



Work Package N°3 Report

Implementation of EFB in the Target Group “non-active adults”

Recommendations and best practice model

Edition notice**Authors**

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Place and year

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2019


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Co-funded by the
Erasmus+ Programme
of the European Union

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Design of Work package 3	Dissemination in the target group of non-active adults <ul style="list-style-type: none"> - Gaining non-active people who are considering doing the next step to an active lifestyle – especially by integrating them in groups of sport clubs or fitness centers with the help of the test profile and a profound counseling (in cooperation with communal partners) - Installing municipal network-projects to interest non-active people in the EFB and in the consequence in physical activity. - Collecting and reporting best-practice models. - Development of guidelines how the EFB, combined with counseling, can be used in the process of gaining the target group of sedentary adults.
Compiled by	Anders Kragh Jespersen and Linn Trentel Busch DGI – Denmark. Autumn of 2019
Description of Target Group	<p>WP 3 is based on experiences from the following 4 different settings;</p> <p>1: Fitness clubs in Ikast-Brande. Non-active colleagues of all ages, only male, representing three private companies. They all signed up for team 'True men' inspired from a popular TV show. 17 participants in Brande, 5 participants in Ejstrupholm and 9 participants in Engesvang which gives a total of 31 participants.</p>  <p><i>Two colleagues from Brande team 'True men' April '18</i></p> <p>2: HK Herning Non-active senior citizens all members of a retired union unit of trade and office. Both male and female. 18 participants.</p>

	<p>3: Træning & sundhed, Syddjurs Non-active adults referred to a prevention and health promotion offer in the municipality of Syddjurs. Both male and female. 8 participants.</p>  <p><i>Træning & sundhed in Syddjurs is known for a targeted, development-oriented and competitive training effort and a wide range of activity offerings. The citizens are openly, kindly and accommodating involved in the training.</i></p> <p>4: Åbent event i Aabenraa Non-active senior citizens living in the municipality of Aabenraa who showed up on a free event on their own initiative. Both male and female and all 60 years of age or more. 27 participants.</p> <p>In a total 84 persons participated the implementation of the EFB.</p>
General description of strategy taken	<p>We wanted to try the test in new and unfamiliar settings instead of the usual DGI events and clubs - and thereby reach a new audience. Testing at multiple locations was also a stated goal. We used our network working with seniors and municipal cooperation throughout the DGI organization. Every contact we made was met with benevolence and great interest. Though - it was necessary to give a careful introduction and explanation to the responsible persons for the different setting. First to introduce the idea of the test and the possible value, next to remove the uncertainty about doing a physical test and not displaying lack of performance for the participants and last to perspective the benefits from doing the test and receive counselling.</p>
Activities performed	<p>Ad 1: Fitness clubs in Ikast-Brande We showed up on their local setting and shortly introduced the test. Everybody there perceived it as a start-up to their lifestyle changing process, so everybody was motivated to perform the EFB. We did the test</p>

profile 1, but since some of the participants were very young (around age 20) we offered to come back and let them try test profile 2 some other day. Six persons accepted this offer. This was with the purpose of keeping them motivated and that they should not mistakenly believe that they didn't need to exercise. They were all offered to join a personal conversation with the test leader, but since they all had a coach who was very eager and persistent on them being physical active, they all thanked no. As a follow up they all received a questionnaire three and six months later.



The nice and sunning weather allowed the test to take place outside. Ejstrupholm 'True men' May '18

Ad 2: HK Herning

Through a senior consultant in the district of DGI Midtjylland we got in touch with a board member of the Workers Union Senior club in Herning. Together with the local consultant, a meeting was set up with the board member. At this meeting, our goal was to be allowed to present the European Fitness Badge to the board, which we did in September '18 with all board members. At this meeting it became clear, that there was some skepticism about the test. They feared, that club members would be exposed about their bad physical condition – and therefore could get another defeat in their life. It took some effort to convince the board, that doing the test could be the start of a better life situation!

We believe that also factors like some board members desire to try the test themselves and their spouse and offering a free event to suit their needs for activities, contributed to their accept.

The test was set up as an event among others for the union members. We all met up at the headquarter office and while drinking a cup of coffee we presented the test and performed it afterwards. One woman left the room while we were still introducing the test items without a comment. We assume that the test did not fit with her expectations of the day, which is

kind of understandable since it was very different from the usual agendas in the Union.

