

An aerial photograph of a river winding through a lush, forested valley. The river is a vibrant blue, contrasting with the surrounding green and yellow foliage. The hillsides are covered in dense trees, and the sky is a soft, hazy blue with some light clouds. The text is overlaid in a clean, white, sans-serif font.

**SONOMA COUNTY**  
• CALIFORNIA •  
**LIFE OPENS UP**

Sonoma County Well-being

# Definitions

Health	Spa	Wellness	Well-being
<p>A state of complete physical, mental and social well-being, not merely the absence of ailments.</p>	<p>A place where people go to improve their health &amp; appearance.</p>	<p>The state of living a healthy lifestyle and is multidimensional.</p>	<p>The state of being <u>happy</u>, healthy, or successful.</p>
<p>WHO's definition after 1986</p>	<p>Where we invest in pampering and indulgence.</p>	<p>Wellness is the pursuit of well-being. It's a <i>preventative practice</i> focused on healthy lifestyle habits.</p>	<p>A multi-faceted construct that centers around the importance of <i>happiness</i>.</p>

# Spa & Wellness vs. Well-being

## Which one do we use?

Everything is evolving, the spas are adding more wellness modalities,

- Spa: leisure, luxury, pampering
- Wellness: integrated, self-care, being healthy
- Well-being: becoming more popularized, considered as taking wellness “seriously”.



# Pillars of Well-Being

Physical Wellness	Emotional Wellness	Intellectual Wellness	Spiritual Wellness	Environment Wellness	Social Wellness	Occupational Wellness
Movement: Strength & Mobility	Feelings & Mental Strength	Growth: Knowledge & Skills	Set of Values & Purpose	Clean & Safe Surroundings	Nurturing relationships	Work-life balance, alignment

Well-being is associated with:

Self-perceived health	Longevity	Healthy behaviors	Mental and Physical Illness	Connectedness	Productivity	Environment/ Community
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# Pillars of Well-Being + 2020 Impact

Physical	Emotional	Intellectual	Spiritual	Environment	Social	Occupational
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Fitness, medical, spa, salon closures	Traumatic events: pandemic, casualties, fires, hurricanes, riots, politics, isolation	Schools, travel, cultural and community activities limited	Riots, debates, uncertainty, life change	Cabin fever, multi- generational homes, park closures	Distancing, no gathering	Economic Recession + pandemic
Lost routines, access to care, adapting to virtual and underground	Decrease in mental health, higher emphasis on therapy	Loss of access to resources, adapting to virtual and underground	Shifting values and purpose, or loss of	Loss of safety and comfort, "norms", sleep disruptors	Loss of human touch, adapting to new ways to connect	Loss of jobs, balancing home- schooling and wfh, loss of workspace

# We lost celebrations too (*The Atlantic*)

Birthdays	Bridal Showers	Baby Showers	Easter	Mother's Day	Father's Day	4 <sup>th</sup> of July
Weddings	Rituals	Successes	Of Life	Anniversaries	Summer	Just Because

Celebrations create vivid memories that mark the passing of time, shape our narrative of self. Ceremonies reinforce purpose and meaning. Both strengthen social bonds. Both create eagerness, excitement.

## Current Escapes:

-  Cooking with fresh ingredients
-  Plant parenting
-  Natural Escapes
-  Knitting, Crafting
-  Gardening
-  Pet Parenting
-  Taking up biking
-  Doing more for Sustainability

## Sonoma County:

-  Farm to table, baby!
-  Surrounded by plants
-  Going outside
-  Meet our makers
-  Entire Farms
-  Farm animals and horses
-  Biking along vineyards and coast
-  99% sustainable vineyards

# Well-being is our lifestyle

It's always existed in Sonoma County, cultivated by **our land.**





# Gifts from our land

Food & Drink

Animal  
Kingdom

Nature  
Immersion

A Place to  
Play

Herbs,  
Flowers, Bees

Artistic  
Expression

# Food & Drink: a celebration of agriculture

- A patchwork of small, diversified farms and ranches
  - Emerging new young farmers
  - Diverse array of local food, specialty farms, CSA boxes everywhere
- Foragers and nurseries
- Harvest season is huge here! The farmers markets are overflowing with bright colors and variety.
- Food equity in the community
  - chefs and restaurateurs contribute to the local community to promote food equity with orgs like Sonoma Family Meal, Farm to Pantry (Gleaning Efforts)



## ANIMAL WELFARE

Every farm that supplies milk to our creamery is **Certified Humane®**. That means they undergo annual inspections to ensure humane and responsible practices are used. The original Redwood Hill Farm helped set the standard for goat welfare when it became the first goat dairy in the United States to be designated Certified Humane® in 2005.

