

A glowing lightbulb with a map of Africa inside it, held by a hand. The background is a soft, out-of-focus sky. The lightbulb is positioned in the upper center, and a hand is visible at the bottom, reaching up towards it. The text 'CENTER FOR SOCIAL & HEALTH INNOVATION' is on the left side, and 'Annual Report 2023' is in the center. The logos for the Center for Social & Health Innovation and MCI are at the bottom.

CENTER FOR  
SOCIAL &  
HEALTH  
INNOVATION

# Annual Report 2023



CENTER FOR  
SOCIAL & HEALTH  
INNOVATION

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THE ENTREPRENEURIAL  
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# Imprint

## **Center for Social & Health Innovation – Annual Report 2023**

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# 1.0 Retrospective & outlook

The team of the Center for Social & Health Innovation (CSHI) at MCI | The Entrepreneurial School® looks back on a year 2023 that was full of intensive research activities and provides an exciting outlook on future challenges and opportunities.

## **Multidisciplinary research for societal challenges**

The CSHI is a pioneer in the field of multidisciplinary research that deals intensively with current challenges in the social and health care sector. Our mission goes beyond pure scientific discourse – we strive to create an evidence-based and action-oriented basis for decision-making for politics and society. With a focus on public health, social inclusion, behavioural research, digital technologies and communication, we have strengthened our engagement in the following thematic areas: Health Economics & Health Policy; Digital Media, AI & Health; Social Dynamics & Social Policy and Social Work Practice, Social Change & Human Rights.

## **Re-orientation of research priorities**

Last year, we reorganised our research priorities in order to meet the changing challenges of our time. One of our particular endeavours is to focus more strongly on projects in the field of artificial intelligence in the social and healthcare sectors in order to develop innovative solutions.

## **Evaluation report 2022**

The evaluation report for 2022 was a milestone for us. Conducted by an inter-

national commission consisting of four experts in the health and social sector, Dr. Luigi Bertinato, Director of International Health and Social Affairs (Verona Health Authority, Italy), Prof. Antoinette de Bont, Dean of the Tilburg School of Social & Behavioural Sciences (Netherlands), Dr. Josef Probst, former Director General of the Austrian Social Insurance Institutions and Dr. Kristine Sørensen, founder of the Global Health Literacy Academy (Denmark), provided us with important feedback, some of which has already been integrated into our work and some of which is still being implemented. This evaluation taught us a lot and at the same time confirmed many aspects of our work. This has given us additional motivation to explore new avenues and continuously drive our research forward.

## **New projects & international cooperations**

The past year was characterised by new projects and numerous project applications that paved the way for innovative research approaches. In addition, important networks open up new perspectives for us. For example, the MCI with the CSHI are part of the European university network Ulysseus, which not only facilitates the exchange of expertise, but also opens up new opportunities for projects. We are also looking forward to making our contribution to the further development of the healthcare system as a prospective new research partner of the Austrian Health Insurance Fund (ÖGK).

# 1.0 Retrospective & outlook

## Future topics

Despite considerable investment in the healthcare and social system, Austria faces the challenge that 65-year-old citizens expect to live a below-average number of healthy years compared to the rest of Europe. The labour shortage in the healthcare sector is worsening, patients are complaining about long waiting times, while doctors are feeling increasingly overwhelmed.

Demographic change is increasing the demand for healthcare services, while professionals are unwilling to maintain excessive workloads. Advances in medical technology are increasing the cost and complexity of treatment. More efficient utilisation of resources and targeted guidance systems are crucial in order to relieve the burden on the healthcare system.

The aim is to encourage people to choose decentralised solutions rather than rushed visits to doctors or hospitals. Services such as the 1450 telephone hotline, which offers initial checks, are a start, but there is certainly potential for improvement. In some countries, digitalised guiding systems, telemedical care structures or the use of AI are already further advanced. In addition to strategies aimed at bringing more staff into healthcare professions (see [5.4 Care in Tyrol](#)) and the necessary influx of skilled workers from abroad (see [3.2 LYMAS](#)), digitalisation can bring additional relief,

provided that the implementation is of high quality and there is acceptance among the population. Other European countries are already using apps for easy access to examination results, contacting doctors, etc. In addition to measures to increase the number of staff and the influx of foreign specialists, digitalisation can provide additional relief.

In the future, a key focus of the CSHI will lay on the social factors that are conducive or detrimental to digitalisation in the healthcare system, such as the social determinants of health. Here, particular attention must be paid to the different circumstances of different groups of people in Austrian society (e.g. age, gender, vulnerability, etc.). A large number of CSHI projects are already focussed on these factors, and future projects are conceivable:

- Multiplier events (e.g. discussion rounds) with relevant stakeholders from social and healthcare organisations.
- Targeted project applications in cooperation with relevant stakeholders in order to drive forward more application-oriented research projects (e.g. [3.4 Health Influencers](#) or [5.1 Moveeffect](#)).

