

- # Female Nurses – Workplace Health Promotion FOR WOMEN in the Nursing Professions
- # Male Nurses – Workplace Health Promotion FOR MEN in the Nursing Professions
- Professions

## I Starting Point

- In their daily work, **healthcare workers** are increasingly exposed to **high levels of stress**, such as shift work, emotionally demanding situations, time pressure, and heavy responsibilities. These challenges lead to increased mental and physical strain. For this reason, **workplace health promotion (betriebliche Gesundheitsförderung, BGF)** is becoming increasingly important for improving health in the workplace and is also receiving growing support from employers.
- The nursing profession is predominantly female, but men are also finding their way into the field as part of the “caring masculinities” movement. Although there are already numerous studies and practical approaches to workplace health promotion, **issues specific to women and men** are rarely addressed.
- In the field of health promotion, the focus is usually on clearly measurable indicators. **Psychosocial factors**, on the other hand, are often given little attention. Given the increasing **diversity within nursing teams**, it is crucial to take **gender- and culture-specific aspects** into account in health promotion. In the following projects, these aspects are integrated in a process-oriented manner to address the needs of nursing staff in a targeted way.

## II Project Cycle (approx. 9-12 months)



## III Objectives

- Mobilizing and **strengthening the resources** and **health literacy/ competence** of **nursing staff** through a **participatory approach**, as well as **gender- and culturally-sensitive health promotion** that takes into account internal structures
- Greater **satisfaction, well-being, and sense of belonging** within the **organizational and team structure**
- Strengthening **interdisciplinary collaboration** through **health promotion initiatives** at the **behavioral and relational level**, as well as **cross-managerial** and **-generational team development**
- **Integration with other health promotion** or **diversity management strategies** of **Wiener Gesundheitsverbund**

## IV Health advocates

- **Health advocates** are being **trained/ qualified**
- **Point of contact** and **hub for health information** in the workplace

## V Workshop: “Gesundes Führen/ Healthy Leadership”

- Workshops for Management: **Management** as a **key interface** between the steering committee and the Target Group
- Healthy leadership as a principle and mindset with great **potential** for **workplace health promotion**

