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# EUROPEAN FITNESS BADGE



## IMPLEMENTATION GUIDELINES

### Good Practices in Different Settings



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## INTRODUCTION

### “Good Practices” for the execution of the European Fitness Badge (EFB) in different settings

The EFB Execution Guidelines is intended to provide support through Good Practices for the implementation of the European Fitness Badge (EFB) in the different awarding settings. The EFB can be tested in a variety of situations such as such as big events, small events, events in a fitness club or in a workplace setting. After all, for the different target groups different testing and awarding situations are important. This guideline tries to give an answer to some practical questions for the EFB event planning in different contexts.

This guideline describes the planning and execution of the European Fitness Badge at different settings in which learning experiences in terms of do´s and dont´s came up. Here you will find gathered relevant tips and tricks from different EFB partners that can guide you through the process and bring you closer to a successful event. With the help of this guidelines organising an EFB event will be much easier!



The different setting in which we gather “Good Practices” for EFB execution are:

1. [Big events](#)
2. [Small events](#)
3. [Events in a fitness club](#)
4. [Events in a workplace setting](#)



## HOW TO ORGANISE THE EFB AT A BIG EVENT?

There might be some ambiguity about what makes an event a ‘big event’ or a ‘small event’, and the possibilities might also change in the case of a sport event or a not sport oriented event.

Big events, like the *“Deutsche Turnfest”* (International German Gymnastics Festival), are significantly larger than regular small events which means differences in participants, possibilities and responsibilities. Firstly, test instructors are in charge of large number of participants – usually unfamiliar with the tests – and the testing takes place on a spacious location with a great flow of people and many participants can be tested simultaneously. Some of these big events are organised by sport federations or interested institutions of the health sector and have an “open” situation, e.g. conference, sports day, etc. During the event all kind off people (heterogonous group) walk along and decide on the moment itself if they like to test their fitness. In other situations, people have registered already before and have a specific appointment to take the test. All tests are performed one after another on the same moment.

In the following example we describe the execution of the Deutsche Turnfest in June of 2017 (<http://deutsches.turnfest.de>). The testing was done in the Berlin Expo Centre around a big exhibition setting and 600 participants were tested along 5 days. The EFB was used as a fitness monitor and as a tool to motivate and support people for changing their behaviour to an active lifestyle.



<b>Target group</b>	<ul style="list-style-type: none"> <li>□ The Target Group at the Turnfest was the whole family, most of them physically active.</li> </ul>
<b>Choice of Test Profile</b>	<ul style="list-style-type: none"> <li>□ Decide the test profile you will be offering based on the expected Target Group of the event. Test Profile 1 when the target group is composed of more non-active citizens and/or senior citizens, and Test Profile 2 if the target group is mainly active adults.</li> <li>□ If the location and the availability of trainers allows you to offer both Test Profiles keep the rounds of exercises separate. The extra measurements of the test can be done for both Test Profile participants together.</li> <li>□ Once the choice for the test profile is made, you create the event in the Online Data Platform, download the audio and video files of the Step Test and download and print the forms for registration and testing.</li> </ul> <p> <b>For the Deutsche Turnfest Test Profile 2 was provided since most of the participants of the whole event where Active youngster and adults.</b></p>
<b>Requirements of the location</b>	<ul style="list-style-type: none"> <li>□ The size of the space will determine the amount of test you can simultaneously do and the number of trainers you will need to perform them.</li> <li>□ A suitable space in for a big event will be around 100 m<sup>2</sup>. <b>Dry, quiet</b> (for the sound of the Step test) and with <b>no slippery floor</b> are the minimum requirements. In good weather conditions, EFB can also be tested outdoors.</li> <li>□ Internet connection and printer is recommended to generate the results in the moment and provide the counselling with the results in hand.</li> <li>□ Enough electrical outlets to plug computers and printers, sound system and video system for the Step test.</li> <li>□ Secure space for participants to leave their belongings. A dressing room for women and men it is not a must, but if available can be offer.</li> <li>□ <b>3 weeks</b> before the event check the location and all necessary equipment. Make sure that all materials are in place and ready for use before the test day of the event. Keep in mind that testing more people at one station at the same time requires more materials per station.</li> </ul>
<b>Promotion</b>	<ul style="list-style-type: none"> <li>□ For a big event start the promotion at least two months before D-day.</li> <li>□ Allow participants to <b>register</b> for the test for later that day, or in advance so they come prepare. A registration process makes it easier to plan how many instructors and material is needed.</li> <li>□ Define as much details as possible and make sure to include all information necessary in the whole big event promotional material.</li> <li>□ If possible, design and print your own promotional material for the event.</li> <li>□ If possible, communicate before the event that sport clothes are recommended.</li> </ul> <p> <b>During Turnfest the EFB test was included in a whole circuit of activities participants could join and take part in a raffle.</b></p>



