I am good enough. Phase II

03/2024 – 08/2025

Initiator
Fonds Gesundes Österreich

Objectives

queraum and the Wiener Gesundheitsförderung were commissioned by the Fonds Gesundes Österreich with the project “I am good enough. Phase II”. The project wanted 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) learned about and discussed beauty ideals and body standards.
- Young people reflected upon the meaning of (self-)acceptance in diversity and were empowered to put their mental health first.
- Young people co-created the project (participation).
- Adults (e. g. parents) and multipliers were informed and sensitized about the importance of the issue.

Implementation

queraum carried out the project together with the Wiener Gesundheitsförderung. In workshops that were developed participatively with young people aged 13–15, younger boys and girls (aged 10–12) subsequently dealt with body images and developed 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) were developed. Additional target groups were reached via an information and awareness campaign.

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