

Lebenshilfen Soziale Dienste GmbH

Health Literacy – Accessible and Inclusive

lebenshilfe
Wege für Menschen

Corporate Call

Health Tech Hub Styria (HTH) Pitch & Partner 2022

Graz, Austria
Jan 2022

<https://www.hth-styria.com/>

Why should you apply...



You are searching for possibilities ...

- to contribute making our society fairer for everyone and ensuring that health does not remain a privilege?
- to support to ensure that people with disadvantages develop health skills, apply them and integrate them into their everyday lives?

We are searching for partners in the fields of...

- Education with focus on health literacy and/or
- Development of hybrid learning tools.

Why should you apply...



Lebenshilfe intends to continue to focus more on innovative, socially relevant projects that have their finger on the pulse of the times. This gives the startup the opportunity to enter into a long-term partnership with us and cooperate to make society fairer and more open to everyone.

Design for all (Universal Design) is crucial for us and the people we work for and its role is increasingly important. The startup can expand its existing knowledge of accessible design and testing in joint user tests.

We work person-centered, participatory and on eye-level. For the startup, this offers the unique opportunity to develop a project very close to and together with future users.

Our major topic is ...



There is one topic for the social sector that stands above all: to stick to the **idea of an inclusive society and to foster its realisation**. One out of many topics that are of high relevance in this process is **health and well-being**.

However, developments in recent years show an opposite trend. Although the idea of inclusion is upheld, the realities of life of people and social classes are drifting more and more apart. This became very clear and suddenly visible to everyone through the consequences of the pandemic.

Both, the Universal Declaration of Human Rights as well as the UN Convention on the Rights of Persons with Disabilities state the right to enjoy the highest standard in health and well-being for all people. Additionally, the 17 Goals for Sustainable Development show the close interrelation between social and health topics. People with fewer opportunities, like people with disabilities and/or with other social disadvantages are more often in risk of being excluded from health services or not equally treated in the health system, even in Europe.

We are searching for ...



One problem we are observing and facing and that we want to put a focus on within this corporate call is that many people with fewer opportunities, like people with disabilities and/or with other social disadvantages, people at risk of being socially excluded and people who are socially excluded are not reached by health initiatives or the health system in general. This depends on various reasons on individual but also on systemic basis:

- Maybe they have bad experiences with the system
- Maybe they have no interest in their health or a healthy lifestyle
- Maybe they do not understand health-based contexts and facts
- Maybe they feel not concerned and meant by the system
- Maybe the system has a too high threshold
- Maybe the system forgets them
- ...

The described problem is broad and comprises many and different perspectives.

For this call we want to emphasise on the health literacy of the above-mentioned people.

We are searching for ...



The hypothesis is that people are more likely searching for offers in the health system and to reconnect with the health system through increased health skills.

The sought solution addresses directly the people affected and indirectly the health system in the broadest sense. It encompasses components that increase health literacy on individual basis and sensitises the system for the specific needs to (re-)reach a kind of lost target group.

What we search for is a solution that is supported by digital tools but not working on a digital basis only. The diversity of the target group and their particular needs need to be reflected in the solution.

Our future cooperation partners are experts in the fields of:

- Education with focus on health literacy
- Development of hybrid learning tools

Who we are & what we believe in...



Lebenshilfen Soziale Dienste strives to support all people in reaching their potential.

As an organisation we stand for social fairness and a sense of security in society for the people we work for.

Our aim is to assist and accompany people and society in dismantling barriers so that all will lead a good life as equal members of society. Our 1.000 full-time employees and many volunteers are competent and reliable companions for 2.500 people with disabilities and/or other social disadvantages. We treat our clients equally and support and accompany them by providing high quality and tailor-made services in accordance to their individual needs. Our work is based on the Universal Declaration of Human Rights. Our motto: live, work, and lead your life – like everyone else!

Our organisation is offering its services in many districts in the Austrian province of Styria with the Headquarters in Graz. Our roots are in the 1960s and in the disability field. During the last two decades we widened our range of services to young people at risk (e.g. NEETs, school dropouts) and are, nowadays, focusing generally on people at risk of social exclusion or people who are socially excluded.

For many years Lebenshilfe is actively taking part in European projects to develop innovations and also engages in regional cooperation to develop innovative support services. Beside this, we actively stand up for shaping and pushing the further development of socio-political hotspots.

[Lebenshilfen Soziale Dienste \(lebenshilfen-sd.at\)](http://lebenshilfen-sd.at)

Who we are & what we believe in...



Starting in 2019, a new vision is social fairness in an open society and for equal the anchor point of all our actions: The **Future Image of Lebenshilfe 2025+**.

Lebenshilfe is a **LIVELY MOVEMENT**. We are at eye level with all people we work for and with whom we cooperate. Together we stand for participation. This makes us a relevant factor for a strong civil society.

We see the people we work for and ourselves in our **POTENTIALS** that we develop so that everyone can make their own way. Our actions are geared towards supporting people develop their potential.

We are increasingly focusing on **LIVING AND SOCIAL ENVIRONMENTS**. Our offers are based on the needs in these spaces. There, we want to co-create meaningful places for togetherness. So that communities themselves develop the capacities to socially include all of their members.

The constantly changing society offers us potential for **SOCIAL INNOVATIONS**. We actively invest in new developments with always an eye on social fairness.

We live in an eco-social environment and are responsible for it. The ecological aspect is important to us. Our actions should always be **SUSTAINABLE** and thus oriented towards their social and ecological effects.

The **BRAND** expresses what we are. It supports us in becoming, strengthens us and differentiates us from others.