

I am good enough. Phase II

03/2024 – 08/2025

Initiator

Fonds Gesundes Österreich

Objectives

queraum and the Wiener Gesundheitsförderung have been commissioned by the Fonds Gesundes Österreich with the project “I am good enough. Phase II”. The project wants to reduce negative body images, bodyshaming and discrimination of young people (10–12 years) and thus contribute to their mental health.

- Young people (aged 10–12) learn about and discuss beauty ideals and body standards.
- Young people reflect upon the meaning of (self-)acceptance in diversity and are empowered to put their mental health first.
- Young people co-create the project (participation).
- Adults (e.g. parents) and multipliers are informed and sensitized about the importance of the issue.

Implementation

queraum carries out the project together with the Wiener Gesundheitsförderung. In workshops that are developed participatively with young people aged 13–15, younger boys and girls (aged 10–12) subsequently deal with body images and develop creative projects. In addition to the work with the younger target group, presentations and trainings for relevant adults (e.g. parents) and multipliers (e.g. teachers, youth workers) are developed. Additional target groups are reached via an information and awareness campaign.

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