We were two test leaders present the whole time to assist 18 participants. Everybody signed up for an individual coaching of 20 minutes a few days after the test. As a follow up they all received a questionnaire three and six months later.



The main office of the trade and office union was hosting the test and personal counseling

Ad 3: Træning & sundhed, Syddjurs

In the municipality of Syddjurs a EFB test leader works as a physio therapist. She uses the EFB test in her professional work and therefore we asked her to give us her experiences. We interviewed 4 of the clients who all did the test and who all has a health issue. As a follow up they all received a questionnaire three and six months later. Additionally, the test leader was interviewed to elaborate on her experiences.

Ad 4: Åbent event i Aabenraa

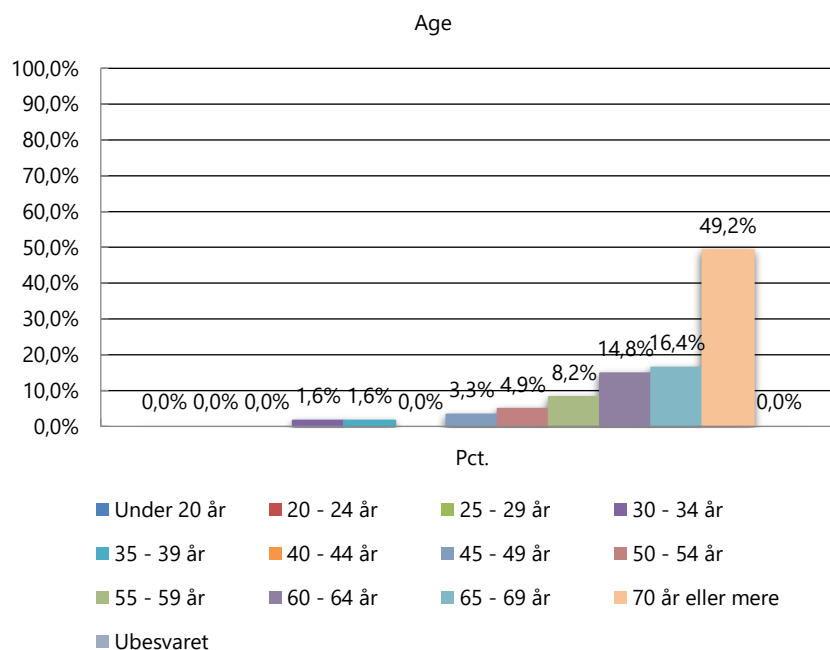
In the municipality of Aabenraa two dates were notified as open test events. They were promoted via Facebook announcements. After the test, on the same day, everybody was offered to come back for a personal counseling a few days later. All accepted but two participants only had a phone call due to a busy schedule. Some conversations were merged because they were married couples or family relationships. As a follow up they all received a questionnaire three and six months later.



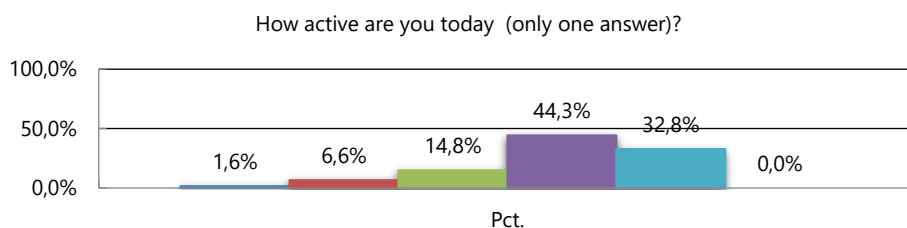
Open senior event. Giving instructions on how to do the standing up on one leg without cheating in the Cityhall of Aabenraa May '19.

Results after three and six months

In total 84 persons participated in the EFB. The respondents after three months represent 78 persons, divided into 40 men and 38 women. Their age is distributed in the figure below with a predominance of 70 years or more, representing 49,2 % (beige)
After six months 34 did answer our questionnaire.



This figure shows how active the participants were 3 months after the EFB, showing that 77,1 % (purple 44,3% plus turkey 32,8%) are active from 1 to 3 hours or more hours per week. The summary refers to the activity chart in the EFB.



