



THE WELLNESS *living laboratory*

Transforming the science of wellness through an innovative global approach to health and health research

The abundance of dollars spent on treating disease has had modest impact: creating limited individual benefits, inefficiencies in healthcare, and stagnation of low-yield, highly technical research. Despite its huge potential for population level benefits, a focus on wellness has received far less attention and funding than it deserves.

For half a century, the Stanford Prevention Research Center (SPRC) has been at the forefront of wellness and health promotion. Collectively, SPRC investigators have been instrumental in setting national and international standards for community-based interventions aimed at diet, weight reduction, tobacco use, physical activity, and cancer and cardiovascular disease risk reduction. To achieve decisive impact that will change the global wellness landscape, SPRC is now developing a bold initiative — the **Wellness Living Laboratory (WELL)**.

Empowering People to Drive & Power Global Wellness Solutions

Societally and globally there is an urgent need to promote healthy aging and wellness. **WELL** offers the ideal setting to generate and test novel hypothesis-driven inquiries, tested at the population level, to build the evidence-base of wellness. Guided by a Scientific Advisory Committee of preeminent international experts, **WELL** will develop a large-scale Wellness Registry of tens of thousands of citizen-scientists. We will follow this population over time and engage them in designing and rigorously testing solutions using community-based clinical trial methods. This dual research focus on observation and intervention will establish best practices for wellness. Using state-of-the-art information, monitoring, and intervention technology, **WELL** will engage three distinct populations:

SANTA CLARA COUNTY – With 1.8 million residents, this Bay Area County is one of the most diverse in the U.S.: large subgroups speak Spanish, Chinese, and Vietnamese at home. A sample of 10,000+ citizen-scientists will be recruited.

CHINA – A second registry in the world’s most populated country will facilitate discoveries about the health impacts of development and changes in diet and physical activity. **WELL-CHINA** will test concrete strategies to confront these worldwide problems.

GLOBAL OUTREACH – Global populations will join **WELL** to provide additional data via an innovative social network. As a platform for information collection and intervention testing, individuals, worksites, schools, and cities will be enrolled.

>10,000

CITIZEN SCIENTISTS

TO BE RECRUITED FOR THE
WELL REGISTRY
IN SANTA CLARA COUNTY

70%

OF ALL U.S. DEATHS ARE CAUSED
BY CARDIOVASCULAR DISEASE,
CANCER, AND DIABETES

14%

OF SANTA CLARA COUNTY
RESIDENTS HAD RECOMMENDED
INTAKE OF VEGETABLES AND FRUITS

50%

OF GLOBAL MORTALITY LINKED
TO BEHAVIORAL RISK FACTORS
(TOBACCO, PHYSICAL INACTIVITY,
UNHEALTHY DIET)

2.1million

DEATHS FROM STROKE
IN CHINA ANNUALLY,
MORE THAN IN ANY OTHER NATION