



NORTH OAKS

Managed by  Life Care Services™

**Client: North Oaks,
Pikesville, MD. Managed by
Life Care Services**



NIFS Staffing Summary:

- 20hr/wk beginning
11/2010–current



“It is nice having a fitness manager available at North Oaks. I feel confident asking questions and seeking advice that will help.”

—Hilde G., North Oaks Resident

A STORY OF PROGRESS

The History

North Oaks is a fixture in Pikesville, Maryland, and has been serving the needs of residents for over 20 years. The community prides itself on connecting its residents with the cultural, social, intellectual, and supportive lifestyle they desire. North Oaks first reached out to NIFS in fall 2010, in a revitalization effort to enhance its existing fitness offerings. The community wanted to improve resident lifestyle options while also increasing marketability to prospective residents.

The first step in NIFS’ partnership with North Oaks was evaluating the existing fitness center equipment and space. The community was interested in relocating their equipment to a more welcoming space. NIFS created a layout for the new space and recommended adding the equipment outlined below.

Equipment	Price
Fitness Assessment Supplies	\$290
Dumbbells and Dumbbell Rack	\$340
Resistance Bands	\$25
Stability Balls	\$45
NuStep	\$4,000
Total Fitness Center Equipment Cost:	\$4,700

As North Oaks moved their fitness center they also began providing a fitness center manager from NIFS. The primary focus for the manager was to find opportunities to actively engage North Oaks residents in safe and effective physical activity options that would appeal to their interests.

Today’s Reality

While the new fitness center created its own draw for participation, NIFS also listened to community feedback and created opportunities that appealed to the residents’ intellectual, social, and philanthropic nature. We added new initiatives to meet those needs and folded in some of our traditional fitness



center services for a well-balanced program. A couple examples of NIFS programs at North Oaks are highlighted below:

Wii Bowling

NIFS' manager began coordinating a weekly Wii bowling league. It quickly grew to be one of the most regularly attended activities on the weekly calendar. Participation in the league has nearly doubled and residents are now engaged in tournaments with neighboring communities.

Move Your Feet to Help Others Eat

Move Your Feet to Help Others Eat was one of the first large initiatives launched at North Oaks under NIFS leadership. This walking program encouraged residents to unite around a common goal; the community pledged to make a monetary donation to the local Meals on Wheels chapter if residents could accumulate a total of 600 minutes of walking throughout the program. The residents smashed that goal and achieved a total of 7,310 minutes by the close of the program! In 2012, the residents accumulated 8,387 minutes of walking.

The Bottom Line

The diverse and engaging fitness program that North Oaks residents enjoy today is the result of a modest investment in equipment and space changes as well as a commitment to providing NIFS staff onsite. ***The physical changes and monetary support would have fallen flat without a NIFS and North Oaks partnership supported by the community's leadership.***

North Oaks was committed to progress, to doing better for its residents by offering a more complete wellness program with an improved focus on physical well-being. Through that commitment and NIFS' experience, the community enjoys the benefits of a successful formula for keeping residents active and connected to the lifestyle they desire.

For more information about NIFS's expertise in active aging services, contact Emily Davenport, 317.274.3432 ext 208. Visit wellness.nifs.org.

"I used to be a part of a bowling league. Although wii bowling is not the same as real bowling, it is still fun and brings back great memories. We have a good time competing against each other and trying to figure out how to master the electronic game. I'm still shooting for a 300!"

***—Lynn P.,
North Oaks Resident***



Fitness Program Progress 2010-2012

- Visits up 82%
- Membership up 121%
- Appointments up 54%