Body Project Austria

01/2025 – 12/2026

Initiator
Fonds Gesundes Österreich and Agenda Gesundheitsförderung

Objectives

Negative body images of young people are common and a considerable threat to their (mental) health.

The *Body Project* has a positive effect on the body perception and satisfaction of its participants. In BODY PROJECT AUSTRIA this evidence-based programme will be adapted to the Austrian context and rolled-out. The main objectives of Body Project Austria:

- Participative transfer of the existing concept and development of different implementation strategies
- Implementation and evaluation of the concept in three Austrian regions
- Development of a train-the-trainer programme and implementation of such a training

In addition, major stakeholders will be part of the project and its further development.

Implementation

The target group of Body Project Austria are young people between 15 and 18. To reach this group effectively, students as well as participants of labour market projects and out-of-school activities are addressed in different Austrian regions. A stakeholder advisory board supports the development of the project. In addition, strategic partners are included, among others the already existing "Body Project Community of Practice Austria“.

queraum implements the project together with:

- Ferdinand Porsche FERNFH (Project coordination together with queraum)
- Institut für Frauen- und Männergesundheit
- pro mente Oberösterreich, Institut für Suchtprävention
- Netzwerk Essstörungen

Your contact
Elisabeth Mayr, Email: mayr@queraum.org, Phone: +43-1-958 09 11



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