<p><b>Instructors</b></p>	<ul style="list-style-type: none"> <li>□ The number of instructors available for the test, will determine the number of participants you can test per hour and per day. A bigger pool of available instructors will help you to avoid queues and will reduce the waiting time of the participants.</li> <li>□ If possible, consider having a <b>supervisor</b>. The job of him/her is to ensure a smooth running of the tests. He/She is available for all instructors, is a liaison with the event organization staff, deals with small problems arising and act as a team leader.</li> <li>□ <b>Inform the instructors</b> about the test content, test process and handling of the test persons ahead of the start. Every instructor must have a clear, well defined task. It is a good idea to show the test videos, provide picture cards of each test and some training or try-outs for the non-experienced test assistants.</li> <li>□ A large group of staff avoids long queues. Depending on the expected number of participants <b>provide sufficient instructors</b> to count repetitions or stop time at the same time.</li> <li>□ Make sure the instructors responsible for handling the Online data Platform are familiar with it. You can decide what system is better for your organization: the trainers do the data input, or specific assistants do that work.</li> </ul> <p> <b>During Turnfest there was a team of 20 instructors and 2 supervisors divided in two shifts: morning and afternoon. During each shift an average of 50 participants were tested. All instructors during the Turnfest were volunteers!</b></p>
<p><b>Time set-up</b></p>	<ul style="list-style-type: none"> <li>□ The time needed for the preparation before the event will increase with the number of test items you will be performing.</li> <li>□ If all materials are gathered by the location time to set up will be around 30-40 minutes.</li> </ul> <p> <b>During Turnfest it took us around 60 minutes to set up not only the test material but also the promotional materials (banners, Picture Cards on the wall, posters, etc)</b></p>
<p><b>Recommended organisation</b></p>	<ul style="list-style-type: none"> <li>□ If you let the participants <b>register ahead of the test</b>: send an e-mail with all important information. Inform the participants about the process and what they have to expect; highlighting the material they have to bring by themselves such as sport clothes, drinking water.</li> <li>□ At public spaces test events showed it is difficult to convince people to perform the test. In some cases, they did not feel comfortable performing in public, or they simply considered they were not appropriately equipped.</li> <li>□ It is highly recommended to <b>work with the online data platform</b>. Also <b>test</b> the connection with the data platform before the test day.</li> <li>□ There are different ways of performing the EFB with a group of participants. It depends of the number of available coaches and number of participants. During a big event, the <b>expert way</b> is recommended if there are enough instructors available. See EFB Handbook for Instructors for more information on the Expert way and other execution styles.</li> </ul>



	<ul style="list-style-type: none"> <li>□ In the <b>ideal scenario all test are placed doubled or tripled</b> to handle more participants at the same time. Make sure to raise also the amount of needed materials depending on the availability of all equipment.</li> <li>□ On the test day there is always a supervisor available in-situ.</li> <li>□ Ideally there is a <b>reception desk</b> (some chairs and tables must be available) where at least one instructor or the supervisor welcomes the participants and gives the first information.</li> <li>□ <b>Tables</b> need to be available <b>to fill in the health and activity questionnaire</b>. After the participants have completed these forms, they receive a <b>data sheet</b> (see handbook chapter “Toolbox”) and go to the first test with the trainer.</li> </ul> <p> <b>During Turnfest each test item could be perform simultaneously by three people, except the Step Test that allowed up to 8 people at the same time. Each trainer was in charge of 2-3 participants and they moved together from one test item to another. The supervisor was in charge of the reception desk and each trainer did the input data in the Online Data Platform and provided in-site the Counselling to the participants he/she tested.</b></p>
<p><b>Recommended order</b></p>	<ul style="list-style-type: none"> <li>□ Please consider there is <b>no perfect order</b>, but the order should be well chosen regarding the difficulty of the test items for the participants. The non-performing posture and body composition can be executed at the beginning, the end or during the test performances, depending on the group size, the conditions on-site and the test persons’ requests.</li> <li>□ If persons must <b>register</b> in advance you better work with a push-through system. In this way the participants follow a fixed order and change from one test to another in a <b>fixed order</b>.</li> <li>□ <b>Random order</b> for the tests raises the capacity to handle many test persons. This option requires many instructors.</li> <li>□ Provide <b>sign posts</b> with the name and number of all tests. Additionally, you can provide a <b>floor plan</b> of the hall upon which the test persons can see how they have to go through all tests.</li> <li>□ Be sure the <b>data is complete</b>, and every person performed enough test items.</li> </ul> <p> <b>During Turnfest all participants started with the Step test and then they randomly perform each test with their trainer as stations were available. This way, they avoided lines and unnecessary waits.</b></p>
<p><b>Counselling</b></p>	<ul style="list-style-type: none"> <li>□ A Counselling must be given in all situation. In Big events, with many participants this can be done in short and expedite way, of around 10 minutes.</li> <li>□ The <b>focus</b> of counselling should be on <b>possibilities to enhance the fitness in general of the person</b> concerned (e.g. exercises at home).</li> <li>□ Preferably there is a <b>counselling desk</b> where the participants can drink and wait for a few minutes while the instructors type their <b>results</b> in the Online Data Platform and <b>print</b> their <b>certificate</b> and data results sheet.</li> </ul>



