longer, healthier lives

## 4,951



Moai social group  
members

## 474



## 74 Umpqua region organizations are helping residents make healthy choices:

- **16 restaurants** are making healthy options more available for their customers.
- **3 grocery stores** are stocking more healthy items and making them easier to find.
- **10 schools** are improving well-being through school gardens, Walking School Buses, healthy celebrations, and Kids in the Kitchen cooking classes. Walk and Bike to School Day saw 2,000 participants, and 420 students participated in bicycle safety education.
- **36 work sites** are implementing or expanding their employee well-being policies.
- **9 faith-based organizations** have registered to make healthy choices easier for congregants.

## 19 well-being policies are being implemented at the local level:

- **4 clinics** operate a Veggie Rx Produce Prescription program
- **The Outpost Mobile Food Center** brings produce and other staples to 4 food deserts in Douglas County
- Development of safer, **traffic-calming infrastructure** with buffered bike lane, sidewalks and crossings around Green Elementary

“When we started working with the Blue Zones Project, the first thing we noticed was a measurable increase in sales. They provided us with an opportunity to present food the way we wanted to, in a healthy way, but they also helped us come up with ideas to better the community.”

**SHOBANA RANDEV**

Shanti's Indian Cuisine, Co-Owner



**The Umpqua region accrued an estimated \$1,528,500 in medical and productivity value in just two years, due to:**

- **22% reduction**  
in poor nutrition
- **8% increase**  
in exercise
- **24% improvement**  
in quality-of-life evaluation

“

By implementing changes through Blue Zones, we've seen an additional 10,000 pounds of produce sold and an increase in water sales. People will impulse-buy, so we've put healthy foods and snacks at the checkstand, so they can grab them on their way out.”

**JOHN ROBERTSON**

Sherm's Thunderbird Market, Manager

**The Umpqua region's response to the coronavirus pandemic:**

- **Veggie Rx:** With this program, doctors “prescribe” fruits and vegetables to patients to help improve their nutrition, which can be redeemed at area farmers markets. During the pandemic, Veggie Rx has become even more critical, as fewer patients are seeing their health-care providers and more people are experiencing food insecurity. To overcome this hurdle, Veggie Rx is now stationed at two farmers markets and a downtown convenience store.

“There has been a really straightforward, collaborative effort to get produce boxes out to folks in need,” says Juliette Palenshus, Engagement Director for Umpqua's Blue Zones Project. “The idea was to find community members who either suffer from food insecurity chronically, or recently found themselves in that position due to COVID-19, and get them two produce boxes per month for five months.”

Blue Zones Project helped procure funding for 100 families and partnered with a local farmer to prepare the boxes. Enrollment continues, and produce is being distributed through Aviva Health around the county.

- **Foodie Friday:** As restaurants struggled with the shutdown, Palenshus began doing live videos with Director of Strategic Partnerships, John Dimof, and restaurant owners and managers, to highlight how the community could support them during the pandemic. The videos have been popular on the Umpqua Blue Zones Facebook page, and have helped restaurants boost their takeout business.
- **Expedited expansion of outdoor seating:** Restaurants have been able to expand their outdoor seating into parking lot spaces for socially distanced dining. Blue Zones Project worked with the Roseburg City Council to put this policy in place quickly to help local businesses.



## What's next for Umpqua region residents' well-being:

Blue Zones Project Umpqua secured local funding to continue under the Blue Zones Project brand and retain staff capacity to continue the work. This new structure launched in July 2020 and resides under the [Douglas Communities' Network of Care](#).

To kick off this new phase of work, Blue Zones Project's Built Environment Committee has secured \$2.2 million in funds through Safe Routes to School to expand staff and programming and improve pedestrian and bike-friendly infrastructure, create a Pine Alley Waterfront Overlay, and develop a Wayfinding Marquee Project.

“

When I served as Roseburg City Manager, we often had to make difficult decisions on behalf of our citizens and our community. Welcoming Blue Zones Project to the Umpqua Valley with our many community partners was not one of them. I am not surprised to learn that this unique approach to enhancing well-being [has been successful]. My confidence in the efficacy of Blue Zones Project remains high, and I am excited to see the program continue to transform lives in our region as we move forward.”

### LANCE COLLEY

Former City Manager and Steering Committee Chair





## Community partners in the Umpqua Region:

### Restaurants

1. Bluebird Pizza
2. Loggers Taphouse
3. Shanti's Indian Cuisine
4. My Coffee
5. Carlos Restaurante
6. WTFalafel
7. Brix
8. McMenamins
9. Salud
10. Parrott House
11. Old Soul Pizza
12. Alexander's
13. Gathering Grounds

### Faith-Based Organizations

1. Faith Lutheran
2. Umpqua Unitarian-Universalist Church
3. First United Methodist Church
4. TurningPoint SDA Church
5. Salvation Army
6. Roseburg SDA Church
7. First Presbyterian Church
8. Garden Valley Church

### Other Organizations

1. Mercy Foundation
2. Wrappin and Rollin
3. Casa De Belen
4. Dynamic Martial Arts
5. Umpqua Community Veg Education Group

### Schools

1. Green Elementary
2. Eastwood Elementary
3. Fir Grove Elementary
4. Roseburg Junior Academy
5. Winchester Elementary
6. Phoenix Charter School
7. Fremont Middle School
8. Hucrest Elementary
9. Rose School
10. Roseburg High School

### Worksites

1. Douglas Education Service District
2. Cow Creek Tribe
3. First Call Resolution
4. Brookdale Alzheimer's and Dementia Care
5. Tropiceel Products
6. Evergreen Family Medicine
7. YMCA Douglas County
8. Umpqua Community Health Center
9. City of Roseburg
10. Adapt
11. Roseburg Department of Human Services
12. The Ford Family Foundation
13. Roseburg VA Health Care System
14. Umpqua Community College
15. Lone Rock Timber
16. Umpqua Health Alliance
17. CHI Mercy Medical Center
18. TMS Call Center
19. FCC Commercial Furniture
20. UCAN
21. NeighborWorks Umpqua
22. Douglas Fast Net
23. Sunrise Enterprises
24. Alison Eggers State Farm
25. Bureau of Land Management
26. News-Review
27. Orenco Systems
28. Liann Drechsel Pediatric Dentistry
29. Roseburg Forest Products
30. Atrio Health Plans
31. Riverview Terrace
32. Rose Haven Nursing Center
33. Wicks Emmett LLP
34. Sherm's Grocery
35. Fish Pantry



## **Oregon Healthiest State is evolving to focus on economic mobility.**

While Oregon now ranks in the top 10 for well-being according to the Sharecare Well-Being Index, the data also show that Oregon ranks 39th in the nation in terms of economic security.

With this in mind, Oregon Healthiest State will pivot its work to focus on economic security and access to resources in the wake of the historic pandemic and devastating wildfires that have impacted Oregonians. This new work will be housed at the Oregon Business Council under the Oregon Business Plan framework for shared prosperity.

## **Cambia Health Foundation will continue to invest in community-led health transformation.**

This includes whole-person care initiatives that integrate physical, behavioral, and social determinants of health with an eye toward reducing disparities and improving access to what is needed for everyone to achieve optimal health and well-being.

**We are grateful for the examples set by the four communities highlighted in this report.**