



Women's Health Center **FEM**  
at Clinic Floridsdorf

Low-barrier services and health promotion projects  
for girls, women, and parents.

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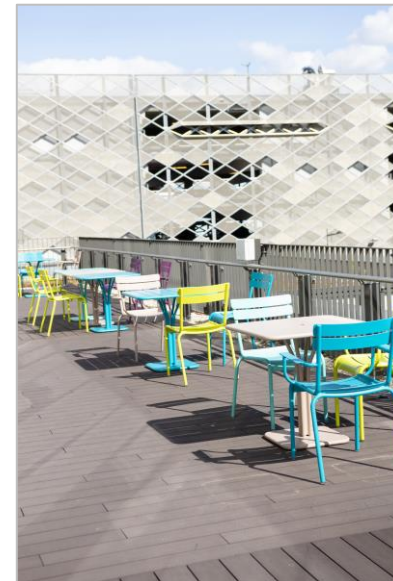
After 27 Years at the Semmelweis Women's Clinic...



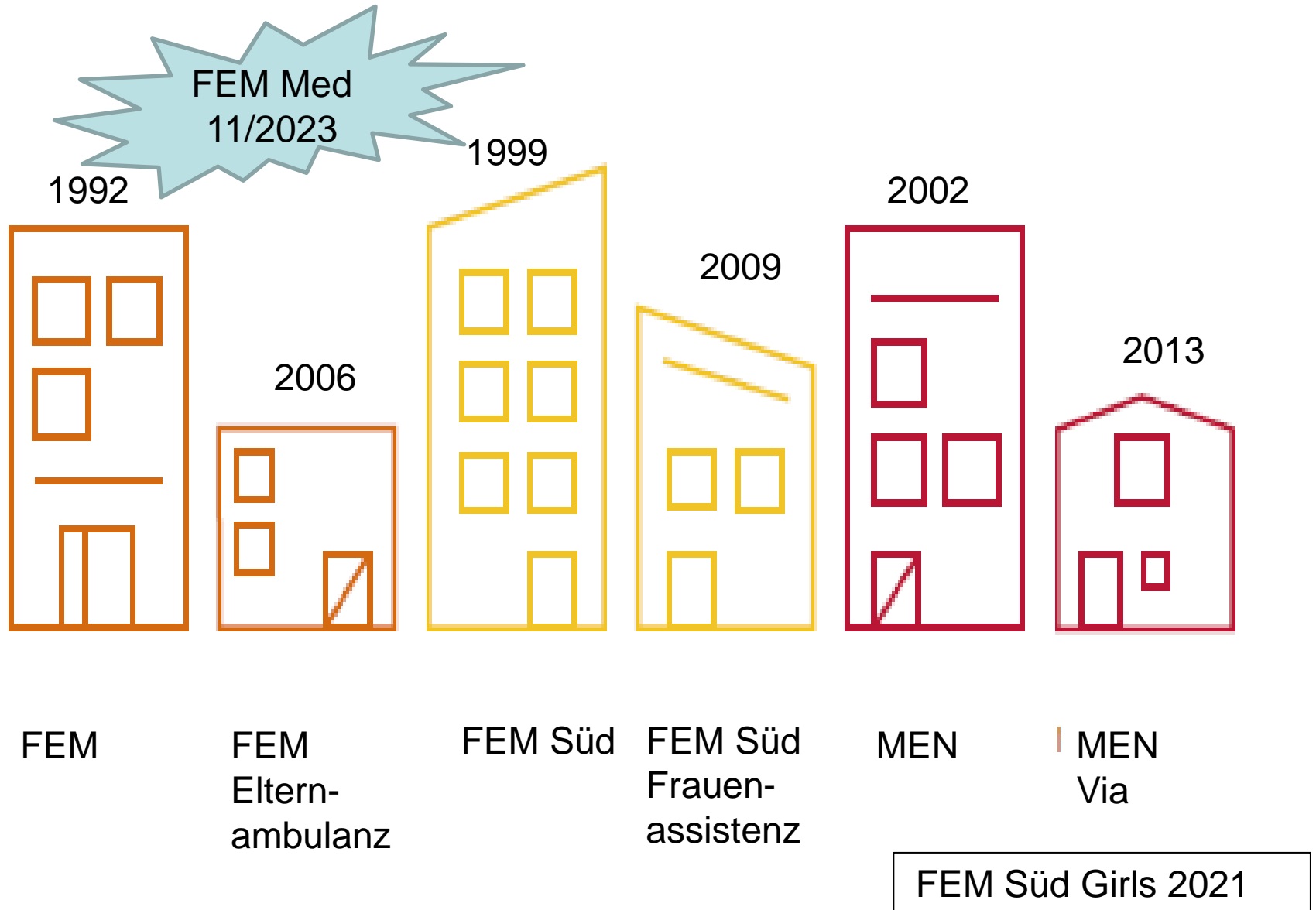
... now at Floridsdorf Clinic