- If you have not the enough instructors to put in the results on the data platform or the facilities to print the result on location, we suggest offering the possibility of counselling test persons afterwards at a special arrangement.
- A feedback counselling in private takes about **30 minutes per person**.



**During Turnfest each trainer that tested a participant provided a counselling focusing on the results obtained and providing the necessary recommendations to improve the fitness level and to incorporate healthy active behaviours.**



## HOW TO ORGANISE THE EFB AT A SMALL EVENT?

Small events at sport or gymnastic clubs are regular events with less than 100 participants. Usually they are organised by sport clubs or health insurance companies for a rather homogeneous group. In this awarding situation most participants are willing to test their fitness and test persons and event leaders know each other.

Testing fitness within this situation is ideally done with some instructors for a small group of participants with the help of one or more test assistants. In some situations, a small group of instructors test a sport group or interested people on an event like an "Open Doors Day". This described example represents an ideal situation and can be adapted depending on the conditions in the club.



<b>Target group</b>	<ul style="list-style-type: none"> <li>□ In the awarding situation “small event” different target groups can be distinguished. Determine from the start whether you organise the EFB for: <ul style="list-style-type: none"> <li>- Inactive people who are not sufficiently physically active (<b>target group 1</b>)</li> <li>- People who have started with regular physical activity within the last year or who are fluctuating (<b>target group 2</b>)</li> <li>- People who are maintaining regular physical activity for more than twelve months (<b>target group 3</b>)</li> </ul> </li> </ul> <p><b>DGI</b> The target group of the small event described above consists of <b>members of a sports club</b> which are regularly engaged in physical activity.</p>
<b>Choice of Test Profile</b>	<ul style="list-style-type: none"> <li>□ Since the possible target groups are very diverse, both test profiles are possible.</li> <li>□ <b>Test Profile 1</b> is advised in situations where <b>target group 1</b> (sedentary people with basic fitness or below) could be addressed to start in regular physical activity within the club. Other interested institutions of the health sector like health insurance companies could be included here also. To give the members of these target group a feeling of success, it can make sense to execute first Test Profile 1 and after this Test Profile 2.</li> <li>□ The performance-oriented <b>Test Profile 2</b> - by means of which the levels advanced and approved can be achieved - is the most likely in a sport club (e.g. “Open Doors Days”). The achieved level reflects the fitness status of the group members as well as improvements over time – for <b>target group 2</b> (advanced) and <b>target group 3</b> (approved).</li> <li>□ If the Test Profile is chosen, <b>prepare the online data platform</b> by creating a new event. Once created, print files for the forms and the step sequence are available for download (creation up to 90 days before the event).</li> </ul>
<b>Requirements of the location</b>	<ul style="list-style-type: none"> <li>□ Start immediately searching for a <b>suitable room</b> (or possibly hall) as soon as you have selected the test date(s). Mind that testing can be done on different days e.g. two stations of the EFB are carried out on four consecutive appointments.</li> <li>□ A space with a <b>ceiling of 3m height</b> is needed for the jump and reach test. If not high enough, use the staircase hall.</li> <li>□ The location must be close to the participants’ <b>local communities</b>.</li> <li>□ All <b>dry rooms or halls</b> of at least <b>50m<sup>2</sup> and 7m long</b> are possible. (otherwise the walking backward test cannot be performed)</li> <li>□ A separate <b>changing room</b> for men and women is needed.</li> <li>□ Most <b>floors</b> are possible if are not very slippery.</li> <li>□ Some <b>electrical outlets</b>.</li> <li>□ <b>Internet connection</b> to use the data platform on the test event itself. Make sure you know the <b>WI-FI code</b>.</li> </ul>



