



INSPIRA Measurement Tool for Health Promotion at Sport Clubs Level

Project 101184234

ERASMUS-SPORT-2024



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1. Introduction

The **INSPIRA project** aims to support grassroots tennis clubs in becoming health-promoting environments. It focuses on enhancing participation, wellbeing, and healthy lifestyles through tennis across different age groups and communities.

The **INSPIRA Measurement Tool** is designed to assess the integration level of **health promotion in participating tennis clubs**. It offers an easy systematic method to evaluate the impact of INSPIRA on your tennis club.

1.1 Structure of the INSPIRA Measurement Tool

The INSPIRA Measurement Tool provides a structured and practical instrument for assessing the extent to which tennis clubs function as health-promoting environments. The tool is designed as a system of self-assessment surveys that capture perspectives from all relevant stakeholders within the tennis club setting.

Specifically, the tool evaluates health promotion across four key levels:

- **Club level** (organisational policies and structures)
- **Management level** (strategic planning and coordination)
- **Coaching level** (training practices and health-related guidance)
- **Player level** (experiences, behaviours, and wellbeing outcomes)

By collecting data from these different perspectives, the tool supports clubs in identifying strengths and areas for improvement, facilitates evidence-based decision-making, and contributes to the implementation of INSPIRA principles.

1.2 Who is the INSPIRA Measurement Tool designed for?

- Sports club actors (management, coaches, staff, volunteers), especially in grassroots tennis
- Players and club members providing insights into everyday club practice
- Stakeholders supporting health-promoting sports clubs (community, education, policy)

1.3 What is the purpose of the INSPIRA Measurement Tool?

- To support the systematic integration of health promotion into daily club routines
- To provide a snapshot of health promotion perceptions from management, coaches, and players
- To enable self-evaluation, reflection, and identification of strengths and development needs

1.4 When and why to use the INSPIRA Measurement Tool?

Self-evaluation serves different purposes, depending on the stage of implementation:

- **Baseline evaluation:** assess the current health promotion status **before implementation** of the INSPIRA guidelines
- **Progress evaluation:** reflect on ongoing actions and progress **6 months into implementation**
- **Post-initiative monitoring:** evaluate outcomes **1 year after implementation** and then **yearly**

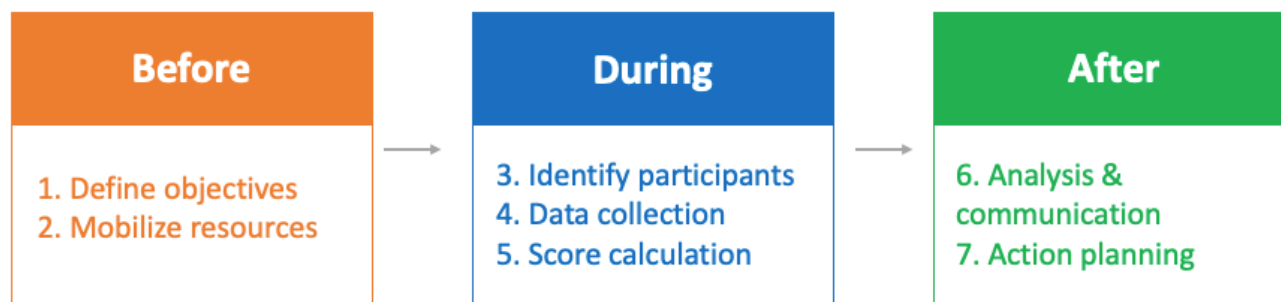
2. Measurement Framework

The measurement framework is structured around six evaluation dimensions and corresponding indicators. Each indicator is linked to a specific level of assessment, reflecting the multi-level nature of health promotion in tennis clubs, including club, management, coaching, and player levels.