**With this report, we would like to provide an insight into our work. We are determined to drive social and health innovation forward and look forward to another year of shared progress and exploration.**

# 2.0 Team



**FH-Prof. Dr  
Siegfried Walch**

is a professor and head of the "Nonprofit, Social and Health Management" department at MCI. He is also part of the CSHI, in whose foundation he played a leading role. He initiated several research projects and was also involved in their realisation. He was project manager for the research projects „Care in Tyrol“ and "Health in Tyrol as a Business Location" (together with Lukas Kerschbaumer), as well as for the project "Knowledge-based Management of COVID-19: Model Development Risk Management Winter Tourism 2020/21 in Tyrol & Vorarlberg".



**Prof. Dr. habil.  
Belachew Gebrewold**

is professor and Head of the Department of Social Work at MCI. At the CSHI, he is leading the research specialisation "Social Work Practice, Social Change and Human Rights". As part of this, together with Lukas Kerschbaumer, he is currently leading the research project "LYMAS: Life Strategies of Young Migrants in Ageing Societies". In addition to these activities, he also teaches in various degree programmes, focusing on topics such as *Conflicts and Migration* and *Politics, Economy and Society in Africa*.



**Dr. Lukas  
Kerschbaumer, BA MA**

is a lecturer at MCI, head of the "Nonprofit, Health and Social Management" programme at MCI and a researcher at CSHI. Here he is increasingly concerned with the influence of social contexts on health and health competences and is leading several research projects, including current projects such as "LYMAS: Life Strategies of Young Migrants in Ageing Societies", "Poverty dynamics under Covid-19" and "Impact measurement in employment projects in Tyrol". Other areas of specialisation include social dynamics, long-term unemployment, poverty research, qualitative methods, etc.



**Laura Schamberger,  
BSc MA**

holds the position of Assistant & Project Manager at the Centre for Social & Health Innovation. She studied Physiotherapy (BSc) and International Health & Social Management (MA), and has a research interest in Planetary Health, which was also taken up in her Master's thesis on "Planetary Health Literacy" at the MCI. In addition to administrative activities, she is involved in several research projects at the CSHI in various aspects of health and social care, such as the "FFG Moveeffect" research project. She is also strongly involved in project application tasks at the center.



# 2.0 Team



Elena Engel,  
BA MA

is a PhD student at the University of Vienna and works as a project assistant at the CSHI. She is strongly involved in the research project "Health Influencers on Social Media", in which she is also focussing her PhD (topic: representation of dietary supplements by influencers). She holds a Bachelor's degree in Communication Sciences and English Studies and a Master's degree in Health Communication. Her research interests include health communication, social media, influencers and adolescent health.



Ass. FH-Prof.  
Dr. Ayman Fouda

is a health economist and assistant professor at MCI, as well as a researcher at CSHI. Building on his previous medical degree & his Master's in Social and Health Management, he completed his PhD in 2022, in which he researched how healthcare professionals respond to different regulatory instruments in terms of inter-agency relationships and different market mechanisms. His research interests include health economics, healthcare regulation, healthcare policy and green healthcare.



Melanie Fleisch,  
BA BA MA

obtained her two bachelor's degrees in Sociology and Philosophy and completed her master's degree in Gender, Culture and Social Change. Since 2022, she has been pursuing her PhD in the Department of Migration and Integration at the University of Innsbruck and works as a project assistant at the CSHI. In this context, she is significantly involved in the research project "LYMAS: Life Strategies of Young Migrants in Ageing Societies", in which she is involved in the areas of project design, data collection and analysis, as well as scientific publication.



Sascha Gell,  
BA MA

studied Sociology as well as Health and Social Management, with a focus on the phenomenon of non-utilisation of social (services) benefits. He works as a project assistant at the CSHI and has already supported several research projects there, such as "Working Poor", "FoodExplorer", "Social space-oriented care for people with disabilities in the border region of Bavaria / Tyrol", etc. Since 2022, he has been strongly involved in the research project "Health Influencers on Social Media", in the context of which he is also completing his PhD at the University of Vienna.



# 2.0 Team



**FH-Prof. Dr.  
Raffael Heiss**

is an assistant professor at the MCI Department of Nonprofit, Health and Social Management and a researcher at CSHI. His research interests include political and health communication, health policy, digital media and civic engagement. In this context, he has already initiated numerous research projects at the CSHI. He is currently leading the ongoing project "Health Influencers on Social Media". He was also involved in the project "Health Literacy in Children" and led the concluded research projects "Food Explorer", "Healthy School Tyrol" and others.