<p><b>Promotion</b></p>	<ul style="list-style-type: none"> <li>□ Start at <b>least four weeks before the test date(s)</b> your promotion by <b>use of different promotion material</b>. Use communication tools such as flyers, e-mails, club magazine or personal communication.</li> <li>□ Working with <b>direct e-mail invitations</b> from a known team leader works the best to reach the target group.</li> <li>□ <b>Registration</b> in advance is recommended and can be done via the website <a href="http://www.doodle.com">www.doodle.com</a>.</li> <li>□ It is recommended to use <b>time slots</b> to avoid time bottlenecks and long queues.</li> <li>□ Provide the <b>information</b> about the EFB, date, time, process and premises in your <b>training group</b> before or after a normal club training or perform an information evening about <b>two weeks before</b>. Remember the participants to arrive least 15 minutes before the start of the test and to bring sport clothes and water.</li> <li>□ Make sure you <b>encourage the trainer</b> to activate as many members as possible.</li> <li>□ Accentuate the <b>fun factor</b>. Create a <b>relaxed and enjoyable atmosphere</b>.</li> <li>□ The use of the word fitness test for elderly, less active or inactive can set a barrier to join in. Instead of using the word testing, use the term <b>“state of body fitness”</b> especially within target group 1.</li> </ul>
<p><b>Instructors</b></p>	<ul style="list-style-type: none"> <li>□ The small event is led by an <b>at least one EFB certified instructor</b> who coordinates the preparation and instructs the other <b>test assistants</b>. These do not necessarily have to be certified. The test assistants are instructed well ahead of the test. Use hereby the supporting training materials such as picture cards, instruction video of the test items and let them try-out. Check before the start of the event if all test assistants are familiar with the process and tests. The test leader doesn't test participants. He is available for emergencies or input of all data.</li> <li>□ Testing fitness within <b>target group 1</b> is normally only feasible under “safe” circumstances like in a <b>one to one situation</b> with an instructor without spectators.</li> <li>□ Nevertheless - with target group 1 - it is ideally to have one test assistant completes the EFB with one participant, in most situations it is more realistic to accompany two participants at the same time. A <b>maximum of one test assistant</b> should be responsible for <b>four people</b>.</li> <li>□ It takes about <b>one hour for two participants</b> with a test assistant to test and counsel. The total time required for the event must be adjusted according to the number of registrations, available test assistants and availability of the premises</li> </ul> <p><b>DGI</b> In Denmark they have executed some small events where the <b>test leader reviews all tests, one by one for a group of 10-12 people</b>. The test leader makes sure to explain and demonstrate how all the tests must be carried out correctly. The picture cards are placed by every test station to help the participants remember the considerations and the sources of error.</p>

<b>Time set-up</b>	<ul style="list-style-type: none"> <li>□ For setting up and dismantling, approx. <b>30 minutes</b> should be planned with a team of 4 instructors and 1 test leader.</li> <li>□ Make sure that the room is still available after the tests and that there is no overlap with other events</li> <li>□ The <b>required materials</b> for each station can be found in the <b>handbook chapter 12</b>.</li> </ul>
<b>Recommended organisation</b>	<ul style="list-style-type: none"> <li>□ In a small event, there are <b>different ways of performing the EFB</b> with a group of participants. It depends of the number of available coaches and number of participants.</li> <li>□ Especially in <b>sport clubs</b> the <b>group way</b> will be a good solution, due to the lack of certified trainers. In this way, one test instructor is allocated to a small group of test persons. With the group, <b>the instructor changes from one test item to another</b>. The <b>maximum group</b> size is <b>four</b>. This way can handle a lot of participants in a short time and more important from motivational point of view: the instructor gets to know the participants very well and the contact can be very trustful.  For other possibilities to perform the EFB, please check the handbook.</li> <li>□ If participants need to register before the event it can be helpful to sent them the declarations before. At the test day the participants can bring all document filled out and signed.</li> </ul> <p><b>DGI</b> In the experiences in Denmark the group was matched up two on two and the test persons carried out together all the tests. Notice that the test persons helped counting the number of repetitions and note the time used. The test leader was aware that the tests are done correctly and was present to reply every question asked.</p>
<b>Recommended order</b>	<ul style="list-style-type: none"> <li>□ During small events usually a <b>warm-up</b> takes place before the tests.</li> <li>□ Please consider there is <b>no perfect order</b>, but the order should be well chosen regarding the difficulty of the test items for the participants. The non-performing posture and body composition can be executed at the beginning, the end or during the test performances, depending on the group size, the conditions on-site and the test persons' requests. Be sure the data is complete, and every person performed enough test items.</li> <li>□ For the <b>recommended order</b> of the test items <b>see handbook chapter 12</b>.</li> </ul>
<b>Counselling</b>	<ul style="list-style-type: none"> <li>□ Within this setting a <b>thoroughly counselling</b> is desirable. Ideally (assuming the PC and printer are on-site), attendees receive feedback on their performance <b>immediately after the test</b>.</li> <li>□ Besides a feedback on the individual fitness status the <b>focus</b> of counselling should be on the <b>range of exercises</b> offered by sports clubs <b>to enhance effectively the fitness of the person</b> concerned.</li> <li>□ You can find more information in the handbook chapter 10 and the counselling guide.</li> <li>□ For the motivation of the participants we recommend an <b>annual repetition</b> of the test program.</li> </ul>



