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

05/2022 – 12/2023

Initiator
Wiener Gesundheitsförderung

Objectives

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

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

The project consisted of three phases: planning, implementation and analysis. The target groups were 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 were the basis of this work. We researched into selected activities in the project by collecting feedback of staff members in workshops and health circles. The perspectives of the beneficiaries were gathered in telephone interviews and focus groups

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