

Workplace health promotion for vulnerable target groups in the Wiener Stadtwerke group

05/2022 – 12/2023

Initiator

Wiener Gesundheitsförderung

Objectives

The Wiener Stadtwerke Group runs a pilot project on workplace health promotion for staff in selected subsidiaries. The project targets especially vulnerable staff members (e. g. persons with low incomes, persons with disabilities, migrants, persons in difficult circumstances). The company setting is regarded as an ideal starting point for gender sensitive and transcultural health promotion.

More than 700 employees will be reached by the project. Blue collar workers, drivers and field crew members are at the centre of attention. It is expected that the project contributes positively to well-being and workplace satisfaction. Awareness trainings in the fields of health literacy and health behavior are the means to reach the project aims.

The project consists of three phases: planning, implementation and analysis. The target groups are involved in these phases.

Implementation

queraum evaluated the process and the results of the project to support the project's development and success continuously. The quality criteria for workplace health promotion are the basis of this work. We will research into selected activities in the project by collecting feedback of staff members in workshops and health circles. The perspectives of the beneficiaries will be gathered in telephone interviews and focus groups

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