## HOW TO ORGANISE THE EFB IN A FITNESS CLUB?

Fitness clubs have a lot of competition. That is why marketing in the fitness industry is very important to distinguish yourself as a fitness club and attract new members. Various studies show that the number of people who are members of a gym is growing every year, but a large proportion of them return to membership within 1 year. Retaining new members is just as important as attracting new members. Fitness clubs can use the badge for inviting new members to test their fitness level.

In order to stimulate the growth of satisfied customers, the contact moments between the club and your customers are of great importance. With every contact, the club must fulfil what it has promised to the new members. The reception, fitness and group class staff play a central role here. If they keep the promises of the gym, it increases the chance that the members remains in the centre. This means that the growth of satisfied customers is a manageable production process. The European Fitness Badge can give the members a feeling of success by executing the tests again after a certain period. In doing so, you will steadily build your members.

In the following example we describe the implementation of the European Fitness Badge in a Eurofitness Sport Club, Can Cuyàs (Spain), between April and December 2018. The club has a high rotation average between its members, and it was decided to implement the test as a way to increase their loyalty. The offering of a way to measure their physical condition was supposed to become a way to increase their engagement and commitment with the training.



<p><b>Target group</b></p>	<p>Within the fitness club we can address the following target groups.</p> <ul style="list-style-type: none"> <li>□ Sedentary people with basic fitness level or below. The badge is especially helpful those new members of the fitness club (<b>target group 1</b>).</li> <li>□ Members who have started with regular physical activity within the last year belong also to the target group in the fitness club (<b>target group 2</b>)</li> <li>□ The badge is also helpful for members with a fitness level above average and who want to measure progression during their training period (<b>target group 3</b>). The constant testing of fitness factors can give the instructor important information the plan the exercises and to adapt them to the individual needs.</li> </ul> <p> <b>Three different target groups were tested within the Eurofitness sport club, Can Cuyàs:</b></p> <ol style="list-style-type: none"> <li>1. <b>Current member: 60% of total tests were performed by current members of the club</b></li> <li>2. <b>New members: 36% of implemented tests were performed by new members</b></li> <li>3. <b>Leads (people interested in becoming a member, but not registered yet): 4% of total implemented test. Leads are “caught” thanks to the introduction of <i>free passes</i> or invitations to the club as a part of the sales policy.</b></li> </ol> <p><b>The instructor booked an appointment previously after a phone conversation. 6% of those who had an appointment didn't appear.</b></p>
<p><b>Choice of Test Profile</b></p>	<ul style="list-style-type: none"> <li>□ For target group 1 <b>Test Profile 1</b> should be chosen.</li> <li>□ Within a fitness centre <b>Test Profile 2</b> is the most likely, since most of the members are somewhat used to being physically active or are at least interested in being physically active.</li> </ul> <p> <b>According to the experience of the instructor, he/she decided what test profile was more convenient to introduce. The first criteria were the age, followed by the expectations of candidates (previously asked by phone). Most active members performed Test Profile 2 (55%) while new members did Test Profile 1 (74%). Leads followed Test Profile 1 (63%).</b></p>
<p><b>Requirements of the location</b></p>	<ul style="list-style-type: none"> <li>□ For performing the EFB in a fitness club, a <b>separate, small room</b> (20m<sup>2</sup>) is spacious enough.</li> <li>□ A separate dressing room for men and women is needed.</li> <li>□ All <b>floors</b> are suitable if not slippery.</li> <li>□ The test location should have a <b>ceiling height</b> of at least 3m to perform the “jump and reach test”. If not, this test can be done in the hall.</li> <li>□ Normally there are enough <b>electrical outlets</b>. If not: provide some extra.</li> <li>□ Most clubs have a <b>WIFI connection</b>. Make sure to ask for login-codes so you can use the data platform.</li> </ul> <p> <b>In the Can Cuyàs fitness club the test was implemented in a corner of the cardiovascular training area, where the</b></p>