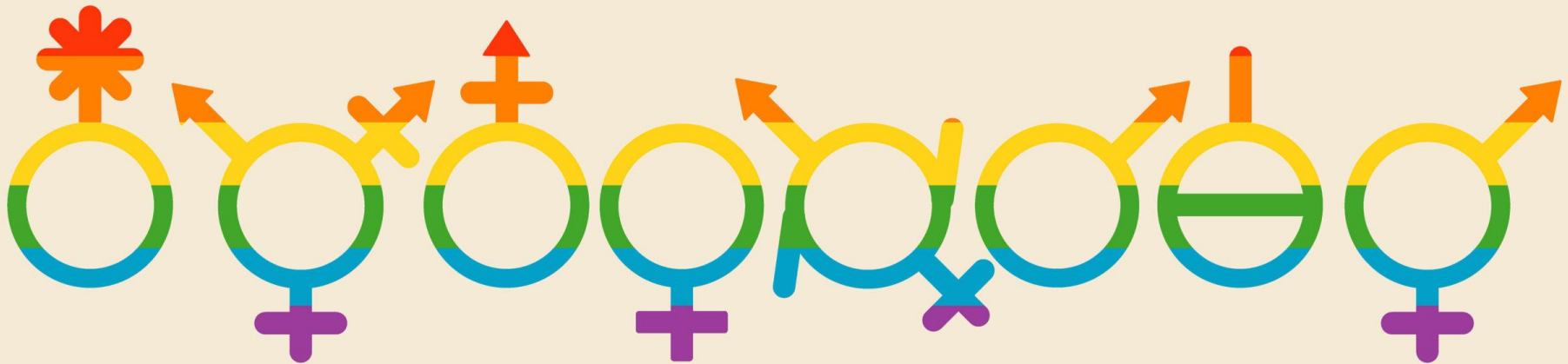
# Our facilities: inside FEM...



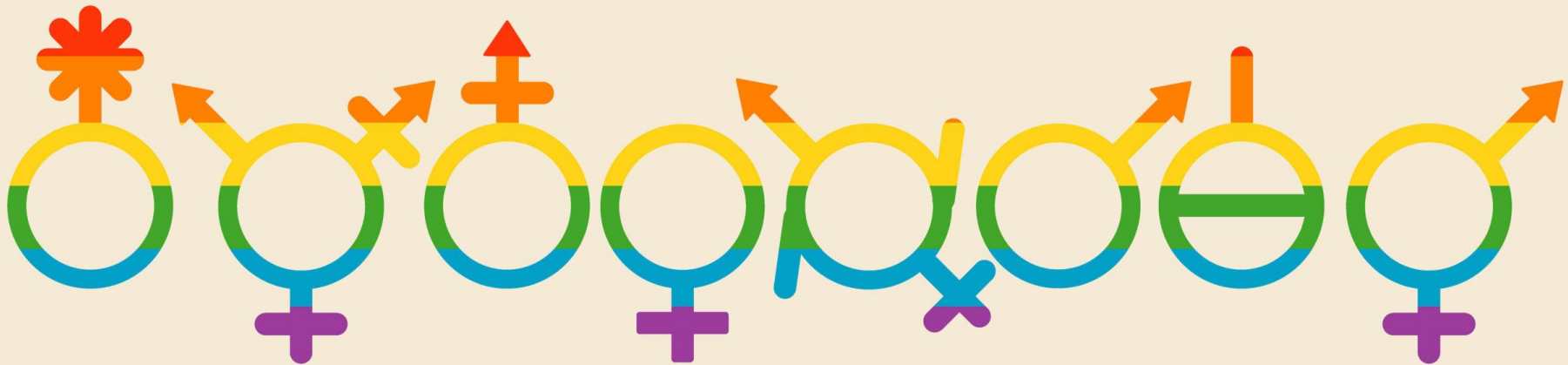
# The Institute for Women's and Men's Health



# Why is gender-specific health promotion necessary?



# Why is gender-specific health promotion necessary?



- Gender is an important determinant of health!  
... in all age groups.

