



ThriveOBX™ Frequently Asked Questions

1. Why does our community need something like this?

All over the world, including our special home, the Outer Banks, many people feel overwhelmed, isolated, burnt out or simply lacking the spark to inspire them to lead healthier lives. Some may have the inspiration and want, but may not have the resources or confidence to branch out or know how to take the steps towards enhancing their well-being. Many of us are living lives that could be opened up to many possibilities, mentally and physically, just by enhancing or changing a few things. ThriveOBX™ helps address that by encouraging connection, gratitude, purpose and learning by offering trusted guidance, practical tools and engaging programs. ThriveOBX™ inspires people to find the power within themselves to focus on what they can control, nurture what's possible and take steps toward living well.

2. Why do we need another community initiative when there are already programs out there?

ThriveOBX™ doesn't replace existing programs—it connects them. It's the thread that ties together our community's many efforts toward health, connection and purpose. We're building on what's already strong in the Outer Banks and helping it reach more people in new, meaningful and inspirational ways.

3. Is ThriveOBX™ just another health campaign?

No. ThriveOBX™ is different because it's not a short-term campaign or a checklist—it's a long-term effort to build a stronger, more connected community. It's about changing how we live, work, and care for each other so everyone has the opportunity to thrive. ThriveOBX™ is providing free knowledge and tools to be carried throughout life, so that our community may live more connected, healthy and happy.

4. Why well-being instead of wellness?

Wellness typically refers to physical health. Well-being takes it further by including emotional and social health. Well-being focuses on the whole person. ThriveOBX™ focuses on well-being because thriving goes deeper than just physical activity. Thriving depends on the choices we make every day to nourish our bodies, avoid risky substances, move more, live with a sense of purpose, engage with others, stress less and sleep well. Because when we live well, our odds at living longer and healthier greatly increase.

5. Is one Thrive5® pillar more important than another?

No. In fact, the Thrive5® was created to be easily applied to anyone's life, so much so that you can focus on only one pillar if desired or needed. ThriveOBX™ is encouraging a positive shift in people's lives, and that begins with meeting people where they are at. After all, well-being and longevity aren't defined by a single factor. True well-being comes from nurturing multiple areas of life, each unique to the individual. For one person, that might mean engaging with others and building meaningful connections, while for another, it could mean simply moving more.

6. Is ThriveOBX™ just “fluff”?

Not at all. ThriveOBX™ isn't about slogans or surface-level positivity—it's about action and inspiration. By focusing on what people can accomplish rather than what they lack, ThriveOBX™ helps individuals and groups build momentum toward real, healthy change. This isn't about pretending life is perfect or ignoring real struggles. ThriveOBX™ is about acknowledging what's hard and choosing to see the silver lining. It's about empowering people to shift perspective—to move from “I can't” to “I can start here.” Every small action matters, and even in difficulty, we can choose growth and connection.

In fact, ThriveOBX™ believes in this positive approach so deeply that its medical providers and health experts combined the six well-being pillars from the American College of Lifestyle Medicine (Nutrition, Restorative Sleep, Physical Activity, Social Connection, Stress Management, Avoidance of Risky Substances) with the nine well-being pillars of the Blue Zones Power 9 (Move Naturally, Purpose, Down Shift, 80% Rule, Plant Slant, Wine at 5, Right Tribe, Loved Ones First, Belong). Through social research, ThriveOBX™ learned that many people feel overwhelmed by long lists of pillars and struggle to maintain them over time. This insight led to the creation of the Thrive5®—a simplified, long-term approach designed to feel personal, practical, and truly sustainable for anyone who engages with it. By offering a framework that's simpler and easier to apply, ThriveOBX™ encourages people to focus on their daily habits and feel inspired to take steps to strengthen the areas of life they can—truly setting us apart from mere “fluff.”

7. How is this actually supposed to help people?

ThriveOBX™ is for everyone, including those facing tough challenges. Whether someone is managing disease, recovering from loss, financially struggling, living with disability, or just feeling stuck or alone, ThriveOBX™ focuses on what's possible instead of what's missing. It helps people of all kinds find community, gratitude and inspiration, while empowering them with the tools and knowledge to understand what they can adjust to contribute towards a more bountiful, longer life. It's about adjusting your mindset to seeing the possibility of hope, connection, and purpose, and acting on it. Small wins build strength and momentum, creating well-being from the inside out.

8. Where is the money going?

Proceeds go towards the ThriveOBX™ Well-Being Grant Program for local organizations and businesses to apply for. The Well-Being Grant will help provide access to well-being education and healthy lifestyle resources to places of work and the community.

9. Who's behind ThriveOBX™, and what's their goal?

ThriveOBX™ is a collaboration between Outer Banks Health and the Dare County Department of Health & Human Services. The goal is to shift our community culture to make well-being something we all talk about, practice and prioritize as a community—the place where we all live.

10. What if I don't have time to join a Hive or attend events?

That's perfectly fine! ThriveOBX™ is about progress, not perfection. Even small daily actions like expressing gratitude, taking a walk or reaching out to someone help create ripple effects of well-being personally and across the community.

11. What if people don't want to participate?

That's okay! ThriveOBX™ isn't about pressure or perfection. It's about invitation. Some will start with a conversation, others with joining a Thrive Hive or volunteering with us. Our goal is to meet people where they are and remind them that well-being is for everyone, no matter their starting point, leaving inspiration along the way.