	<p>needed materials are installed. In most situations the test was implemented individually as a part of the personal experience the club wishes to provide. Although in some cases the test was implemented by couples.</p>
<p><b>Promotion</b></p>	<ul style="list-style-type: none"> <li>□ Start promotion <b>one month before the event</b> by use of <b>different ways of promotion</b> (e.g. announcement on social media, flyers in the dressing rooms, e-mail to all members, posters in the hall, ...). Ask the fitness manager in which way is the most appropriate to reach the target group.</li> <li>□ In this setting it is recommended that participants <b>register in advance</b> of the event. In this way you can “addressing” the new members directly.</li> <li>□ A <b>supporting fitness manager</b> is key. Make sure you encourage the fitness manager to activate as many members as possible.</li> <li>□ <b>Accentuate the advantages and opportunities of the EFB</b> as an effective instrument to enhance the awareness of a health enhancing fitness status For the fitness club manager insight in the population is a plus, so motivate the club managers to use the EFB for new members.</li> <li>□ Remember the members signed in a few days before the event <b>what to bring to the EFB event</b> e.g. sport clothes, some water, a towel.</li> </ul> <p> <b>The fact that the test was implemented in a visible area in the club helped to show the content and development of the European Fitness Badge. This caught the attention of some of those who performed the test later.</b></p> <p><b>The decision to implement the test in a sports centre which was especially oriented towards active members, helped to make it visible to the rest of members. So, the promotion strategy was based on word of mouth by members. Asking feedback from users and ask them to explain their feelings and experiences improves the promotion of the badge.</b></p>
<p><b>Instructors</b></p>	<ul style="list-style-type: none"> <li>□ The executing of the EFB in a fitness club must be done with <b>one instructor for every participant</b>. Each instructor goes through all tests. In this way the fitness manager gets to know the members better and this increases the involvement of the members. Better involvement means less drop-out.</li> <li>□ <b>One instructor can test one participant</b> - including a thoroughly counselling talk -in <b>1 hour</b>.</li> <li>□ The only instructor is also <b>responsible for the intake and the administration</b> prior to the tests (questionnaires, informed consent, ...) and afterwards.</li> </ul> <p> <b>Fundació UBAE has trained up more than 100 instructors. During the training they have been especially orientating the training towards the value of the <i>counselling</i> message as the instructors usually work with other electronic options (wearables, apps, phones, etc.) that allow them to get an instant image of the of health-related physical status of the people. The instructors needed to understand how the results have to be interpreted and communicated in order to improve them.</b></p>



<b>Time set-up</b>	<ul style="list-style-type: none"> <li>□ Mind that in most situation the test equipment remains standing, so there is no need to plan extra time to set up the material or clean up. Moreover it is the most practical if all test <b>material remains standing</b>.</li> </ul>  <p><b>Considering that test was implement Can Cuyàs fitness club the required equipment was previously installed. This makes it much easier to develop the tests.</b></p>
<b>Recommended organisation</b>	<ul style="list-style-type: none"> <li>□ In <b>fitness clubs</b> testing is preferable done under “safe” circumstances like in a <b>one on one situation</b> with a supporting instructor for every participant. Especially for new members it is important to test their fitness under <b>“safe and personal” circumstances</b> e.g. without spectators. A personal approach is very important to motivate (new) members in advancing to the next stage of the HEPA stage model. This is significant for inactive people (HEPA stage 1, 2 and 3).</li> </ul>  <p><b>As part of the implementation of the badge in the Can Cuyàs fitness club the European Fitness Badge was used as a loyalty tool. The opportunity to check members fitness status was brought as a personal experience by testing mostly individually and getting personal feedback from the instructor.</b></p>
<b>Recommended order</b>	<p>Please consider there is <b>no perfect order</b>, but the order should be well chosen regarding the difficulty of the test items for the participants.</p> <ul style="list-style-type: none"> <li>□ The <b>non-performing posture</b> and <b>body composition</b> can be executed at the <b>beginning</b> or at the end.</li> <li>□ After the non performing tests most clubs <b>continue with the step test</b> as warming up for the other performing tests. Afterwards the instructor can choose the order of the test.</li> <li>□ If possible follow the suggested order of the <b>handbook</b>. <b>See chapter 12.</b></li> </ul>
<b>Counselling</b>	<p>The situation of testing and of certifying the badge is also influencing a possible counselling. You can find more information in the <b>counselling guide</b>.</p> <ul style="list-style-type: none"> <li>□ In comparison with the other settings, you have the <b>time to do a thoroughly counselling</b>. The counselling is in this setting really desirable and gives an added value to the fitness testing. Besides a feedback on the individual fitness status <b>the focus of counselling should be on the range of exercises offered by sports clubs</b> to enhance effectively the fitness of the person concerned.</li> <li>□ Counselling can be best done in a pleasant, relaxed atmosphere and other small room.</li> <li>□ Besides of counselling of the participant, please remember to give <b>general feedback on the fitness status of the employees</b> to the manager of the fitness club. This information is important for further plans or actions. The dashboard (online data platform) can easily provide you this valuable overview.</li> <li>□ For the motivation of the participants we recommend an <b>annual repetition</b> of the test program.</li> </ul>