Measurement Dimension	Indicators	Applicable Level
1. Organisational Commitment	Health promotion policies	Club / Management
	Integration of health promotion in club strategy	Management
	Allocation of resources for health initiatives	Management
2. Social Environment & Inclusion	Inclusive club atmosphere	Club / Management
	Equality of participation opportunities	Coaching / Player
	Positive social relationships	Club / Coaching / Player
3. Coaching Practices & Health Education	Promotion of healthy behaviours	Coaching
	Injury prevention guidance	Coaching
	Mental wellbeing support	Coaching
4. Health Literacy & Wellbeing through Tennis	Knowledge of physical health benefits	Player
	Awareness of healthy lifestyles	Player
	Self-management of health and fitness	Player
5. Community Engagement	Collaboration with local organizations	Club / Management
	Family participation opportunities	Club / Player
	Community sport events	Club / Management
6. Digital Participation & Innovation	Use of digital platforms	All
	Online communication and engagement	Coaching / Player
	Support for digital participation	All

3. Implementation Guide

The INSPIRA Measurement Tool follows a structured and practical process, guiding sports clubs from preparation to data collection, analysis, and action planning. The process consists of seven key steps:



Before using the INSPIRA Measurement Tool

3.1 Define Objectives

Before starting the assessment, sports clubs should consider their specific context, including their structure, available resources, and organisational setting. It is essential to clearly define the objectives of the measurement process and the intended use of the collected data.

Possible objectives include exploring how health-related efforts are perceived by different stakeholder groups, identifying strengths and gaps in current practices, and increasing awareness of health promotion within the club.

3.2 Mobilise Resources

Clubs should also mobilise the necessary human and material resources to support the implementation process.

Necessary personnel include a responsible supervisor to coordinate the assessment and sufficient staff to conduct and analyse the surveys. Key figures and events within the club should be identified to support the efficient dissemination of the survey. This may include coaches or well-known players and events, such as general assemblies, pre-season meetings, or end-of-season events.

Material resources include tools such as computers, online platforms, or physical survey forms that are needed to collect and calculate data.

During Measurement

3.3 Identify Participants

Survey participants are chosen from different stakeholder groups, including management, coaches, and players from different demographics to ensure a balanced and multi-level assessment. Due to the conceptual nature of the survey, participation is recommended for individuals aged 15 years and older.

The tool is structured across four assessment levels, each corresponding to a specific respondent group and purpose, as presented in the table below. The recommended numbers of respondents serve as guidelines and should be adapted to the size and structure of the club, including the number of coaches, managers and registered members.

Assessment Level	Respondents	Main purpose	Suggested minimum
Club level	Managers, coaches, players	Overall perception of the club as a health-promoting environment	≥15 participants (overall)
Management level	Managers/staff	Policies, resources, and strategic capacity	≥2 participants
Coaching level	Coaches	Health-promoting coaching practices	≥3 participants
Player Level	Tennis participants	Wellbeing, inclusion, and health literacy	≥10 participants

3.4 Data Collection

Data is collected with the surveys provided in Section 4 of this document. The relevant survey forms are administered to the selected participants across the different stakeholder groups. Responses can be gathered digitally or on paper.

During data collection, clubs ensure that surveys are distributed effectively and completed within an appropriate timeframe to achieve the desired number of responses (guideline numbers shown the table above, as “Suggested minimum”). This effort can be supported by utilising the key figures and events identified before measurements (Subsection 3.2).

All responses collected are recorded and prepared for analysis.

3.5 Score Calculation

Responses are measured using a Likert scale. Each response option corresponds to a numerical score: “Strongly disagree” (0), “Disagree” (1), “Neutral” (2), “Agree” (3), and “Strongly agree” (4). Responses marked as “I do not know” indicate that respondents feel unable to judge certain aspects of health promotion. Such responses are not included in the further score calculations for the *Observed Sum Score* nor the *Maximum Possible Score*.

A sum score is calculated for each respondent by adding the scores of all (answered) survey items. These scores can be aggregated at group or club level. Different stakeholder groups (players, coaches, and management) can provide complementary perspectives on the same environment.

