

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2025

H.B. 1022
Apr 21, 2026
HOUSE PRINCIPAL CLERK

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HOUSE BILL DRH40632-MCa-253

Short Title: Pickleball Wellness Initiative: Health Equity. (Public)

Sponsors: Representative Roberson.

Referred to:

1 A BILL TO BE ENTITLED
2 AN ACT TO PROVIDE FUNDS TO NORTH CAROLINA STATE UNIVERSITY FOR A
3 PILOT PROGRAM IN THE STATE TO INCREASE DIVERSITY IN THE GAME OF
4 PICKLEBALL.

5 The General Assembly of North Carolina enacts:

6 **SECTION 1.** There is appropriated from the General Fund to the Board of Governors
7 of The University of North Carolina the nonrecurring sum of one hundred ninety-six thousand
8 seven hundred sixty dollars (\$196,760) for the 2026-2027 fiscal year to be allocated to the
9 Department of Parks, Recreation and Tourism Management in the College of Natural Resources
10 at North Carolina State University for the creation and evaluation of a community-based wellness
11 initiative in eastern Wake, Halifax, and Lenoir Counties. Funds appropriated in this section shall
12 not revert but shall remain available for the purposes provided herein.

13 The purpose of the initiative is to increase physical activity, strengthen social
14 connections, and improve psychosocial well-being in communities with limited access to
15 recreational resources. The program will use pickleball as a low-cost, accessible tool to engage
16 participants and encourage regular physical activity and social interaction through public
17 recreational facilities. Halifax and Lenoir Counties were selected due to economic need and
18 community health assessments identifying limited access to safe spaces for physical activity as a
19 primary concern. The initiative will build upon existing community relationships in these
20 counties to support effective implementation. Eastern Wake County was selected based on
21 population size and recent investments in recreational infrastructure.

22 The initiative shall be led by a designated Program Leader responsible for overall
23 project coordination and supported by two faculty members with expertise in health, wellness,
24 and physical activity who will oversee program design, implementation, evaluation, and
25 reporting to ensure evidence-based practices and measurable outcomes. The program team will
26 collaborate with North Carolina Cooperative Extension County Agents in Halifax and Lenoir
27 Counties to support local coordination, participant recruitment, and program delivery.

28 The initiative shall be implemented and evaluated using a delayed treatment design
29 and shall include all of the following:

- 30 (1) Community input. – Interviews with residents to inform program design and
31 outreach strategies.
32 (2) Program development. – Creation of a branded program, including a name,
33 logo, and physical and digital marketing materials.
34 (3) Marketing and outreach. – Coordination with community partners, including
35 parks and recreation departments, churches, and Boys & Girls Clubs, using
36 websites, social media, direct communication, events, and demonstrations.



- 1 (4) Program delivery. – Three months of weekly pickleball instruction and
2 gameplay.
3 (5) Evaluation. – Assessment of physical activity levels, social connection, and
4 psychosocial outcomes.
5 (6) Toolkit development. – Creation of materials to support implementation of
6 similar programs across North Carolina.
7 **SECTION 2.** This act becomes effective July 1, 2026.