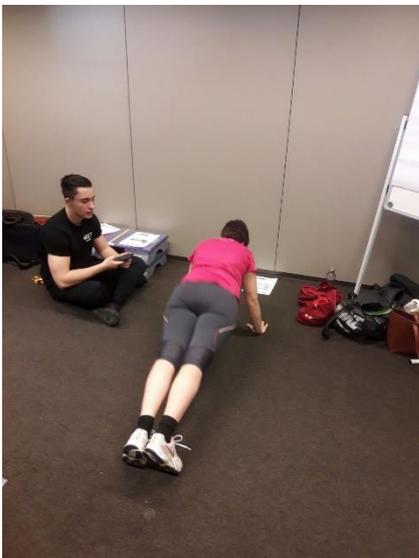
**In the described Spanish case counselling is a crucial part of the European Fitness Badge. The counselling was linked with the current activities of the club. Then people could plan their training program at the same club.**



## HOW TO ORGANISE THE EFB AT A WORKPLACE SETTING?

More and more, the workplace is considered to be an important setting to increase health and wellbeing, and to promote physical activity. Hereby, the European Fitness Badge can be used to build up problem awareness on one's individual health status, to measure the physical fitness of a group (or all) employees, and/or to have a follow up tool to measure the effects of a specific physical activity campaign in a workplace setting. With these results employers can encourage their staff to live healthier and move more.

In the following example, we describe the organisation of the EFB during a physical activity campaign ("HIIT@WORK") for desk-top workers within three Belgian public/private companies. This campaign took 12 weeks, and consisted of information sessions to raise awareness, physical activity training on location (three times a week), newsletters with health tips, among others. The EFB was used as a fitness monitor and was executed prior and after the campaign. At the end, feedback on the evolution of the fitness status of the participants was discussed with the employer.



<b>Target group</b>	<input type="checkbox"/> The target group were <b>employees</b> of three large Belgian companies who participated in the HIIT@WORK campaign. It was a mixed group, predominantly women and consisted of a wide range of activity levels.
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<p><b>Choice of Test Profile</b></p>	<ul style="list-style-type: none"> <li>□ Both test profiles can be offered at the same time without any problem. Especially if you don't know who is coming it is an good idea to offer both test profiles. In this situation you need at least two instructors.</li> <li>□ If you target non-active employees or have the EFB on a "health prevention day", <b>Test Profile 1</b> can be used.</li> </ul> <p><b>HIIT @WORK</b> Although both Test Profiles are possible, Test Profile 2 was used during this activity campaign. This choice was made because most employees were somewhat active, and a retest was necessary once the movement campaign was finished.</p>
<p><b>Requirements of the location</b></p>	<ul style="list-style-type: none"> <li>□ Important is that the location is <b>close to the work space</b> of the employers, so minimal time is needed for transportation.</li> <li>□ Make sure there is <b>enough room</b> to do the tests, so put all tables and chairs to the side of the room.</li> <li>□ Most <b>floors</b> (concrete, carpet) are suitable, but be aware of very slippery ones.</li> <li>□ An important issue is the <b>height of the ceiling</b>: most company areas have a rather low ceiling height. So, look for places where you have a least a height of 3m to do the "jump and reach test" (e.g. a nearby staircase hall).</li> <li>□ Normally there are sufficient <b>electrical outlets</b>, if not: best to provide some extra.</li> <li>□ Most companies have a <b>WI-FI connection</b>. Make sure to ask for login-codes if you want to use the data platform.</li> </ul> <p><b>HIIT @WORK</b> For the EFB, HIIT used mostly one large (50m<sup>2</sup>) room. In some situations, two smaller adjacent meeting rooms were used as alternative for the large room. Also, the corridor was used for the "walking backwards test".</p>
<p><b>Promotion</b></p>	<ul style="list-style-type: none"> <li>□ Start the promotion <b>one month before the event</b> by use of the local intranet, e-mail, social media and posters.</li> <li>□ Every company has its own <b>way of communicating</b> with the employees (e.g. announcement in the newsletter, flyers in the restaurant, e-mail, posters in the entrance hal). Ask your contact person what would be most suitable.</li> <li>□ An <b>online registration tool</b> so every participant can choose their own time slot makes it easier to plan the organisation. The registration is also advised since employees often have busy schedules and need to have some flexibility to plan the EFB tests within their agenda.</li> <li>□ If possible, inform the participants to bring <b>sports clothes</b> and some water.</li> <li>□ It is very important that the employees <b>feel support from his or her supervisor</b> to participate in a movement campaign. It is crucial to encourage them to positively endorse the EFB, for example, by accentuating the importance and making some time free in the work schedule.</li> <li>□ Another value of this setting is the possibility to offer a periodically repetition of the test, which is valuable for the sustainability of the raised awareness and motivation into physical activity. Try to identify</li> </ul>