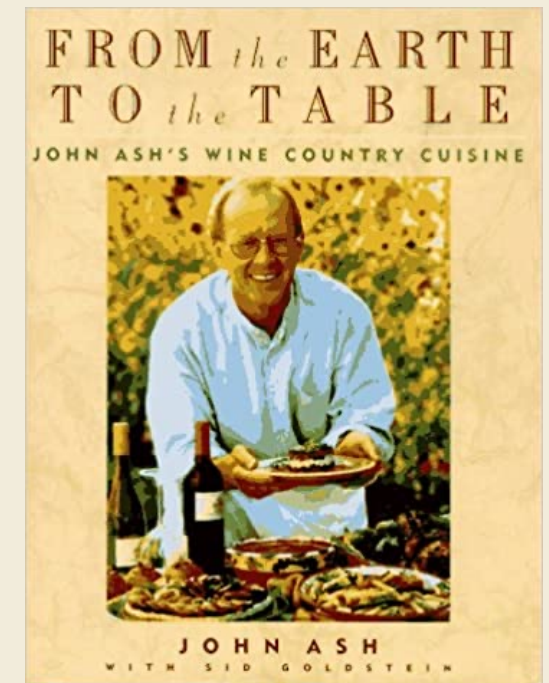
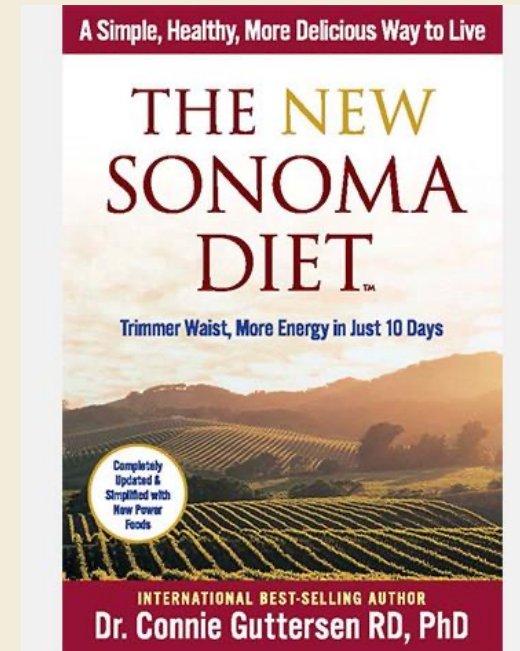
# Food & Drink: better together

- Hand-crafted wine, beer, spirits, ciders are an obsession.
  - Sustainable efforts to help preserve our land and abundance.
  - "Healthy"?
  - Staples of a dining table or picnic blanket
- An educational experience: insight into history, culture, and the magic of taste buds
- A joyful, social experience: gathering, enriching bonds, strengthening friendships



# Food & Drink: beating heart of our county

- The Sonoma County way of life has been popularized by:
  - The Sonoma Diet
    - NYT Bestseller from Dr. Connie Guttersen, touts the health benefits of a Mediterranean inspired cuisine (we have a similar climate)
    - Delicious, nutritious, *and* satisfying/indulgent
  - “Earth To Table”
    - John Ash, the father of Wine Country Cuisine’s “Earth to Table” concept paved the way for food consciousness. He talks about ethical and seasonal foods.
    - Julia Child “Cookbook of the Year”, nominated by the James Beard Foundation



# Food & Drink: as nourishment

- Ever-Changing Seasonal Menus
  - What's on your plate is what's in season!
  - To promote food awareness, menus will indicate the producers of sourced ingredients
  - The food that thrives in seasonal rhythms and is farmed sustainably taste better and protects us from seasonal ailments.
- Ethically farmed food & wine
  - Many restaurants have gardens on site or manage their own farms, chefs work with gardeners to decide on what to plant
  - Farming and ranching methods matter, because *"we are what we eat."* We are made of systems that contain bones, blood, muscle, fat, nerves, hormones, etc. What goes into our food nourishes our bodies and is a form of preventative health care/ self-care.



hotel. Fueled by ingredients straight from Joe and Catherine Bartolomei's ranch or discovered by the chef on his daily farm stops en route to the inn, our menus are ever-changing and rely exclusively on not only what is fresh and seasonal in Sonoma County, but on what is perfect, unexpected and delightful. Our service is friendly yet infinitely professional and



*Fresh, farmstead cheese*

# Animals of Sonoma County: our healers

Visit cheese farms to see baby goats, hike at alongside cows that are openly grazing, see the whale migration on the coast, spot wildlife while floating down the Russian River, go horseback riding or try equine therapy, visit Safari West.