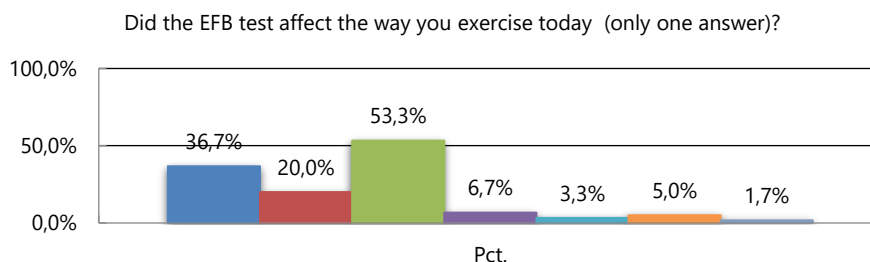
■ dagligt kun normale huslige og familieomsorgsaktiviteter

■ Aktiv mindst 10 min hver dag med lettere fysisk aktivitet om giver let forpustethed og øget puls (som fx gang op og ned af trapper) – ud over normale huslige og familieomsorgsaktiviteter

■ fra 20 minutter til 1 time pr. uge træning (såsom fitness, løb, svømning, cykling eller frisk gang) med mindst moderat intensitet, hvilket betyder væsentlig øget åndedræt og puls.

■ 1-3 timer pr. uge fysisk træning (såsom fitness, løb, svømning, cykling eller frisk gang) med mindst moderat intensitet

After 3 months most respondents answered that the EFB motivated them to become more active (dark blue 36,7%) or at least made them more aware of their level of activity (green 53,3%). (red 20 %) answered that the EFB didn't influence their level of activity.



■ Testen har motiveret mig til at blive mere fysisk aktiv

■ Testen har ikke haft nogen betydning for mit nuværende aktivitetsniveau

■ Testen har gjort mig mere bevidst om min fysiske træningstilstand

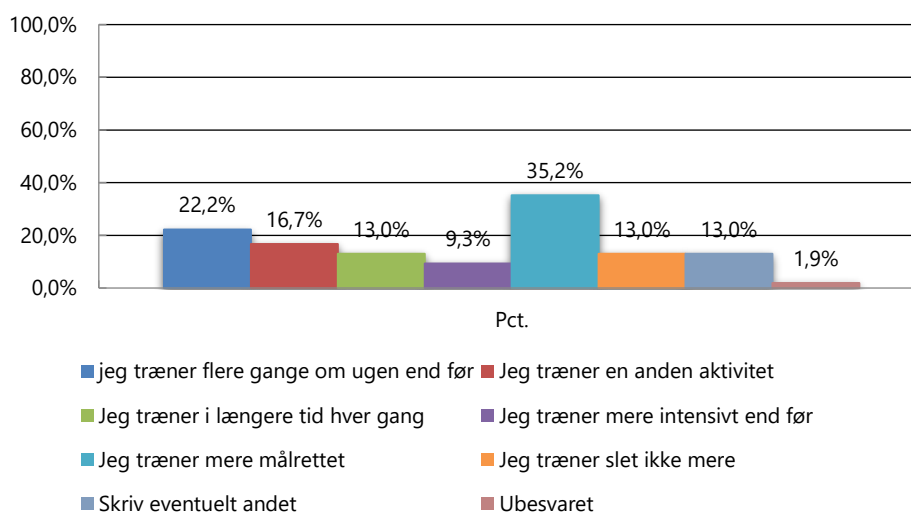
■ Testen var sjov at gennemføre, men det var noget andet, som fik mig til at øge min fysiske træning

