I am good enough.

Diverse body images make us strong

01/2022 – 12/2023

Initiator
Funded by the Agenda Gesundheitsförderung and the Fonds Gesundes Österreich

Objectives

queraum and the Wiener Gesundheitsförderung were commissioned by the Fonds Gesundes Österreich with the project “I am good enough. Diverse body images make us strong”. The Wiener Programm für Frauengesundheit (MA 24) and the Magistratsabteilung Bildung und Jugend (MA 13) also collaborated in selected work packages. The project contributed to reduce bodyshaming, discrimination and negative body images in settings relevant to young people. “I am good enough” tackled these issues in a positive and empowering approach and focussed body diversity. The project activities:

- Young people dealt critically and creatively with beauty ideals and body standards as presented by the media.
- Young people reflected upon the meaning of (self-)acceptance in diversity and the project raised awareness for the relation between body images and well-being (health literacy).
- Young people were introduced to the concepts of body positivity and body neutrality and learnt how to apply them to their daily lives.
- Young people (aged 15–19) co-created the project (participation) and did not only deal with body images but also experienced themselves as competent and influential (empowerment).
- Relevant adults (e. g. parents) and multipliers were informed and sensitized about the importance of body images for the mental health of young people (capacity building).
- The project not only reached its participants but also other young people and adults via an information and awareness campaign.

Implementation

queraum carried out the project together with the Wiener Gesundheitsförderung. In workshops that were developed participatively with young people aged 15–19, boys and girls (aged 12–14) subsequently dealt with body images and developed creative projects. In addition to the work with the younger target group, trainings for relevant adults (e. g. parents) and multipliers (e. g. teachers, youth workers) were carried out. Additional target groups were reached via an information and awareness campaign.

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