

Joint House and Senate HHS Appropriations Subcommittee

N O R T H
C A R O L I N A
Senior Games



Services and Target Population

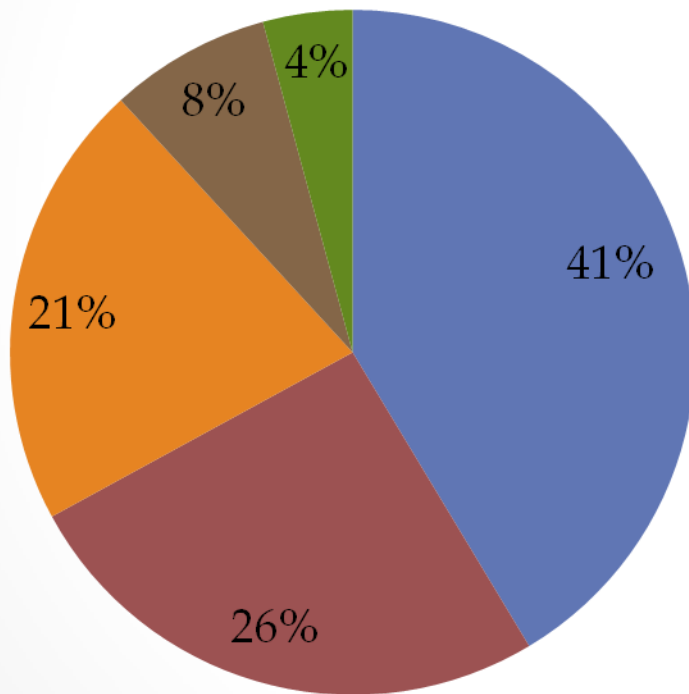
- Founded in 1983 as an extension of the Division of Aging's statewide effort to provide health promotion and disease prevention services for persons 55 and better;
- Consumer-directed, year-round health and wellness programs in 53 Local Senior Games serving all 100 counties in North Carolina;
- Year-round programs include exercise classes, walking clubs, wellness workshops, individual and team athletic events and the SilverArts.

Public-Private Partnership

- North Carolina Senior Games is the largest health promotion program of its' type in the United States and has received national recognition for programming and service for older adults;
- There are six (6) major coordinating agencies, twenty-two (22) endorsing agencies, fifty-three (53) local host agencies and over 5,000 volunteers statewide;
- In 2012, Senior Games served 65,520 persons, ranging in age from 55 to 104. 45% Men, 55% Women.

Total Operating Budget

Total: \$473,405



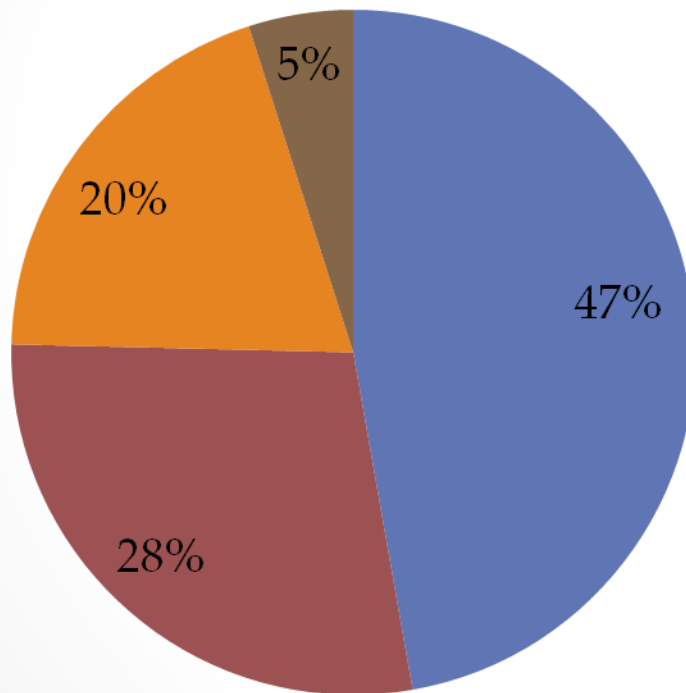
- Program Fees (195,924)
- Legislative Appropriation (121,481)
- Corporate Sponsorship (100,000)
- In-Kind Contributions (36,000)
- Individual Contributions (20,000)

Stewardship of Resources

- Local Senior Games programs generated \$380,520 in 2012;
- Across the state, with the investment of \$121,481 of state funds, Senior Games leveraged an additional \$732,444;
- In summary, for every single dollar that the state invested, Senior Games leveraged \$6 of additional resources.

Legislative Appropriation

Total: \$121,481



- Local Games Training & Support (57,371)
- Local Games Programs (34,200)
- State Finals Programs (23,910)
- Administration (6,000)

Research and Outcomes

- Researchers at NC State University have conducted evaluative research of perceived benefits and outcomes of Senior Games participation for over a decade;
- In 2011 and 2012, **80%** of participants indicated that training and preparation for participation in Senior Games is **part of their regular weekly activity**;
- **67%** indicated that their participation in Senior Games has motivated them to be more **physically active**;
- **66%** revealed that Senior Games helps them to be more socially active.

Research and Outcomes

- The population of North Carolina is aging at a significant pace, as we all know;
- A comparison of studies in 2007 and 2011 reveals that more respondents in 2011 (79%) indicated training and preparation for Senior Games is part of their weekly activity than in 2007 (73%);
- Further, the research reveals that Senior Games is providing an important service that motivates respondents to be more physically active (67% in 2011 and 61% in 2007)!

Comparative Analysis

- The average annual cost of housing one (1) person in a skilled nursing facility is \$69,360;
- \$121,481 provides funding for 1.75 persons in a skilled facility for one year;
- For the same amount of funding, North Carolina Senior Games provides 65,520 consumers age 55 and greater a better opportunity to maintain a healthy, active lifestyle.

Additional Information

A full audit and/or additional information are
available upon request:

Brad Allen, President and Executive Director
North Carolina Senior Games, Inc.

4603 Western Boulevard, Raleigh, NC 27606

(919) 851-5456

brad@ncseniorgames.org