■ Testen var ikke særlig motiverende, næsten tvært imod

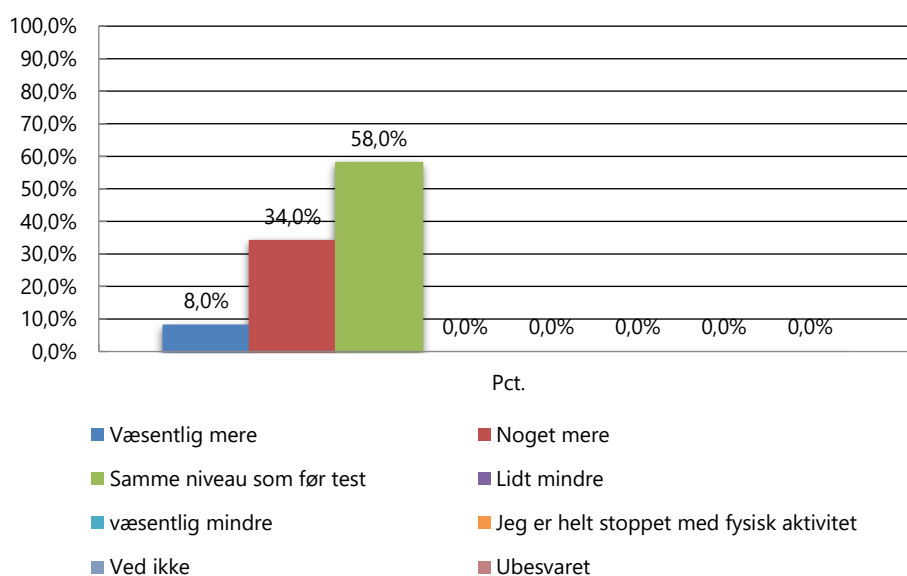
■ Ved ikke rigtig om den har haft nogen betydning

This figure shows in which way the participants changed their activity after three months. (Dark blue 22,2%) saying more often, (red 16,7%) saying another kind of activity, (green 13%) saying longer training sessions, (purple 9,3%) saying more intensely, (turkey 35,2%) saying more targeted, (orange 13%) saying no influence and (light blue 13%) saying others.

In which way has your physical activity change (more than one answer is allowed)?

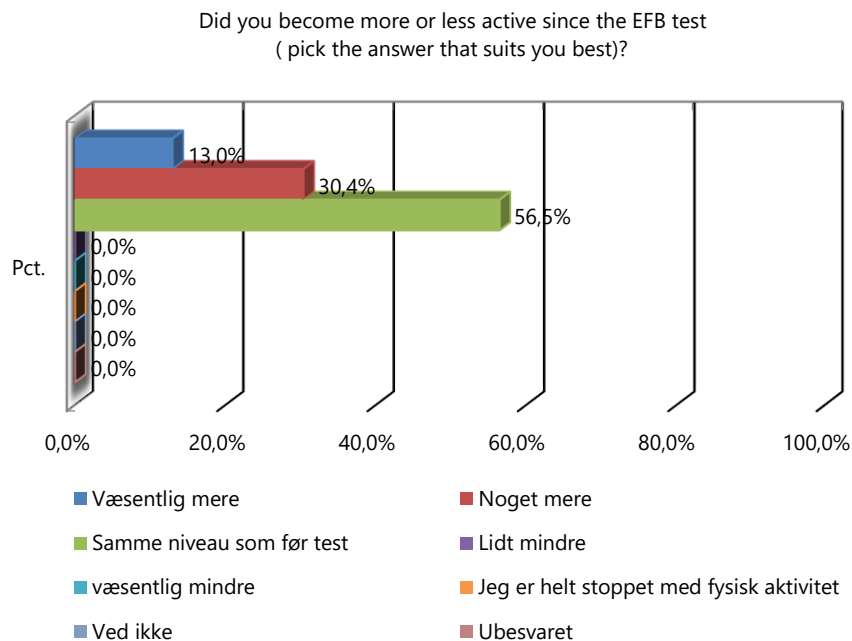


Did you become more or less active since the EFB test (pick the answer that suits you best)?