**FH-Prof. Dr. Nils  
Mevenkamp**

has been a professor at the MCI for many years and teaches statistics, empirical social research, research methods and philosophy of science. At CSHI he was and is involved in various research projects in the field of quantitative research methods. He was involved in the research project "Knowledge-based management of Covid-19: model development risk management winter tourism 2020/21 in Tyrol and Vorarlberg". Together with Lukas Kerschbaumer, he is currently also conducting the research project "Measuring the impact of employment projects in Tyrol".



**Friederike Sahling,  
BSc MA**

is a social scientist and works as a research assistant and project manager at the CSHI. In addition to teaching activities, she coordinates internal processes and research projects at the CSHI. For example, in the current project "LYMAS: Life Strategies of Young Migrants in Ageing Societies" she holds the position of project lead assistant. In addition, she is and has been significantly involved in the coordination and implementation of many other projects, such as "Health Literacy in Children", "Mental Health Literacy in Children", "Healthy Tyrol", "Care in Tyrol", "Sexism in Everyday Life", etc.



**Anouk van Amerongen,  
BSc MA**

will be working as a research assistant and project manager at the CSHI from the beginning of 2024. In addition to administrative activities, she will be particularly involved in internal and external project coordination and implementation. She is currently employed as an assistant and manager in the Bachelor's degree programme Nonprofit, Social and Health Management, which she took up after completing her Master's degree in Health Economics and Management. She wrote her Master's thesis on the topic of physical activity among adolescents.

# 2.0 Team



Ass. FH-Prof. Mag.  
Desiree Wieser

studied international economics at the University of Innsbruck and completed her PhD (Management) there. She has been working at MCI for several years, where she previously worked in Research & Development, at the Center for Responsible Management & Social Impact and at the Center for Family Business. She also teaches in the areas of project management, (social) entrepreneurship, entrepreneurship for sustainable development and has been an assistant professor at MCI since this year. In the future, Desiree will be increasingly involved in CSHI projects and support them with her relevant expertise.



Ass. FH-Prof. Dr.  
Claudia Zoller

completed her doctorate in experimental economics at the University of Cologne and at the Max Planck Institute for Collective Goods Research. She is currently working as a post-doc at the Université Côte d'Azur on behavioural health promotion instruments. In addition, she teaches as an external lecturer at the MCI and is still connected to the CSHI through research projects, where she previously worked as a researcher and assistant professor and was involved in a variety of projects. She is currently the external project leader in the research projects "Mental Health Literacy", "Healthy Tyrol" and "Health Literacy in Children".

# 2.0 Team

**N**ext to our core team, which is shown on the previous pages, several MCI employees from different areas and with different expertise are associated with the CSHI. The research focus "Innovation in Social and Health Care" creates this extended research community, in which the employees of this research focus are involved in the CSHI in various ways, from the collaborative exchange of ideas to active participation in research projects. This not only creates an important interdisciplinarity for our work, but also means that the CSHI is versatile when it comes to challenges in the field of social and health innovation. In addition to the CSHI core team, the members of the "Innovation in Social and Health Care" research focus area are listed below:

Baur Jolanda	Lienhart Christina
Bogodistov Yevgen	Lill-Rastern Barbara
Czermak Simon	Manske-Wang Wei
Dierker Thomas	Obexer Regina
Feith González Laura	Oechsle Bastian
Fleischer Eva	Reisberger Moritz
Flunger-Lang Katharina	Repo Sara
Frischhut Markus	Schlögl Stephan
Herades Stefanie	Weinkogl Philipp
Hofmann Johanna	Windbichler Renate
Kállay Andrej	Wong An Qi Angela
Koglek Robert	

# 3.0 Ongoing Projects

## 3.1 MEASURING THE IMPACT OF EMPLOYMENT PROJECTS IN TYROL

**Status:** ongoing  
(since 09/2023)

**Project participants:**  
Lukas Kerschbaumer,  
Nils Mevenkamp

**Project partners:**  
[arbeit plus](#)

The success of socio-economic enterprises in Tyrol, in particular the stabilisation of the living conditions of participants, is to be made measurable in this research project. To this end, a concept will be developed to define relevant success criteria and integrate them into a database. The aim is to create a prototype for measuring the individual and programme-specific success of socio-economic enterprises in order to emphasise the importance of these enterprises for improving the lives of those affected. The impact measurement should take into account both quantitative and qualitative methods and incorporate the co-creation methodology.