To allow comparison across dimensions or respondent groups, scores are converted into percentages based on the *Maximum Possible Score*, as follows:

$$\text{Percentage Score} = \frac{\text{Observed Sum Score}}{\text{Maximum Possible Score}} \times 100$$

Example:

For a survey with **6 items**, the **Maximum Possible Score** is **24**. One item was answered with “I do not know”, therefore the **Maximum Possible Score** is **reduced to 20**. In this example, the **Observed Sum Score** for the remaining five items is **10**. The *Percentage Score* amounts to: **(10/20) x 100 = 50%**.

After Measurement

3.6 Analysis & Communication

The results are then analysed for each respondent group (players, coaches, management) as well as for the club, overall. The percentage score of a given survey item can be interpreted as follows:

- < 40% dissatisfied
- 40-60% somewhat dissatisfied
- 60-80% satisfied
- > 80% very satisfied

Higher scores indicate **well-established health-promoting practices**, while **lower scores** highlight areas that **may require improvement**. Neutral responses may suggest unclear structures or differing experiences among participants.

A high proportion of “I do not know” responses may suggest limited visibility, communication or awareness of specific initiatives. Analysing these items can help the club identify where clearer communication or greater involvement of members is needed.

With exception of the initial baseline measurement, scores collected are compared to the results of previous measurements to monitor the ongoing progress regarding implementation of health-promoting practices in the tennis club.

Results should be communicated clearly within the club (e.g., through meetings or simple summaries) to support shared understanding and discussion. Sharing the findings can encourage new health-related activities or strengthen ongoing health initiatives in the club.

3.7 Action Planning

The findings of the INSPIRA Measurement Tool will provide a basis for open discussion within the tennis club about factors that support or hinder the implementation of health-promoting practices. By reflecting on identified strengths, challenges and available resources, clubs can decide how existing activities may be adjusted or further developed.

This reflective process supports the implementation and strengthening of a health-promoting club culture, as it encourages shared understanding and collective responsibility among club actors. Where appropriate, tennis clubs may also involve external partners or professionals with expertise in health promotion to support the further development of targeted actions.

INSPIRA's *Family Tennis and Health* sports-educational program offers practical guidance materials to help tennis clubs, coaches, managers and members on the journey towards becoming a *Tennis Social Club for Health*.

It can be downloaded here: <https://inspira-project.eu/resources-2/>

4. Surveys

4.1 General Survey

Completed by: All club stakeholders (managers/administrators, coaches and players)

	Statement	Strongly disagree (0)	Disagree (1)	Neutral (2)	Agree (3)	Strongly agree (4)	I do not know
1	The club has a clear written commitment to promoting health and well-being through tennis.	☐	☐	☐	☐	☐	☐
2	Health promotion goals are included in the club's annual planning of activities.	☐	☐	☐	☐	☐	☐
3	The club involves different groups (members, parents, coaches, staff) in decisions related to health and inclusion.	☐	☐	☐	☐	☐	☐
4	The club offers welcoming opportunities for players of all skill levels, including beginners.	☐	☐	☐	☐	☐	☐
5	The club actively promotes intergenerational or family-oriented tennis participation.	☐	☐	☐	☐	☐	☐
6	The club is accessible and inclusive for people with disabilities (i.e. wheelchair tennis players).	☐	☐	☐	☐	☐	☐
7	The club provides a safe and respectful environment free from discrimination or harassment.	☐	☐	☐	☐	☐	☐
8	The club communicates health-related messages (e.g. physical activity, mental well-being, healthy routines) on a regular basis.	☐	☐	☐	☐	☐	☐
9	The club works with community partners such as schools, municipalities or health professionals.	☐	☐	☐	☐	☐	☐
10	The club offers or supports social events that strengthen belonging and community connection.	☐	☐	☐	☐	☐	☐
11	The club uses digital tools or communication channels to make participation easier and more attractive.	☐	☐	☐	☐	☐	☐
12	The club encourages positive social relationships among members.	☐	☐	☐	☐	☐	☐