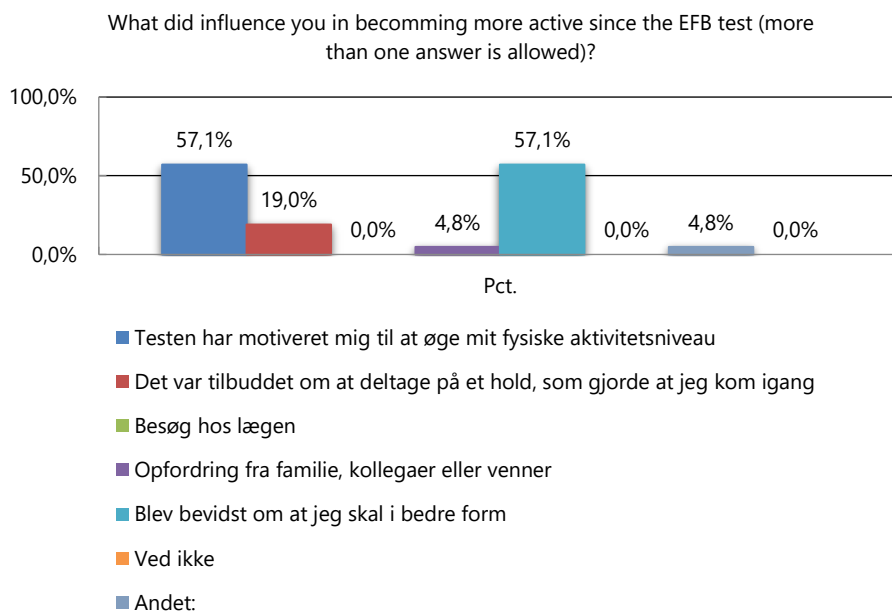


This upper figure shows whether the participants have become more or less active after 3 months saying (dark blue 8 %) a lot more, (red 34%) some more and (green 58%) same level as before. No respondents replied less or a stop in their activity.

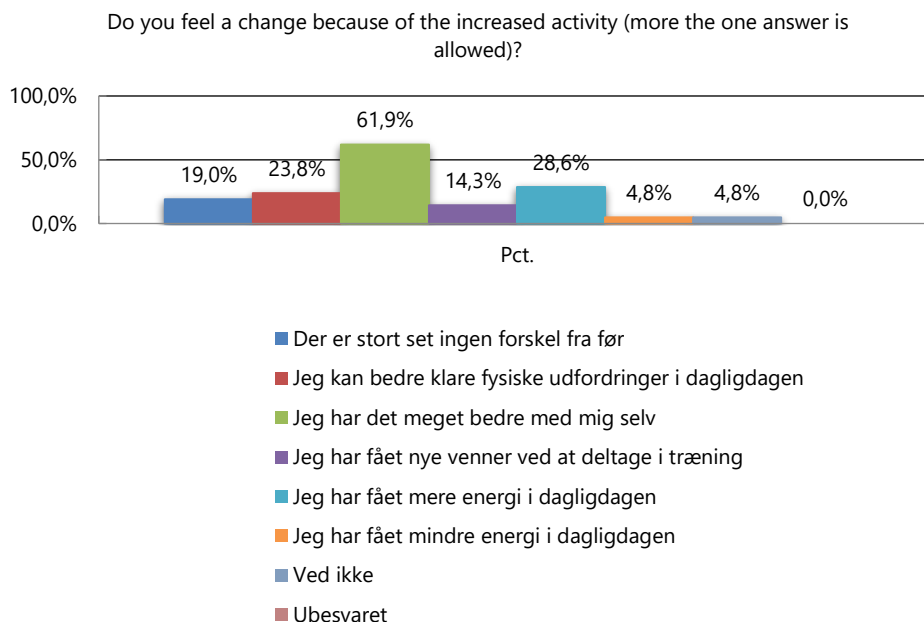
This is the same answer but six months after the test. Please notice the increase all together.



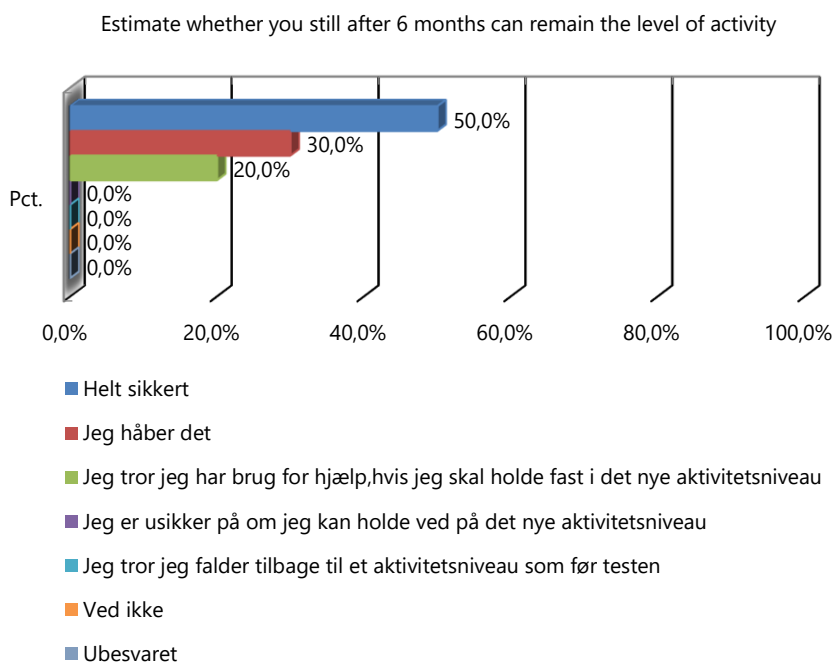
This figure illustrates what made this impact showing (dark blue 57,1%) the EFB, (red 19%) the offer to join a team activity, (purple 4,8%) call from family, colleagues or friends, (turkey 57,1%) my own awareness of the importance and (light blue 4,8%) others. The answers were three months after.