# 3.0 Ongoing Projects

## 3.2 LIFE STRATEGIES OF YOUNG MIGRANTS IN AGEING SOCIETIES (LYMAS)

**Status:** ongoing  
(since 01/2023)

**Project participants:**  
Lukas Kerschbaumer,  
Friederike Sahling, Melanie  
Fleisch, Belachew Gebrewold,  
Robert Koglek, Christina  
Lienhart, Laura Feith  
González, Johanna Hofmann

**Project partners:**  
[Volkswagen Foundation,](#)  
[German Centre for Integration](#)  
[and Migration Research,](#)  
[University of Wroclaw,](#)  
[University of Neuchâtel](#)

The ageing of society can be seen as part of a wide-ranging constellation of complex social dynamics that have a variety of implications that affect not only older people but all generations in society. Different countries have different approaches and priorities when it comes to tackling the challenge of an ageing population. As part of a cross-national comparison between Germany, Switzerland, Poland and Austria, the research team aims to analyse questions about the significance of social ageing in Europe for the lives of young people at an individual, local, national and transnational level. The aim is to gain a better understanding of how young migrants are influenced by and deal with ageing as a social condition within and across different regions. In this context, we are interested in their perceptions and life experiences and the extent to which living in an 'older' social and family context, alongside migration and mobility, influences their choices and arrangements in relation to work activities, their living conditions and life plans, including intergenerational relationships and household composition. Ultimately, the aim is to inform local, regional, national and European policies that support young people in Europe and mitigate the negative consequences of ageing societies in Europe.

# 3.0 Ongoing Projects

## 3.3 MENTAL HEALTH LITERACY IN CHILDREN

**Status:** ongoing  
(since 01/2023)

**Project participants:**  
Claudia Zoller, Friederike  
Sahling, Pia Reichmann

**Project partners:**  
Robert Griebler (Gesundheit  
Österreich GmbH)

The current Covid-19 pandemic has highlighted the relevance of health literacy in general and the psychosocial health literacy of children and adolescents in particular, as well as the potential for promoting health literacy in this age group and the need to measure mental health literacy. Psychosocial health is poorly or insufficiently covered by the existing instruments for measuring health literacy in children and adolescents. There is therefore a need for a systematic approach to this complex topic for the target group of 10 to 13-year-olds, particularly with regard to the consequences for psychosocial health and well-being in the midst of the coronavirus pandemic. As part of this project, a questionnaire is being designed in close dialogue with experts to enable a reliable measurement of psychosocial health literacy for pupils in Tyrol. Based on an extensive literature review and qualitative interviews with school psychologists, educators and social workers, core categories are identified and translated into an age-appropriate quantitative measurement tool. The questionnaire measures the children's subjective self-assessment of psychosocial health on the one hand and objective quiz questions provide an insight into applied health literacy on the other. Quantitative testing of the questionnaire provides initial insights into the current situation of psychosocial health and well-being among Tyrolean children and adolescents. The project thus creates scientific added value on the one hand and at the same time identifies important implications for educational institutions and decision-makers. With the help of the questionnaire, informed and scientifically supported decisions can be made in future for the targeted promotion of psychosocial health among children and young people in Tyrol.

# 3.0 Ongoing Projects

## 3.4 HEALTH INFLUENCERS ON SOCIAL MEDIA (HISM)

**Status:** ongoing  
(since 04/2022)

**Project participants:**  
Raffael Heiss, Sascha Gell,  
Elena Engel

**Project partners:**  
Kathrin Karsay  
([KU Leuven](#) / [Vienna University](#))

Social media has become an important source of health-related information. Anyone can create and share health-related content on social media, and some users attract a large number of (mainly) young followers. Such users are also called "influencers" because their content has a wide reach and can influence the attitudes and behaviour of recipients. The research team is particularly interested in so-called "health influencers". These influencers can have a health-promoting effect if, for example, they pass on evidence-based information and inspire young people to adopt a healthy lifestyle. However, they can also have a negative impact on public health if they serve commercial interests or spread misinformation. The project team is investigating three key questions in this context: (1) Who are the most prominent health influencers that young people engage with? (2) What health topics do they cover? (3) How does following these influencers affect young people's health attitudes and behaviour? In order to identify influencing factors, a citizen science project is being initiated with young people. Students from all over Austria will take on the role of researchers and participate, for example, in the creation of a unique database of health influencers. The researchers will also carry out a content analysis of influencer accounts and posts at the profile level (e.g. gender, reach, expertise) and at the post level (e.g. post topics, level of evidence, frames). Finally, a longitudinal survey will be conducted with adolescents to understand the impact of following health influencers on social media. The project results will provide a holistic perspective on the role of health influencers in young people's information intake. Initial evidence of the impact of these influencers will be provided. Based on the results, the research team will derive guidelines to combat misinformation in the health sector and to use the positive potential of health influencers in selected and personalised media environments.



