



IMPACT REPORT

OUR SUCCESS STORY



2,252
Athletes



449 Coaches



1,784 Health
Screenings



900
Volunteers



54 Unified
Partners



2,400 Medals
Awarded



COUNTLESS
Fans in the
Stands



IMPACT SNAPSHOT

92

Local Programs
Attended

8

Olympic Style
Sports

\$0

Costs to
Athletes



MARKETING IMPACT

SOCIAL MEDIA

- 228 social media posts between Facebook, Instagram, Twitter, and LinkedIn.
- 383,955 reach
- 18,886+ likes/reactions

EVENT ACTIVATION

Name/Logo Recognition on:

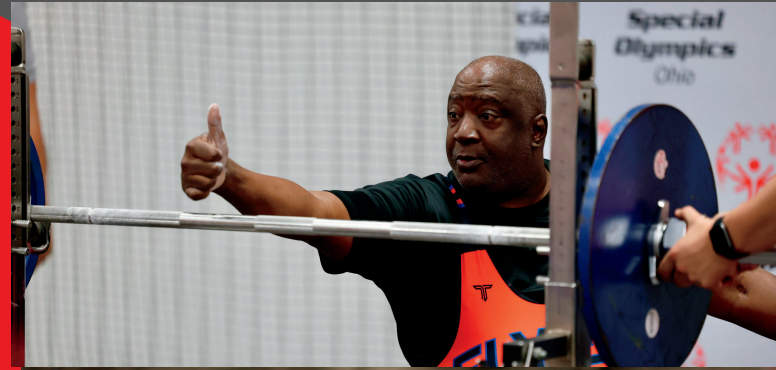
- SOOH Website
- Event Program Booklet
- Event Video Boards at Jesse Owens Stadium and Covelli Center
- Event Signage
- Opening Ceremony Announcements
- Rally Towels (5000)

EXTERNAL MEDIA

- Top publishers: NBC4 WCMH-TV, Yahoo News, WBNS-10 TV, and Spectrum News.
- Overall Readership: 66.9M
- Advertising value: \$131K
- Radio Interviews: WNKO & Ohio Sports Magazine

HEALTHY ATHLETES OUTCOMES

- 11 Clinical Directors were in attendance.
- Healthy Athletes utilized 187 volunteers.
- 143 nursing, dental, podiatry, audiology, psychiatry, physical therapy, exercise science, and optometry students were trained on inclusive health and working with individuals with intellectual disabilities.



Healthy Hearing:

- 135 referrals for additional testing, hearing aids, or ear wax removal were made in conjunction with the partnership



Opening Eyes:

- 32 pairs of glasses were made onsite
- 102 pairs of glasses were ordered and shipped
- 60 pairs of Rec Specs were ordered for athletes
- 2 pair of prescription goggles were ordered and shipped to athletes



FitFeet:

- This was the first time FitFeet was offered as a discipline for Healthy Athletes at Special Olympics Ohio.



Healthy Athlete Discipline Breakdown

FunFitness: 207
Healthy Hearing: 257
Opening Eyes: 265
Health Promotion: 217
Special Smiles: 327
FitFeet: 270
Strong Minds: 246



UNIVERSITY HOUSING

- Scott House: 365
- Busch House: 454
- Raney House: 142
- Smith-Steeb: 715
- **Total Beds: 1676**



CELEBRATING OUR DIFFERENCES ONE EVENT AT A TIME!



Special Olympics
Ohio



THANK YOU TO OUR SPONSORS!!



THE OHIO STATE UNIVERSITY

WEXNER MEDICAL CENTER AND
HEALTH SCIENCE COLLEGES



THOMAS DOOR
SINCE 1949



COLUMBUS



CREW



**Special
Olympics**

*Ohio
Board of Directors*

BIG LOTS!
FOUNDATION

**GREENBAUM
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