Health promotion hub in care facilities

Networking, Informing, Advising

01/2026 – 06/2028

Initiator
Hochschule für Angewandte Wissenschaft Burgenland GmbH, Styria Vitalis, AVOS – Gesellschaft für Vorsorgemedizin

Objectives

The project "Health Promotion Hub in Care Facilities: Networking, Informing, Advising" is a joint initiative of the Hochschule für Angewandte Wissenschaft Burgenland GmbH, Styria vitalis, and AVOS – Gesellschaft für Vorsorgemedizin. The project's central goal is to develop a digital platform (website) that will serve as a central hub for expertise, advice, and networking regarding health promotion in care facilities. This digital hub will not only provide a platform for digital exchange and information but will also offer accompanying consulting services and workshops for care facilities. These services will support the practical implementation of health promotion measures, facilitate the sharing of existing knowledge, and foster mutual learning. The project is as a pilot project in the region of Burgenland (Hochschule für Angewandte Wissenschaft Burgenland GmbH), Styria (Styria vitalis), and Salzburg (AVOS).

Implementation

The external evaluation will be conducted as a structural, process, and outcome evaluation:

The structural evaluation focuses on gaining an initial understanding of the existing structures and needs in nursing homes. Identifying key themes, areas of need, and expectations as a basis for further action planning is crucial.

The process evaluation involves monitoring the development and implementation of the hub. The focus here is on continuously gathering insights into the effectiveness of the project measures and reflecting on them with regard to the further development of the hub.

The outcome evaluation is a subsequent step, as it provides a comprehensive analysis of the hub's reach and impact. Specifically, it examines the extent to which the project goals were achieved, how the project implementation affected health promotion in the participating nursing homes, and what effects resulted.

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