→ **Adolescents:**

puberty, menstruation, sexuality, mental health issues, ...

# The Women's Health Center FEM...

- since **1992**
- Gender-specific and culturally sensitive **counselling** and **health promotion**
- **Service center** for women: rapid & gender-specific health information
- **different languages**
- **Holistic** understanding of health:
  - Addresses all aspects of women's health: Health prevention, lifestyle, eating disorders, separation, life crises, etc.
- Available for **women in all life situations** – regardless of age, education, and background
  - Goal: **Health equity**



# The Women's Health Center FEM...

- Women as **experts in their own health**;  
**support for** women in their living environments, utilizing existing resources
- **Working method**: low-barrier, needs-based, outreach (more than 50% of consultations are outreach), and on-site
- Unites **multiple expertises and competences**  
(psychology, psychotherapy, medicine, education, social work)
- Focus on **socially disadvantaged** women and girls
- **2023**: N=29.395 counselling sessions and information services



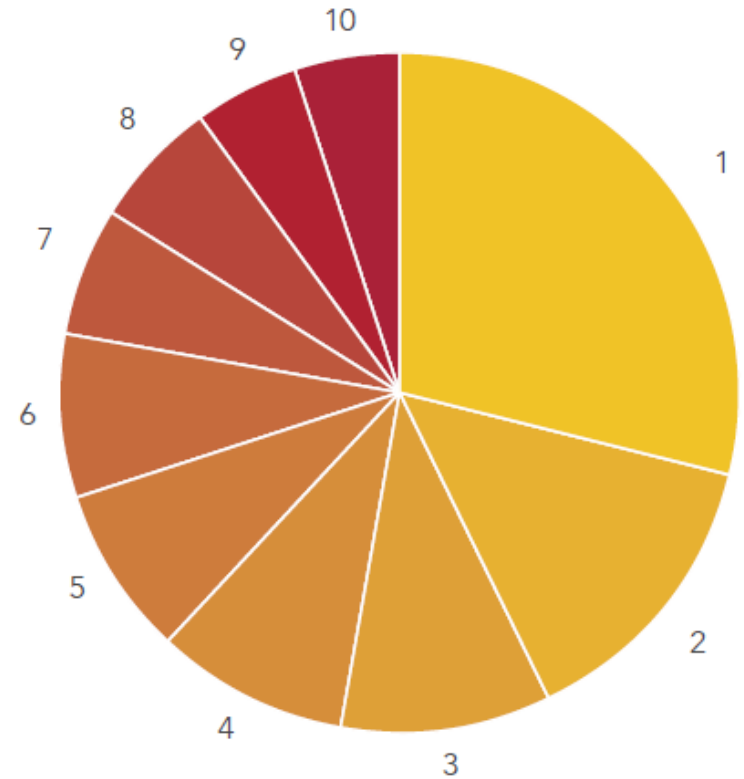


# Topics of Counselling

2022

n = 2.240

1	29%	Mental health problems and issues
2	14%	Family
3	10%	Family planning/pregnancy/birth
4	9%	Critical life events
5	8%	Partner relationships
6	8%	Other topics (medical topics, sexuality, legal issues, etc.)
7	6%	Experiences of violence
8	6%	Housing problems
9	5%	Illness/disability
10	5%	Education/work



selbstwert<sup>plus</sup>

## Empowering Girls and Young Women



- **Nationwide** project to support girls and young women
- funded by the **Federal Ministry**
- Project start: **2021**
- **Who is involved?**
  - 12 women's and girls' counseling centers all over Austria
  - project lead: FEM Süd, Vienna

- **Background, current situation, and importance of the project:**
  - Increase of **fears** and **worries**, **depressive symptoms**, and **psychosomatic disorders** among adolescents since beginning of the COVID-19 pandemic
  - Affected by **restrictions** on social contacts with peers or by family problems
  - Lack of psychological support
  - Most affected: those living in **poverty**
    - additional concerns about future employment, living conditions, financial struggles, isolation
    - development opportunities for this group are severely limited
    - rarely supported in realizing their potential
- Funding extended until **December 2024:**
  - to strengthen girls' and young women's self esteem
  - empower them to lead their lives independently, free from violence, and to reduce long-term health burdens

- **What we offer:**

- Low-barrier psychological counseling for girls and young women
- 12 – 21 years
- free workshop for schools, youth centers, ... on self-esteem, mental health, being a girl/woman, sexuality, menstruation,, dealing with violence, ...
- Awareness raising social media campaign
- aims to reach girls from socioeconomically disadvantaged families

- **Where are the services implemented?**

- where girls and women are (e.g., in programs like AusbildungsFit, street work services, youth centers, schools, neighborhood centers, etc.) but also at FEM, clinic Floridsdorf



selbstwert\_plus

Gefolgt ▾

Nachricht senden

+8 ...

