

Innovation in der Projektidee – Neuheit

Beschäftigt sich das Projekt mit neuen sozialen Lösungsansätzen?

The aim of this project is to interest and sensitize Turkish-speaking (expectant) mothers - by means of the Erzählcafé method - for health promotion topics, and find ways to implement the jointly developed ideas in their daily lives. The focus should be on the "mother role" and all the associated challenges. (Expectant) mothers from the Turkish-speaking community will be motivated and encouraged to share their own experiences during their pregnancy, birth and the first years of their child. Listen, learn from each other and exchange ideas is the core principle and co-design of content is an integral part of the methodology. (Expectant) mothers have the opportunity to experience themselves as meaningful and socially responsible in this exchange with others. Their self-image is confirmed and transformed at the same time because exchange of ideas and listening are always means learning. The Erzählcafé is designed to empower (expectant) mothers to take responsibility for their health or the health of their family and health-promoting living conditions.

Beschäftigt sich das Projekt mit neuen sozialen Problemstellungen?

In European countries, migrants face an increased health risk compared to the native population, which is related to social determinants of health such as a difficult economic, professional and social life situation, financial problems and a difficult housing situation. Migrants are often socioeconomically disadvantaged and thus an important target group for health promotion measures. Despite formal equality in the Austrian health care system, migrants are more likely to be in poor health on average and are less likely to use preventive services than the native Austrian population. This is not due to the migration background per se, but has to do with difficult socio-economic circumstances, combined with experiences of discrimination and stigmatization as well as linguistic and intercultural barriers. For the reasons given above and from previous experience "gutbegleitet Frühe Hilfen Wien" it becomes clear that Turkish speaking women / families hardly make use of the supportive offer in pregnancy and early parenting. This results in a degree of social isolation and the target group reported in a survey that fear of control is one of the main reasons not to turn to existing offers and facilities. This is why the project Türkischsprachiges Erzählcafé pursues the goal of reaching the target group by means of the specific cultural sensitive setting and the method of the Erzählcafé to sensitize and empower migrants (in cooperation with network partners) to actively participate in topics related to childbirth.

Beschäftigt sich das Projekt mit bisher wenig beachteten Zielgruppen?

Research suggests that poor knowledge of migrants' cultural, linguistic and religious backgrounds and customs not only leads to their great scepticism about health care, but also to significant communication and understanding problems between patients and health care workers, and consequently, lack of support. With the aim to reduce health inequalities and to ensure equal opportunities for families from Turkish-speaking communities, the türkischsprachiges Erzählcafé was initiated in 2018 in order to better reach the target group.

Innovation im Zugang zur Zielgruppe – Beteiligung

A recommendation of the field study from the year 2017 ("Bericht zur Erreichung der türkischsprachigen Community für das Angebot von „gutbegleitet – Frühe Hilfen Wien") was to offer information directly where Turkish speaking women and families can be found. The goal was to lower barriers, to anchor knowledge there and to give encouragement for the acceptance of support services. Results of the field study show that there is both a need and an interest in support services in the Turkish-speaking community.

Welchen konkreten und nachhaltigen Nutzen hat das Projekt für die Zielgruppe?

Health promotion	Empowerment	Parent skills
increased health literacy	diminish barriers from other support organization	early reduction of stress factors
nutrition and exercise	Improve social support	education skills
trust building with German-speaking authorities	Improved general well-being	Child attachment
activation of resources	Support in social integration	Parenting norms

The program aims to ensure that existing offers in the family environment can be visited after completion of the project.

Werden die Potentiale der Zielgruppe durch das Projekt gefördert?

It can be assumed that (expectant) mothers and young families want to take care of their children in the best possible way. However, (inner) fears and difficulties in access other psychosocial offers prevent a positive meaning of the topic in this time. The focus is therefore on strengthening existing resources (health literacy, (psycho)-social support, guidance in the Austrian health system)

Wie wird die Zielgruppe in das Projekt einbezogen?