- Provides comfort, increases movement & activity through walks and play
- Provides companionship and decreases loneliness
- Increases social interactions
- Improves mood and general wellbeing, decreases stress
- Different animals to see every season, experience new birth

Dog friendly hotels and restaurants, pamper with your pooch!

- 4-legged friend menu, doggy beds, toys, and lots of room to play



# Nature Immersion: healing & therapeutic

- Spending 2 hours a week in green spaces reduces stress, promotes healing.
  - Increases "happy hormones" like dopamine and serotonin. Fresh air lowers blood pressure and heart rate. Reduces stress hormones.
- Prescribed forest bathing: Sugarloaf's Parks RX program
  - Trees emit phytoncides, calms sympathetic nervous system. Prescribed for mental health issues and chronic conditions like hypertension, diabetes (lowers blood sugar).
- The Association of Nature & Forest Therapy is based in Santa Rosa, training therapy guides all over the world
  - Slogan: "The forest is the therapist; the guides open the door"
- Flower power: wildflowers, lavender, etc.
  - Stimulates happy chemicals: dopamine, oxytocin, serotonin



# Nature Immersion: healing & therapeutic

- Nature also feeds our intellectual wellness (there's a lot to learn) and not just in the daylight!
  - Bioluminescent kayaking on glowing waters at The Russian River Estuary with WaterTreks, Full moon paddle at Spring Lake, etc.
  - Stargazing without light pollution: artificial light isn't helping our mental health, and it disrupts wildlife. (The Sandman's Stargazing for kids program, Sugarloaf Observatory)
- The way we build: Montage Healdsburg, Farmhouse Inn, B&Bs, Cottages
  - You're surrounded by nature, and the buildings don't tower or disrupt our views.
- The Sonoma Coast: Big dose of Vitamin D, Vitamin Sea
  - High mineral content, massive oxygen producer, negative ions to reduce stress hormones and increase relaxation, oceanic sound therapy, sense of peace and tranquility.
  - Meditative walks on the beach are so stress relieving!





# A place to play: celebrating life

- **Play** is self-chosen, done for recreational pleasure and enjoyment, and includes a strong element of imagination. It feeds exploration and social/physical development.
- Sonoma County is where many come to celebrate birthdays, long weekends, life events, festivals & fairs, live music, each other, etc., creating lasting memories.
- Sonoma County celebrates our bounty with events like bud break, harvest season, full moon ceremonies, etc., and share that gratitude and happiness with others.



Wine and Food Affair



SLIDE 4 OF 12

June 10, Russian River Blues Festival, Guerneville: Surrounded by redwoods on the



# A place to play: healthy holidays

- Sonoma County is a great natural environment for engaging in outdoor play.
  - Hike, Cycling (huge here!), Kayak, Zipline, Swim, Walk, Run, Fly, Trek, Canoe, Camp, Fishing, Golf, etc.
  - Play therapy is a real modality for children: we learn, grow, explore, develop, experience freedom, creativity, overcome fears
  - Promotes “happy hormones”, physical mobility and stability, physical strength, mental wellbeing, etc.
  - Spending more time in natural sunlight during the day allows individuals to experience more naturally-attuned sleep rhythms.



# A place to play: a mind-body vacation

- Sleep well in Sonoma County with a wide range of self-care modalities to experiment with/choose from
  - Fairmont's natural hot springs, Flamingo Resort's hot-cold water therapies and Wim Hof offerings
    - Hydro-thermal therapies strengthen immunity and is supported by the Global Wellness Institute as an initiative to build resilience in the age of pandemics.
    - Used by Athletes to increase performance as a biohacking method to increase concentration, focus, sleep, activate brown fat, etc.
  - Cool spa experiences
    - Cedar Enzyme Bath & massages in Japanese pagodas at Osmosis Day Spa
    - Personal Apothecary, CBD Massage, Naturopathic Facials at Farmhouse Inn & various beauty salons
    - Private cabanas with spa tub at Kenwood Inn & Spa



# A place to play: a mind-body vacation

- Sleep well in Sonoma County with a wide range of self-care modalities to experiment with/choose from (cont.)
  - Cacao Ceremonies: cacao replenishes magnesium in the body, beneficial for sleep. (Firefly Chocolate, Flamingo resort, etc.)
  - Yoga at the Vineyards: hmm.. Detox to retox?
  - Guided meditation, hotel yoga, Reiki (Japanese modality), Intuitive Readings, Drum Circles, Chakra Reading & Balancing, Body-Energy Alignment, Sound healing
    - Boosts spiritual health, is therapeutic for developing a greater sense of self-awareness, which in turn allows individuals to develop a greater sense of self-referral in noticing imbalances.



