

# KMU-bewegt

## Physical activity promotion and exercise therapy - a knowledge transfer project between FAU and small and medium-sized enterprises in health promotion and rehabilitation

### Background

The importance of physical activity and the orientation of exercise therapy in rehabilitation has changed for many chronic health conditions: 1. physical inactivity is an independent risk factor for the development and progression of non-communicable diseases (Lee et al, 2012.); 2. strong evidence exists for the positive effects of physical activity in the rehabilitation of chronic diseases (Pedersen & Saltin, 2015; Swedish National Institute of Public Health, 2010); 3. exercise therapy is the most applied therapy form within multidisciplinary rehabilitation programs for almost all chronic health conditions (Brüggemann & Sewöster 2010), 4. exercise therapy targets complex biopsychosocial goals (Pfeifer et al, 2010); 5. physical activity promotion becomes a central goal for exercise therapy (Dean et al, 2011; Pfeifer et al, 2010), because the prevalence of physical inactivity among people with chronic diseases is high (e.g., Arne et al, 2009; Courneya et al., 2008; Kersten et al, 2012; Zhao, et al., 2008) and an individual's adoption or maintenance of a physically active lifestyle after rehabilitation often fails (Newsom et al., 2012). Despite the scientifically discussed need to refine exercise therapy, there is relatively little knowledge about how exercise therapy is actually put into practice, how physical activity promotion can be implemented in the therapeutic setting and what kind of barriers exist for the translation of scientific knowledge into practice.

### Project objective

Primary goal of this project is the systematic knowledge transfer between the Institute of Sport Science and Sport (ISS) of the Friedrich-Alexander-University Erlangen-Nürnberg (FAU) and small and medium-sized enterprises in health promotion and rehabilitation. The ISS offers broad expertise in the field of rehabilitation research and physical activity promotion in persons with chronic conditions in the medical rehabilitation setting.

### Implementation

Measures to achieve the objectives are the development and implementation of an internet-based communication and education platform for and with the participating therapists, and the development and implementation of educational concepts and modules of therapy based approaches for physical activity promotion. The knowledge transfer concept will be implemented with the help of various online formats (e.g., online courses, webinars). Beforehand, a needs assessment will be conducted.

### Relevance and potential range of applications

The knowledge transfer will be beneficial for the health and rehabilitation centers and for the university's research. The project serves as a basis for a systematic quality development of exercise therapy particularly with regard to the development, dissemination and implementation of evidence-based therapeutic concepts and physical activity promotion within the therapeutic setting. Additionally, it is a chance for the enterprises to improve their competitiveness.

### Project partner

Twenty-seven enterprises with at least one participating therapist are involved in the development, refinement and implementation of the project's procedures (e.g., workshops, web-based education sessions).

Contractor: Prof. Dr. Klaus Pfeifer, Dr. Alexander Tallner, René Streber

Promoter/Sponsor: Virtuelle Hochschule Bayern/European Social Fund (ESF) + own resources of the ISS

Period: November 2015 – October 2017

Financial volume: 173.031€



### Contact

Prof. Dr. Klaus Pfeifer  
Universität Erlangen-Nürnberg  
Institut für Sportwissenschaft und Sport  
Gebbertstr. 123b  
D-91058 Erlangen  
klaus.pfeifer@fau.de