# 3.0 Ongoing Projects

## 3.5 POVERTY DYNAMICS UNDER COVID-19

**Status:** ongoing  
(since 03/2021)

**Project participants:**  
Lukas Kerschbaumer, Eva  
Fleischer, Sascha Gell,  
Friederike Sahling, Andreas  
Exenberger

**Project partners:**  
unicum:mensch, Innovia,  
Austrian Trade Union  
Federation (ÖGB), Chamber  
of Labour Tyrol, Rotary

The effects of the pandemic-related measures in Austria were and are both visible and tangible in many areas of society. The immediate effects are difficult to quantify, but the unemployment figures clearly show that they are far-reaching and massive. In December 2020, a total of 520,919 people were out of work. That is around 113,000 more than in December of the previous year. In the same period, the number of long-term unemployed people increased by 37,000 to 136,3620. More than a quarter of those in employment had to live with wage losses due to the pandemic, which were/are mainly due to short-time working. Even during the first lockdown, 30% of households only had a lower income at their disposal. Furthermore, the increase in families at risk of poverty became clear as early as spring 2020 and increased noticeably over the course of the year. Tyrol is and was also massively affected by these developments. The pandemic as an exogenous shock for the health and social systems also represents a long-term challenge at an individual level. The project aims to give a voice to those people who have lost their jobs in recent months, who have come under severe financial pressure and whose income or training opportunities have collapsed. The aim is to record experiences of poverty, precarisation, fears and experiences of decline, loss of housing or at least concerns about it, but also resilient strategies for dealing with these events in the face of the crisis-like developments and effects of the pandemic. The influence of social networks thus comes into focus, as do the existing welfare state infrastructure and individual practices of saving, avoiding consumption or helping neighbours. A qualitative survey of 15-25 people experiencing poverty will be used to process and analyse their input.

# 3.0 Ongoing Projects

## 3.6 HEALTHY TYROL (GESUND.TIROL)

**Status:** ongoing  
(since 01/2021)

**Project participants:**  
Claudia Zoller, Friederike  
Sahling, Melanie Fleisch,  
Simon Czermak, Ayman  
Fouda

**Project partners:**  
VASCage GmbH, Province of  
Tyrol, Standortagentur Tirol,  
Sebastian Schneider (Max Planck  
Institute for Research on  
Collective Goods), Matteo Galizzi  
(London School of Economics)

Cardiovascular diseases are among the most common health problems worldwide. Classic risk factors for this include obesity, elevated blood lipids or lifestyle factors such as smoking or a lack of physical activity. The overarching clinical study EVA4YOU deals with the frequency and causes of early vascular ageing in young people and aims to (1) identify risk factors for cardiovascular disease and early vascular ageing in young people, (2) observe young people over a year and (3) increase the physical activity of young people. Scientific studies show that health-related attitudes and behavioural habits are developed while growing up and are difficult to influence in adulthood. Consequently, interventions have a far greater impact on children and adolescents than on people in adulthood. As part of the EVA4YOU study, the research project follows 500 Tyrolean adolescents aged 14 to 16 over a period of 12 months. For the first six months, a scientific health intervention focussing on exercise is carried out. The students will be given fitness trackers to wear for a period of 12 months, which will record their exercise behaviour. At the same time, it is analysed whether interventions in the form of motivational mechanisms contribute to an increase in exercise among young people. During the baseline examinations and surveys at the beginning of the study, economic decision games are also carried out to measure time and risk preferences. The long-term measurement allows the observation and explanation of intra-individual developments in health awareness, lifestyle and vascular health of the adolescents. The effect of a controlled intervention on the physical activity of 500 participants will be evaluated using quantitative methods.

# 3.0 Ongoing Projects

## 3.7 HEALTH LITERACY IN CHILDREN

**Status:** ongoing  
(since 05/2019)

**Projektbeteiligte:**  
Claudia Zoller, Raffael Heiss,  
Lukas Kerschbaumer, Sascha  
Gell, Friederike Sahling,  
Barbara Lill-Rastern

**Projektpartner:innen:**  
Austrian Health Insurance  
Fund (ÖGK), Gesundheit  
Österreich GmbH (GÖG)

Health literacy can be viewed from two perspectives, on the one hand as the basis of health promotion or as an ability that helps people to make health-promoting decisions, and on the other hand as a goal of health promotion. Data on the health literacy of Austrians is currently primarily available for adults and adolescents aged 13 and over and refers to the results of the Europe-wide HLS-EU study. The target group of the project therefore includes children of both sexes in the 4th – 6th grade (i.e. aged 9 – 13) and is limited to the province of Tyrol. Due to the lack of appropriate instruments for measuring the health literacy of children and adolescents in the relevant age group, the first part of the project deals with the conceptualisation, discussion and design of a survey instrument. The second part comprises the implementation of qualitative focus groups to evaluate and substantiate the survey instrument as well as a written survey of approx. 1000 children and adolescents. Part three of the health literacy project comprises the evaluation, reporting and dissemination of the study. The quantitative results of the study will then be discussed with the local representatives of the Tyrol working group as well as national and international experts in expert workshops and recommendations for action will be derived from the study results. The literature review compiled for the development of the instrument as well as interim results for the survey instrument were presented at the 6th Austrian Platform for Health Literacy (ÖPGK) in October 2021. The final results report has now also been completed and can be viewed [here](#).