	<p>some sport groups within the companies and initiate them into activity breaks, etc.</p> <p><b>HIIT @WORK</b> In combination with a movement campaign, EFB appears to be very motivating. Although participation in EFB-tests was not obligated for the participants of the HIIT@WORK campaign, still participants found it very appealing to measure their progress.</p>
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<p><b>Instructors</b></p>	<ul style="list-style-type: none"> <li>□ In an office setting you can test 6 people in 1 hour including a short counselling with 2 participants at a time. For this amount you need 3 instructors and 1 supervisor who is responsible for the administration. The instructors stay the whole time with the participants in this way.</li> <li>□ If more instructors are available, you can raise the capacity by performing the test in the expert way. In this way the instructor stays the whole time with the same tests. In the described Belgium example this was the case.</li> </ul> <p><b>HIIT @WORK</b> We performed the EFB with a team of <b>5 instructors and 1 supervisor</b>, which is a rather large group of staff. Each instructor was responsible for one or more tests. The supervisor welcomed the participants, organised the administration prior to the tests (questionnaires, informed consent,) and was the trouble solver when things went wrong. With this large team, we could organise this in a very time efficient way: <b>each half an hour</b> we could do the whole EFB with <b>5 participants</b>. So, within one day (8h) we could test 80 participants, which is a great result.</p>
<p><b>Time set-up</b></p>	<ul style="list-style-type: none"> <li>□ A workplace setting is not at all the same as a sports hall setting: <b>practically all materials need to be brought by you</b>. So make sure to have enough time for gathering equipment, transportation to the site and setting it up.</li> </ul> <p><b>HIIT @WORK</b> Within the Belgian companies the preparation took about 45 minutes, with 6 people, from arrival to start of the first tests.</p>
<p><b>Recommended organisation</b></p>	<ul style="list-style-type: none"> <li>□ The recommended organisation depends on the number of available instructors and the situation in the company.</li> <li>□ If there are just a small number of test instructors available, the <b>group way</b> is a good organisation to use. Hereby, one test instructor is allocated to a group (two to four) of test persons. With the group, the instructor travels from one test to another.</li> </ul> <p><b>HIIT @WORK</b> During the described activity campaign every test instructor stayed the whole time at one or two test items, and the participants chooses which test to do first or last (e.g. depending on waiting time). This is called the expert way in the handbook.</p>



<p><b>Recommended order</b></p>	<ul style="list-style-type: none"> <li>□ Please consider there is <b>no perfect order</b>, but the order should be well chosen regarding the difficulty of the test items for the participants. The non-performing posture and body composition can be executed at the beginning, the end or during the test performances, depending on the group size, the conditions on-site and the test persons' requests.</li> <li>□ If persons must <b>register</b> in advance you better work with a push-through system. In this way the participants follow a fixed order and change from one test to another in a <b>fixed order</b>.</li> <li>□ <b>Random order</b> for the tests raises the capacity to handle many test persons. This option requires many instructors.</li> <li>□ Provide <b>sign posts</b> with the name and number of all tests. Additionally, you can provide a <b>floor plan</b> of the hall upon which the test persons can see how they have to go through all tests.</li> <li>□ Be sure the <b>data</b> is <b>complete</b>, and every person performed enough test items.</li> </ul> <p> <b>In the HIIT setting participants started with the step test, which they did all five at once. Afterwards, they could freely choose between the different tests to be done. This random order raises the capacity to handle many test persons.</b></p>
<p><b>Counselling</b></p>	<ul style="list-style-type: none"> <li>□ Within this setting, counselling is preferred but not easy to organize since <b>time is limited</b>. Usually there is no time for a detailed feedback or counselling in this setting. Therefore one needs to be creative and consider other options.</li> <li>□ One option is to organise a <b>separate counselling moment</b> in which participants can make an appointment to talk about the results. In that way participants could have read the EFB result sheet at home and can come to discuss this more thoroughly. Besides feedback on the individual fitness status the focus of this should be on organizing an active lifestyle at work, e.g. participating in the movement campaign within the company.</li> <li>□ Another option is <b>group counselling</b>: gather participants in groups of 8-10, discuss general results, let them ask questions about their individual results and let them make plans as a group on how to become more active at work. This is a fun way of creating a group bond, which can be positive when organizing physical activity lessons later on.</li> <li>□ Besides of counselling of the participant, please remember to give <b>general feedback on the fitness status of the employees</b> to the management of the company. This information is important for further plans or actions. The dashboard (online data platform) can easily provide you this valuable overview.</li> </ul>