4.2 Survey at Club Management Level

Completed by: Club managers, board members, administrators, or key staff

	Statement	Strongly disagree (0)	Disagree (1)	Neutral (2)	Agree (3)	Strongly agree (4)	I do not know
1	Our club has assigned a person responsible for health-promotion coordination.	☐	☐	☐	☐	☐	☐
2	We allocate sufficient resources (time, staff, budget) specifically to health-promotion or inclusion activities.	☐	☐	☐	☐	☐	☐
3	We monitor participation by age group, gender and other relevant inclusion categories.	☐	☐	☐	☐	☐	☐
4	We actively seek underrepresented groups and reduce barriers to joining the club.	☐	☐	☐	☐	☐	☐
5	We support coaches with guidance or resources on health literacy, mental well-being and safeguarding.	☐	☐	☐	☐	☐	☐
6	We use club communication channels to promote tennis as a tool for health, not only performance.	☐	☐	☐	☐	☐	☐
7	We make deliberate efforts to involve families and the local community in club activities.	☐	☐	☐	☐	☐	☐
8	We use feedback or survey results to improve the club's health-promotion practices.	☐	☐	☐	☐	☐	☐
9	We use the tools offered by INSPIRA (or similar initiatives) to widen access, communication or retention.	☐	☐	☐	☐	☐	☐
10	We have directed our club marketing and communication towards diverse demographics.	☐	☐	☐	☐	☐	☐

4.3 Survey at Tennis Coach Level

Completed by: Coaches (and mirrored perception comparison with members where needed)

	Statement	Strongly disagree (0)	Disagree (1)	Neutral (2)	Agree (3)	Strongly agree (4)	I do not know
1	I integrate warm-up, cool-down and injury-prevention practices into sessions consistently.	☐	☐	☐	☐	☐	☐
2	My club has offered me training regarding health-promoting and inclusive tennis.	☐	☐	☐	☐	☐	☐
3	I am familiar with the INSPIRA App and the Family Tennis and Health sports-educational program.	☐	☐	☐	☐	☐	☐
4	I encourage players to adopt healthy lifestyles and habits such as appropriate recovery, hydration and balanced routines.	☐	☐	☐	☐	☐	☐
5	I involve parents or family members when working with younger tennis players.	☐	☐	☐	☐	☐	☐
6	Intergenerational tennis games, challenges and events contribute to stronger family/social bonds and long-term participation in my club.	☐	☐	☐	☐	☐	☐
7	Players I coach are typically familiar with INSPIRA's tools, such as the app and sports-educational program.	☐	☐	☐	☐	☐	☐
8	My club offers staff-training regarding inclusive language and a welcoming club atmosphere.	☐	☐	☐	☐	☐	☐
9	I regularly interact with my players regarding health, nutrition, and mental well-being.	☐	☐	☐	☐	☐	☐
10	INSPIRA's tools and principles have improved the overall quality of my club's programs.	☐	☐	☐	☐	☐	☐

4.4 Survey at Player Level

Completed by: Club members, tennis participants

	Statement	Strongly disagree (0)	Disagree (1)	Neutral (2)	Agree (3)	Strongly agree (4)	I do not know
1	This club makes it easy for someone like me to take part in tennis regularly.	☐	☐	☐	☐	☐	☐
2	I feel welcome, safe and respected in this club.	☐	☐	☐	☐	☐	☐
3	Participating in this club helps me feel connected to other people.	☐	☐	☐	☐	☐	☐
4	I am happy with my overall health condition.	☐	☐	☐	☐	☐	☐
5	My coach or club encourages healthy routines such as warming up, recovering and staying active.	☐	☐	☐	☐	☐	☐
6	I feel confident in my tennis play.	☐	☐	☐	☐	☐	☐
7	The club offers activities or events that are suitable for families/intergenerational groups.	☐	☐	☐	☐	☐	☐
8	The club uses digital communication in a way that helps me stay informed and involved.	☐	☐	☐	☐	☐	☐
9	The club's atmosphere motivates me to continue playing tennis.	☐	☐	☐	☐	☐	☐
10	Overall, this club promotes tennis as a positive tool for health and quality of life.	☐	☐	☐	☐	☐	☐