348 Beiträge

1.093 Follower

481 Gefolgt

Projekt selbstwert plus

- 👉 Mädchen\* und junge Frauen\* stärken
- 🌸 Angebote: Beratungen, Workshops u.v.m.
- 👉 Frauen- und... mehr
- 🌐 [www.selbstwertplus.at](http://www.selbstwertplus.at)

gojki86, fem\_wien + 2 weitere Personen sind Follower



#Mutmontag



Good to Know



#Mythenmo...



Challenge

# SELBSTWERT+

MÄDCHEN UND JUNGE FRAUEN STÄRKEN



## MUT & MYTHEN



### MYTHOS

Sexuelle Belästigung ist es nur dann, wenn Gewalt oder Sex im Spiel ist. Alles andere zählt zu Flirten und ist ok – ich bin vielleicht einfach zu sensibel.

Man darf nicht mal mehr flirten!



Das war doch nur ein Kompliment!

Du verstehst ja gar keinen Spaß!

selbstwert plus



- **What is the goal?**
  - to empower girls and young women in their everyday lives
  - stabilizing their mental and physical health, strengthen resilience

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## Self-confidence

- develops initially through family and important others when they
  - support
  - show appreciation
  - believe in person
- continues to develop through all social relationships, through reflection & experience with oneself in various situations & roles.

# What damages self-confidence?

## Society

- Unhealthy beauty standards
- One-sided gender roles
- Media messages
  - Thin = beautiful = happy
- Social Media
  - Constant evaluations & comparisons
- ...

## Social environment

- Devaluation by important others
- No room for mistakes
- Disrespect of personal boundaries
- Bullying
- ...

## Personal factors

- Perfectionism & unrealistic expectations
- High dependence on the judgment of others
- Self-devaluation
- ...



# The goal of

## Society

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questioning unhealthy factors



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## Personal factors

- Perfectionism & unrealistic expectations
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strengthening positive factors



# How self-confidence can grow...

- Knowing yourself well
- Taking good care of yourself
- Positive & appreciative feedback
- Questioning roles & norms
- Longlasting and stable relationships
- Knowing your coping skills and resilience factors
- Recognizing and managing your own emotions
- Knowing your own values and standing up for them; living according to them
- Respecting your own boundaries
- Positive role models
- Trying new things
- Being able to take action
- Being able to relax
- When diversity is accepted and seen as an enrichment
- Overcoming crises
- ...

# Youth Health Conferences

- Project by FEM, funded by **WIG**
- Young people **engaging in health topics** and **develop projects**, followed by the **presentation**, at the Youth Health Conferences
- Girls, boys, and non-binary individuals aged 12-19 present their ideas and self-developed products, sharing their views on health and well-being
- Goals: Strengthening **health literacy** among young people & raising **awareness** and **engaging with their health**
- FEM's role: Networker & initiator, supporter during implementation, reflection on the process, assistance with neighborhood projects, support for teachers, tutors, ...
- Also available digitally – Facebook & Instagram
- More info:  
<https://fem.at/arbeitsbereiche/jugendgesundheitskonferenzen/>



# Youth Health Conferences



[https://www.youtube.com/watch?v=fCWTwhb\\_t6I](https://www.youtube.com/watch?v=fCWTwhb_t6I)



## JUGENDGESUNDHEITSKONFERENZEN

VORSORGMITTEL DER  
BUNDESGESUNDHEITSAGENTUR



StadT+Wien  
Wien ist anders.



# GWFF

## Health for Homeless Women and Families in Vienna

- Project by FEM, funded by FSW & WIG
- What we offer:
  - low-barrier-psychological counseling and health groups for homeless women and children
- Outreach in facilities of the Vienna Homeless Aid
- On-site psychological counseling, psychotherapy, groups, women's cafés, health workshops on specific topics, yoga in small groups, children's gymnastics
- Platform Health and Homelessness – Networking forums with members from both areas





# FEM Team



# Thank You for Your Attention!

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