# 4.0 Submitted Proposals

## 4.1

### FoodExplorer Follow-up Project

**Submission:** 09/2023

**Project participants:** Raffael Heiss

**Project partners:** University of Teacher Education, Tyrol ([PH Tirol](#))

Pupils take on the role of scientists. They support the CSHI and PHT project team in the development of a questionnaire to survey the nutritional competence of young people, collect data themselves about the nutritional environment inside and outside their school and develop proposals for solutions on how the nutritional environment can be made more health-promoting. They work closely with the MCI and PHT project team and exchange ideas with the project team in face-to-face sessions at the school. At all stages, it is important to the project team that the young people are not "guinea pigs" but take on the role of researchers themselves.

## 4.2

### "Healthy online" – development of a tool for recognising trustworthy health information on social media

**Submission:** 09/2023

**Project participants:** Raffael Heiss

**Project partners:** [Donau-University Krems](#)

The research project is a systematic review of previously researched factors that influence lay perceptions of the reliability of health information on social media. In addition, useful reliability indicators for social media health information will be identified and their ability to distinguish reliable from misleading information will be validated. In the course of this, a co-design of an evaluation tool based on the most useful and valid reliability indicators is planned. In addition, the effectiveness of the tool will be tested in a randomised controlled trial.

# 4.0 Submitted Proposals

## 4.3

### BETSI – Broadening Societal Impact of Research (EU Horizon Europe)

**Submission:** 09/2023

**Project participants:** Lukas Kerschbaumer, Ayman Fouda, Natacha Estèves, Julia Waldegger

**Project partners:** Institute of Philosophy and Sociology Bulgaria (IPS), Italian Institute of Technology (IIT), Universidad Complutense de Madrid

The EU Twinning project supports the Institute of Philosophy and Sociology in promoting greater social engagement and excellent research and contributes to strengthening the social impact of research. By collaborating with leading EU institutions and partner universities (including the MCI/CSHI), the project aims to build research capacity, promote excellence and improve inclusion and diversity in research. The project's activities are designed to reflect the six working principles: 1) knowledge exchange & capacity building; 2) sharing & collaboration; 3) participatory approach; 4) inclusiveness & sustainability; 5) sustainable actions; 6) institutional change & policy proposals.

## 4.4

### WEANS – Water and Climate Change in Present Times (EU Horizon Europe)

**Submission:** 09/2023

**Project participants:** Lukas Kerschbaumer, Ayman Fouda, Jan Back, Antje Bierwisch, Julia Waldegger

**Project partners:** Instituto Politecnico de Braganca (IPB), Institute of Philosophy and Sociology Bulgaria, Università Genua, Universität Helsinki

The aim of the proposed EU Twinning project is to reduce water waste and water scarcity in Portugal and other participating countries by strengthening research, training and co-operation at the IPB. The project focuses on improving the research infrastructure, training programmes and involving more researchers in water-related topics. The aim is to establish the IPB as a leading European centre for water, climate change and sustainability research while building international partnerships. By implementing a comprehensive strategy and utilising the expertise of partners from various EU countries, including the MCI, the IPB aims to achieve its goals.

# 4.0 Submitted Proposals

## 4.5

**YouthCareTech – Evidence-based youth-centered and culturally-sensitive digital health tools for sustainable and scalable holistic care of young people (EU Horizon Europe)**

**Submission:** 09/2023

**Project participants:** Lukas Kerschbaumer

**Project partners:** Fundación Pública Andaluza Investiga, University of La Laguna, Université Libre de Bruxelles, Copenhagen Business School, etc.

YouthCareTech focuses on the health problems of children and young people in Europe. Using a holistic approach, culturally appropriate digital health technologies are used to address issues such as physical activity, nutrition, mental health, substance use and chronic pain. These technologies include web-based interventions, virtual reality and MOOC-based learning. Digital literacy, cultural adaptation and co-creation are at the forefront. The aim is to promote wellbeing at this crucial stage of life, recognising the important role of parents and the education system.

## 4.6

**RENAISSANCE – Integrated digital technologies promoting healthier lifestyle & responsible use of social media in preadolescents with diverse language abilities (EU Horizon Europe)**

**Submission:** 09/2023

**Project participants:** Raffael Heiss

**Project partners:** Scientific Institute E. Medea (Italy), Katholische Universität Mailand, Cyprus International Institute of Management, etc.