In the modules of the Erzählcafe co-creation and participation is of greatest importance. In addition, at the end of each module, feedback (general feedback, further requests, possibilities for improvement) will be collected anonymously using questionnaires. These will be transferred to further concept planning. The project is therefore under ongoing self-evaluation.

Leistet das Projekt einen Beitrag zur gesellschaftlichen Wertschätzung der Zielgruppe?

By building cultural bridging to other offers already existing, an exchange and better communication in the Austrian healthcare and social system takes place. In addition, there is (1) strengthening of the health and health literacy of Turkish-speaking pregnant women and mothers or parents. (2) Women's psychosocial support to empower and enhance their quality of living (3) a improvement of (informal) networks.

Innovation in der Umsetzung - Wirksamkeit

Ist die Umsetzung der Projektidee einfallsreich, schöpferisch, kreativ und mutig?

Erzählcafés are a low-threshold method and go way beyond merely conveying content or information. People usually find it very pleasant to talk about experiences. - who talks, expresses how and what they experience - who talks shares, their hopes, reflections and fear – in this way new and cultural sensitive solution and strategies can found. In various areas, this method (and the associated setting) has proven itself for low-threshold access to health-related topics: work with older people, kindergarten, schools but also mother groups.

Welche Wirkungen können durch die soziale Innovation für wen beobachtet werden?

The positive effect can be observed on two levels: First, established institutions are actively contacted after the Erzählcafé by the participants, even after the project finished. Secondly, feedback from the questionnaires suggests a better way of dealing with the child during pregnancy and at first. For example, a participant feedback us „Meine Einstellung zu Kindern hat sich verändert. Bevor ich mich sehr ärgere versuche ich zu überlegen warum sie so gehandelt haben könnten. Ich versuche auch positive Verhaltensweisen zu sehen und sie dafür zu loben. Auch habe ich gelernt wie man mit Kleinigkeiten sehr vieles im Alltag verändern kann.“

Reagiert das Projekt auf geänderte Anforderungen zum Beispiel bei der Zielgruppe, der Problemstellung, den Rahmenbedingungen?

The method of Erzählcafé responded to the need for a specific and culturally sensitive approach. Before each module, the framework conditions are clarified and the process is adapted to it in terms of organization and content - for example: expansion of the target group (inclusion of grandparents or other women from the community, for example) and adaptation of time and group size. It is of vital importance to respond as precisely as possible to the voiced needs of the participants.

Gibt es eine Zusammenarbeit verschiedener Disziplinen / Kompetenzen / Berufsgruppen?

On the one hand, the intention of the project is to develop a well-coordinated network of all people and institutions working in the field of "early childhood" (health and social work). On the other hand, the narrative café is just as much a core intervention of "family support" because it represents tailor-made assistance in terms of prevention and health promotion.

Innovation in der Außenwirkung – Beispielwirkung

Positive feedback was given both from the direct cooperation partners at venue of the narrative cafés as well as with the extended partners (referral and/or direct participation in the modules): women and families report afterwards and were able to use other offers in the psychosocial field. A desire for further cultural sensitive projects were clearly expressed. The large number of participants (from the beginning) confirms the impact.

Wie ist das Projekt in lokale und regionale Umwelten integriert?

The implementation in the direct living surrounding of (expectant) mothers and families supports the ease to of accessing this project and in the long run also other health related offers. An important criterion of low threshold services is that the implementation in well-known and easy to access environment increases the chance to reach the target group significantly.

Pflegt das Projekt den Dialog / die Kooperation mit anderen Institutionen / Organisationen?

Level 1 is the cooperation with other institutions. Cooperation with kindergartens with a high migration share in Vienna west; (social) clubs from the Turkish-speaking environment; Further institutions to which women can be referred (hospitals, healthcare centres, psychosocial institutions, etc.). Level 2 are stakeholders and promoters that confirm regularly the positive implementation and effect.

Werden andere Organisationen, Medien, FördergeberInnen, PolitikerInnen neugierig gemacht?

Werden neue Wege im Umgang mit der „Außenwelt“ gegangen?

To sum up, the project receives great appreciation and creates curiosity. Furthermore, it is regularly presented as a "best practice" example in the field of low threshold services.