

**GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2025**

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**HOUSE BILL 1022**

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

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Sponsors: Representatives Roberson, R. Pierce, and Logan (Primary Sponsors).  
*For a complete list of sponsors, refer to the North Carolina General Assembly web site.*

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Referred to: Rules, Calendar, and Operations of the House

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April 22, 2026

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

The General Assembly of North Carolina enacts:

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

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

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

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

- (1) Community input. – Interviews with residents to inform program design and outreach strategies.
- (2) Program development. – Creation of a branded program, including a name, logo, and physical and digital marketing materials.



- 1           (3)    Marketing and outreach. – Coordination with community partners, including  
2                   parks and recreation departments, churches, and Boys & Girls Clubs, using  
3                   websites, social media, direct communication, events, and demonstrations.  
4           (4)    Program delivery. – Three months of weekly pickleball instruction and  
5                   gameplay.  
6           (5)    Evaluation. – Assessment of physical activity levels, social connection, and  
7                   psychosocial outcomes.  
8           (6)    Toolkit development. – Creation of materials to support implementation of  
9                   similar programs across North Carolina.  
10         **SECTION 2.** This act becomes effective July 1, 2026.