This project aims to create an integrated digital system for the prevention of psychosocial problems in pre-school children (including vulnerable groups, e.g. with language difficulties). The system will include apps and services for children, parents and teachers that address language and learning difficulties, healthy lifestyles and the safe use of social media. It will be accessible via various devices and provide support and training. The consortium consists of experts in child psychology, technology, nutrition, education and communication as well as non-governmental organisations, parent associations, schools and public institutions.

# 4.0 Submitted Proposals

## 4.7

### Chances of participation Tyrol 2023

**Submission:** 09/2023

**Project participants:** Lukas Kerschbaumer, Laura Schamberger

**Project partners:** Karin Steiner ([abif](#)), Public Employment Service Tyrol ([AMS](#))

The research project aims to develop and adapt labour market policy support services on the second labour market for the long-term unemployed. The focus is on older people and those with health problems or low qualifications. Cooperation with socio-economic enterprises (SÖB) and non-profit employment projects (GBP) is a central approach to providing individual support and increasing the chances of placement. The project is based on previous initiatives and evaluations and aims to better adapt labour market integration to the needs of the target group.

## 4.8

### LastMile4ZeroCities – Last mile mobility solutions for cities towards zero emissions (EU Horizon Europe)

**Submission:** 04/2023

**Project participants:** Lukas Kerschbaumer, Andreas Mehrle, Siegfried Walch, etc.

**Project partners:** [City of Innsbruck](#), [Comune di Prato](#) (Italien), [Tartu Linn](#) (Estland), [Comune di Bergamo](#) (Italien), etc.

The EU project focuses on the development of environmentally friendly mobility solutions for the so-called "last mile" in urban areas and covers both freight and passenger transport. The last mile of delivery is polluting and expensive, and the growth of e-commerce is causing environmental and mobility problems. The project addresses this with pilot solutions that include autonomous vehicles, cable cars and cargo bikes as well as connectivity platforms. The aim is to create a last-mile mobility system comprising four pilot cities and five replication cities that enable modular, transferable and scalable solutions.



# 4.0 Submitted Proposals

## 4.9

**YOUTH\_EU – Guidance to emancipation & autonomy of youth at risk of social exclusion in dialogue with third countries (EU Horizon Europe)**

**Submission:** 04/2023

**Project participants:** Lukas Kerschbaumer, Siegfried Walch, Belachew Gebrewold, etc.

**Project partners:** Universidad Nacional de Educacion a Distancia (Spanien), Cruz Roja (Spanien), Instituto Politecnico do Porto (Portugal), etc.

Youth\_EU addresses the urgent challenge of social inclusion of young people at risk (15–29 years). The project aims to create a network of professionals and researchers to share best practices and conduct interdisciplinary research. It will develop a new intervention model based on interdisciplinary and cross-sectoral approaches, analyzing existing frameworks and implementing a five-phase plan. This model will be applied at a national level in different countries to promote socially inclusive innovation and combat exclusion exacerbated by the recent pandemic.

# 5.0 Completed Projects

## 5.1 FFG MOVEEFFECT

<b>Status:</b> completed (10/2020 – 09/2022)	<b>Project participants:</b> Lukas Kerschbaumer, Claudia Zoller, Lorena Stern, Raffael Heiss, Esther Röthlingshöfer, Petra Luttinger, Laura Schamberger	<b>Project partners:</b> <u><a href="#">moveeffect</a></u> , <u><a href="#">VASCage</a></u>
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The Center for Social & Health Innovation supported the "Life Coach" project with expert knowledge in the design and data evaluation of various incentive systems to increase motivation in the areas of exercise, nutrition and mental health. The scientific support focused on two objectives, both of which are fundamental to achieving positive health goals: 1) motivational factors and incentive systems for active use and interaction with the life coach, and 2) motivational factors and incentive systems for successful implementation of a behavior change. There were three central activities that are part of an ongoing optimization cycle. Firstly, an analysis of the current state of research was carried out and the findings fed into the development of the prototype. Secondly, the testing process was accompanied by qualitative interviews in order to gather individual experiences with the app. Thirdly, the quantitative data collected in the app system was evaluated using inferential statistical analyses. Finally, the results of the accompanying scientific research were used for the further development of the app.

# 5.0 Completed Projects

## 5.2

### SEXISM IN EVERYDAY LIFE – PERCEPTIONS AND MANIFESTATIONS IN TYROL

**Status:**

completed  
(07/2021 –  
09/2022)

**Project participants:**

Lukas Kerschbaumer,  
Friederike Sahling

**Project partners:**

L&R Social Research, Office  
of the Tyrolean Provincial  
Government

The research project dealt with sexism as systematic discrimination based on gender. Sexism can occur consciously or unconsciously and affects people in different areas of life. Women are generally more affected. The project included focus groups and online surveys to record the perception and manifestations of sexism in Tyrol. In view of femicides in Austria, combating sexism is becoming particularly important. The results should help to deepen understanding of this problem and derive measures to improve the situation. A more detailed presentation of the results as well as the project process, samples and methodology used in the focus groups can be found in the results report "Sexism in everyday life – perceptions and manifestations in Tyrol". The results of the online survey by L&R Social Research can be found in a separate results report. Based on the results of both surveys, the need for action and options for action are summarized at the end of both reports. These can serve as a basis for possible measures and further research initiatives.