# A place to play: a mind-body vacation

- Sleeping is tough with pandemic stress, and even tougher when traveling.
  - Our bodies often develop a fight or flight response when traveling to a new environment, as a defense mechanism to the new unfamiliar threat.
- How Sonoma County accommodations are helping travelers sleep better
  - Immersive wellness experiences to help reset the circadian clock
  - The Sandman has dream cards inscribed with good night wishes, and a note pad for journaling
  - The Flamingo resort offers sleeping eye masks (complete darkness), herbal sleeping teas, guided meditation classes daily
  - River's End – Luxury Unplugged rooms with no tv, wifi, or cell service (no chance for blue light!)



# Herbs, 🌸 🐝: Mother of Herbalism

- Rosemary Gladstar, the Mother of Herbalism
- Born in Sonoma County
- Lived here for 40 years watching how plants live in concert with the animal kingdom
- Opened Rosemary's Garden in 1972, reigniting herbalism in America
- Started the California School of Herbal Studies in Forestville
- Co-Founded Traditional Medicinals



Rosemary in the 1970s



Rosemary today, holding rosemary



CALIFORNIA  
SCHOOL OF  
HERBAL  
STUDIES



# Herbs, Flowers, Bees: tools for wellness

- Used in spas treatments, aromatherapy, skincare
  - Osmosis
- Used as healing and immune building
  - Apothecaries, schools, wellness clinics to share herbs as medicine
- Farmacopia & Herb Folk
  - Custom tinctures and herbal blends
  - Locally grown herbs and sourced herbs: Radical Family Farms, Sonoma County Herb Exchange
  - Rooted in teaching prevention and care
  - The Botanical Bus: health equity
  - Herb Walks through SoCo
- Experiment with Integrative Health (MedSpas)
  - Acupuncture, massage, health/nutritional coaching, detoxing, skin care & grooming, functional movement therapy, traditional Chinese medicine, Ayurveda, Naturopathic therapy, B-12 Shots, etc.



# Art: as expression, as therapeutic

- Mild winters & abundance made it easy to survive and live in Sonoma County, so a lot of indigenous people spent their time making pottery.
- The beauty of the land inspires artists, artisans and makers, past and present, to create in Sonoma County
  - Galleries, museums, sculpture gardens, murals, music, food, wine, beer, etc.
  - Creative Sonoma
- Art/makers workshops and classes
  - Hearth Folk School, Petaluma Pottery
- Art is social connection, storytelling
  - Our brains like to share emotions with others, we love a story, learning vicariously through others in a safe space, without being involved (shared consciousness)
  - Performance art: movement is actually irresistible; we feel them in our bodies



**At Eric Kent Wines in Sebastopol, one will find artistry both inside and outside the bottle.**



# Sustainability: Protecting Our Land

Informally, Sonoma County has been green for centuries. Today, there is continued research on our farms for carbon sequestration.

- Agriculture, stockmanship, and agritourism
  - Biodynamic farming tours, regenerative farming, educational establishments like the Permaculture Skills Center and the Occidental Arts & Ecology Center, voluntourism
  - Beekeeping, rescued owls for owl boxes, solar panels, fish-friendly farming, farm animal rescue, grazing, animal sanctuaries
- The most sustainable winegrowing region in the world (2014 commitment)
  - Today, 99% of the vineyard acreage in Sonoma County are certified sustainable
  - Sonoma County Winegrowers 2020 Climate Adaptation Certification pilot program
- New parks & land preservation
  - Sonoma Open Space & Sonoma Land Trust keeps urban growth boundaries and preserves/revives green spaces that become new recreational parks.



# Key takeaways

## Wellness Immersion: Stay a while, bring home a wealth of knowledge

A commitment to conscious growth starts here. Sonoma County provides the tools and motivation needed to fully integrate these holistic wellness benefits and practices to routine life.

- **Abundance:** Sonoma County’s land, location, and climate brings abundance, which promotes a wellness lifestyle. Healthier food habits, gardening, connection to the land.
- **Happiness:** There is no shortage of activities that cultivate “happy hormones”.
- **Celebration:** There is always something to commemorate/celebrate in Sonoma County.
- **Seasonality:** Well-being is always in season, and each one brings new experiences that ebbs and flows with the rhythm of the season.
- **Better Sleep:** Unplug/digital detox with outdoor activities, hotels, spas, apothecaries, sleeping under the stars, therapeutic guides
- **Local community:** Our locals and business owners are the storytellers behind the well-being lifestyle. All the outdoor activity, farm-to-table food, celebrations with wine, therapeutic modalities etc. that people come to do/try are a part of our routines. Some already tell the stories, but only to locals (e.g., John Ash on KRSO, Farmacopia). Our locals also encourage the fair trade and hand-crafted goods movement.