

Focus: Motion

02/2020 – 12/2022

Initiator

Institut für Frauen- und Männergesundheit (Standorte FEM Süd und MEN)

Objectives

Recent (international) studies show that more and more children and young people in Austria are affected by chronic and lifestyle-related diseases that result from diet and physical activity patterns. The project „Bewegung im Blick“ (Focus: Motion) was developed by the Institut für Frauen- und Männergesundheit and aims at empowering young women and men to live healthy lives. In gender-sensitive and co-educative settings, the participants get in contact with new sports and sharpen their awareness of the relation between physical activity and health. The project targets young people between 12 and 18 in the field of extracurricular recreation/education. In addition, staff members of extracurricular youth, education, leisure and sport institutions are offered specific training provisions.

The project objectives encompass: to empower and motivate young people to lead a healthy life; to provide try-outs of various sports; to promote an increase in physical activity; to raise awareness for the relation between physical activity and other health aspects; to provide information and practical guidelines; to promote the long-term use of new provisions; to raise the public's awareness.

Implementation of the evaluation

The focus of the evaluation is on the assessment and measurement of the project's success indicators. A detailed catalogue of project-specific targets has been developed jointly. In the course of the evaluation, several reflection workshop together with the project team are carried out to evaluate the achievement of objectives and to collect the learnings from the project systematically. In addition, low-threshold feedback surveys among the young participants of the workshops and the sports provisions and participant observation of selected workshops and provisions are executed. Telephone interviews with staff members of participating institutions generate insights into the collaboration, integration, possible improvements and assessments of the long-term benefits. Furthermore, staff members that participate in training provisions of the projects are asked about their experiences.

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