Due to the increased activity this figure shows the changes the participants feel saying (dark blue 19%) no changes, (red 23,8%) better coping physically, (green 61,9%) more confident, Purple 14,3%) more friends, (turkey 28,6%) more energy, (orange 4,8%) less energy and (light blue 4,8%) don't know. The answers were three months after.



Finally, this figure shows whether the participants think they will remain their level of activity in another half year that is 1 year from the date of the test. Saying (dark blue 50%) definitely, (red 30%) I hope so, (green 20%) I believe I need some help. The answers were six months after.



<p>Communi- cations strategy</p>	<p>Ad 1: Fitness clubs in Ikast-Brande Prior to a meeting in March '18 with the consultant of health promotion in the municipality of Ikast-Bande was a few mails and phone-calls. At the meeting we asked for his objectives and future tasks and showed him the European Fitness Badge material. The test was selected based on the cohesion in our work. Since the three groups of colleagues were just about to begin a 10 weeks experience and lifestyle change, we could appropriately make the test arrangement during April and May '18.</p> <p>Ad 2: HK Herning Through a senior consultant in the district of DGI Midtjylland we got in touch with a board member of the Union in Herning. Together with the local consultant, a meeting was set up with the board member. At this meeting, our goal was to be allowed to present the European Fitness Badge to the board, which we did in September '18. We believe that factors like some board members desire to try the test themselves and offering a free event to suit their needs for activities, both contributed to their accept.</p> <p>Ad 3: Træning & sundhed, Syddjurs All the communication to the participants was based on the relation to the local test leader and her ability to get her clients to join in. The interview was in addition to a weekly exercise in the group and we were taken good care of in a nice and quiet meeting room with free coffee. The interview with the clients was completed December '18 and the interview with the test leader in August' 19.</p> <p>Ad 4: Abent event i Aabenraa In the municipality of Aabenraa an in-house consultant was willing to take action on our inquiry in January '19. Since her job is to create and guide citizens of age 60 or more into all kind of physical activities, our offer was easy for her to accept. She posted the European Fitness Badge in newspapers and on Facebook as a free new and effective way to get started with a more active lifestyle. The marketing described exactly who the target audience was and that it was a first come, first served offer. One date was set up, but since more than 14 participants signed up, we decided to expand by one day more. Some of the participant on day two said that they heard so much nice about the test that they also wanted to try it out. After the counseling, some were contacted by the in-house consultant who could give specific reference to local offers. In that way, the inquiries became more legal and appropriate for her.</p>
<p>Feedback from participants</p>	<p>Both of our close partners in Syddjurs and Aabenraa have expressed great satisfaction with the EBF test. They describe the test as fun, engaging and a great way to get seniors talking about a healthy lifestyle.</p>



Participants doing the EFB test May 2019

Statements from participants in Syddjurs:

How was the participation over all? *..“It has been a great activity additionally to our weekly exercise. We had tried many of the movements before we did the EFB test which felt good and safe. We have also measured body age and both tests are motivating and fun. “*

..” It has been nice to work together and help each other through the test. It gives a fine community. You also feel the bit of positive competition which of cause is motivating.” ...”I think the feedback sheet is nice with all the colors, stars and graphs and numbers etc. It really works well and looks professional. “

How was the Steptest? *Nice enough, but for me who is young, despite my overweight, it was easy to reach 3 points and therefore an improvement of my physical health is not so easy to figure out. (Test 2 would had been better for me) quote Kim*

How did you like the Push up test? *..”It has hard and not very likely to ever reach 3 points for me. quote Marlene*

