

NIFS Partnership with

FREEDOM PLAZA



Freedom Plaza

Freedom Plaza Continuing Retirement Care Community Sun City Center, Florida

PARTNERSHIP HISTORY

In April 2024, the National Institute for Fitness and Sport (NIFS) launched a partnership with Freedom Plaza, a highly respected Continuing Care Retirement Community (CCRC) located in Sun City Center, Florida. With its reputation and history of excellent service, Freedom Plaza sought to elevate its fitness and wellness offerings to better meet the needs of its residents. The goal was to establish a more comprehensive, personalized fitness program that could help residents remain active, engaged, and empowered in their pursuit of healthy aging.

Freedom Plaza's amenities, including a well-equipped fitness center and pool, provided the perfect backdrop for NIFS to introduce a range of fitness programming. By aligning the fitness center operations with the community's life enrichment initiatives and collaborating with multiple departments, NIFS aimed to create a seamless and engaging experience for residents.

WHAT OUR PARTNERS ARE SAYING

“NIFS continues to impress me with their innovative programming and their successful results. We know that the more an individual participates in a fitness program, the better their health outcomes will be. NIFS data confirms this and demonstrates how the program directly influences the resident. And NIFS makes it easy and exciting for residents to participate. Their programming is attention-grabbing, meaningful, and effective, and it provides full body wellness engagement for the mind, body and soul. I cannot recommend NIFS enough.”

– Beth Grigg, Senior Director of Resident Services, LCS Peak Portfolio

IMPACT HIGHLIGHTS: 90-DAYS IN

NIFS's impact at Freedom Plaza was evident within the first three months. By June 2024, the community had experienced a 79% increase in resident visits to the fitness program compared to the first month (April). The number of daily visits also rose dramatically by 81%, and group fitness participation saw a 44% increase as new classes and options were introduced.

This not only drove attendance but also provided new opportunities for residents to meet their fitness goals. Residents praised the program for being both enjoyable and beneficial:

“I'm happy with my improvements and the advice on how to improve. Having all the programs available is awesome.” – Mark S., Resident

“The Water aerobics, core, and balance classes I've attended have been professionally and competently led. It's a pleasure getting up in the morning to attend them.” – Idalea R., Resident

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DATA-DRIVEN RESULTS

One of the key elements of NIFS programming is the use of data to drive improvements and measure success. For example, individual fitness testing protocols revealed significant average improvements in several areas:

- Upper body strength improved by 37%.
- Aerobic endurance increased by 35%.
- Lower body strength saw a 28% improvement.

Additionally, overall functional fitness scores improved by 29%, while balance and stability scores increased by 19%. These results highlight the meaningful physical progress residents achieved through NIFS's targeted programming and fitness assessments.

INNOVATIVE PROGRAMMING AND RESIDENT ENGAGEMENT

NIFS also introduced special events to engage the community. For instance, Pump It for Parkinson's, a Nustep-a-thon held on World Parkinson's Day, drew 57 participants and raised awareness for the disease while promoting physical activity. Another popular event was the National Senior Health and Fitness Day Corn Toss Tournament, with 67 residents participating.

Moreover, ongoing programs such as the Camp NIFS Summer Recreation Program attracted significant engagement, with 187 visits recorded. This innovative approach—offering residents fun, fitness-focused activities like nature treks, scavenger hunts, and golf fitness—kept participants active and entertained.

"Working with the residents at Freedom Plaza has been an extremely rewarding experience. Coming in every day knowing that these programs are helping the residents live a more active and healthier lifestyle as well as seeing the long-term benefits like increased strength or improved balance is really what makes working here so satisfying." – Devin Miller, Fitness Center Manager

CONCLUSION: A MODEL OF SUCCESS

Through its partnership with NIFS, Freedom Plaza has demonstrated a clear commitment to providing high-quality, personalized fitness programming for its residents. The impressive growth in participation, coupled with measurable improvements in residents' physical health, underscores the success of this collaboration.

Looking forward, Freedom Plaza and NIFS will continue to build on these early successes by offering even more innovative programming, expanding group fitness options, and further integrating wellness services across the community.

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Engaging a community through successful programming



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For more information about NIFS's active aging services, visit wellness.nifs.org or contact Emily Davenport by phone at 317.274.3432 or by [email](mailto:emily.davenport@nifs.org).