How was Standing on one leg? *..”It was surprisingly difficult, but fun to do”*

How was the Jumping Jack test? *..”At first I couldn't understand how jumping jack would tell anything about my health. The test limits those who cannot jump”*

How was the Sit and reach? *..” It was ok and fun and pretty surprising!”*

	<p>How was it to be measured? ..<i>"quiet and calm and not cross-border. Like body age and everything else we do in the activity house"</i></p> <p>Did you receive a diploma and feedback sheet? <i>"Yes, and we've got them reviewed with the therapists. Very easy and nice."</i></p> <p>Please describe whether the test has motivated you and in what way? <i>"Some tests I was surprised I did ok for e.g. step test and sit and reach. But standing up was a lot harder than expected. I'm excited about training and being able to get max points in them? "</i></p> <p>Do you have ideas / wishes for changes in the content or execution of the EFB Test? <i>"Maybe more categories so that you do not get max points as a beginner / untrained ". "Maybe some easier drawings on the feedback sheet. We do not understand Absi!"</i></p>
Recommendations checklist	<p>Setting the team and securing the resources and competences</p> <ul style="list-style-type: none"> - Having the organization to organize and communicate during the process - Having well trained and competent test instructors <p>Recruitment of settings for the test event</p> <ul style="list-style-type: none"> - Look for consultants and in-house people who have the same agenda as the test, which is to create awareness on physical activity and to motivate inactive people to adopt a more active lifestyle. - It is very important to create and use different cooperation and networks which strikes the same target group. - The European Fitness Badge works very fine in groups where they know each other but also works for open events <p>Recruitment of participants for the test</p> <ul style="list-style-type: none"> - The test works as a complement to other training elements in long-term processes for professional ones as well in fitness clubs and local associations. - If some of the senior participant's answers 4 or 5 in the EFB activity questionnaire, we recommend test profile 2 instead of test profile 1. - If some of the participants are young and free of injuries test profile 1 is excessively easy and can even seem demotivating. In this case always offer test profile 2. - Consider the issues of user payment when recruiting participants. In all our cases the EFB test was free of charge. <p>Running the test</p> <ul style="list-style-type: none"> - Running the test outside can be done. However, be aware of problems with sound during instruction and step test. Passers-by and curious glances can disturb but also give good attention. Balance tests must be carried out on a level surface, e.g. tiles. Please be aware that picture cards can blow away.

	<ul style="list-style-type: none"> - It works okay to instruct everyone in all the tests and afterwards let them together two and two perform the tests. However, there must always be one or two leaders, who can guide along the way. <p>Personal counseling</p> <ul style="list-style-type: none"> - Personal counseling afterwards is a get tool but not necessary especially if a coach has a great and specific knowledge of which local offers are available to the participants. - If a married couple or other close family members participate in the test together you may very well, consider to arrange a common counseling as some important lifestyle topics affect each other mutually. - A personal counseling of 20 minutes is a bit too short to allow both feedback on the test results and recommendations for future activities. 30 minutes are more appropriate. - To achieve a great and trusting atmosphere with the participant feeling involved and relevant we recommend the counseling to begin by asking how they experienced their participation in the test. This also allows the consultant to meet expectations of any kind. - We recommend preparing a list of relevant and local activity offerings before the counseling takes place. <p>Following up</p> <ul style="list-style-type: none"> - Researching the local area for possible settings, where the test persons could participate in relevant physical activities determined from the counseling. - Creating agreements in clubs and fitness centers about receiving test persons, who have wants and needs for training. This to be sure to give the test persons a good first impression and a good reception. This again ensures continued training and social integration. <p>Questionnaire</p> <ul style="list-style-type: none"> - Giving the test persons attention and showing interest for their situation after 3 months and again after 6 months is encouraging them to go on. - It also gives the test instructor and the organizer of the test a feedback on the effect of the test. - This can again be used for PR-activities for the coming test events <p>Financial aspects</p> <ul style="list-style-type: none"> - We have no experiences setting a price for the costs to do the test with professional assistance. - Especially the counselling part is relative high cost with our recommendation of half an hour for each test person. - We can fear that if you were to pay, there were fewer signing up. Then you do not know the effect and result on a long term, you are less likely to invest time and money.
Inspiring stories	See two videos!!



Signe Juul from Aabenraa



Netali Amdneh from Syddjurs