# 5.0 Completed Projects

## 5.3 TWF – WORKING POOR: RESILIENCE STRATEGIES IN PRECARIOUS WORKING CONDITIONS

**Status:**

completed  
(01/2021 –  
07/2022)

**Project participants:**

Lukas Kerschbaumer,  
Sascha Gell

**Project partners**

Innovia, Province of Tyrol,  
Chamber of Labor Tyrol (AK)

"Working poor", "in-work poverty" or "working but still poor" are terms used to describe those circumstances in which the income generated through gainful employment is not sufficient to cover daily living expenses. In Austria, 17.5% of the population can be classified as "at risk of poverty or exclusion". In Tyrol, 19.7% of Tyroleans were affected during the assessment period from 2015 to 2017. The reasons for this are varied and are more common among children and young people from single-parent households, families with three or more children, single parents, people with a migration background, the unemployed and people over the age of 65. The qualitative project was intended to provide an unbiased picture of the everyday lives of people who are poor despite having a job. The people affected were to have their say. Inhibiting or conducive structures, capacities and factors for ending this situation were identified and the effectiveness of support measures analyzed. This should contribute to gaining insights into preventing and overcoming in-work poverty. In addition, a general look was taken at poverty situations in Tyrol in the context of COVID-19 measures. The project was funded by the state of Tyrol.

# 5.0 Completed Projects

## 5.4

### CARE IN TYROL – IDEAS, PERSPECTIVES, STRATEGIES & FUTURE

**Status:**

completed  
(02/2022 –  
06/2022)

**Project participants:**

Siegfried Walch, Lukas  
Kerschbaumer, Friederike  
Sahling, Valerie Reinthaler,  
Jakob Spencker, Nina  
Wüstner, Magdalena  
Meindlhumer

**Project partners:**

Office of the Tyrolean  
Provincial Government

In mid-February 2022, the state of Tyrol commissioned the CSHI to work on the topic of care in Tyrol. The CSHI bundled care experiences in the Tyrolean region and drove forward the development of care strategies. The explorative approach to new care approaches and monitoring the political discourse were central. A broad spectrum was researched through data analysis, literature studies and best practice examples. Qualitative interviews and group discussions with care stakeholders provided insights into needs, perspectives and solutions in Tyrol. A fishbowl discussion with people with disabilities emphasized participatory research. An advisory board of care professionals provided reflective support for the project. By July 2022, 124 people had been surveyed. The results showed that the focus is on appreciation for care, with the demand for sustainable improvements instead of one-off payments. Needs were identified in nursing training, such as incentives and easier access. Making the nursing profession more attractive requires harmonization of collective agreements, pay and more flexible working time models. Expanding skills and monetary remuneration for specializations are desired. Securing personnel capacities by winning back people who have left the profession is being discussed. A united representation of interests and communicating the strengths of the nursing profession are key to retaining nursing staff. A more detailed presentation of the results as well as the project process, methodology and best practice examples can be found in the final report "Care in Tyrol – ideas, perspectives, strategies & future". In addition, you can find the documentation of the event "Care Provision Tyrol: Needs – Requirements – Dignity", which was held in the context of the project in cooperation with RollOn Austria in order to "...give people who are cared for and people who care a voice and to capture their expertise and experiences".

# 5.0 Completed Projects

## 5.5

### PROGRAM EVALUATION „GÜTESIEGEL GESUNDE SCHULE TIROL“ („HALLMARK HEALTHY SCHOOL TYROL“)

**Status:**

completed  
(07/2019 –  
09/2021)

**Project participants:**

Raffael Heiss, Claudia  
Zoller, Lukas  
Kerschbaumer, Lorena  
Stern, Sascha Gell, Esther  
Röthlingshöfer

**Project partners:**

Directorate of Education Tyrol,  
Public Employees' Insurance  
Institution (BVA), Province of  
Tyrol, University College of  
Teacher Education Tyrol (PHT),  
Austrian Health Insurance (ÖGK)

The Healthy School Tirol (GSCHT) quality seal program is committed to a holistic concept of health, which is intended to bring about an individual change in behavior in favor of a healthier life. The aim is to raise awareness of the topic of health among children and young people as well as decision-makers in the school context (e.g. teachers). The establishment of health-promoting structures and processes is intended to strengthen individual self-efficacy (empowerment) and the psychosocial and physical well-being of pupils. The aim of the evaluation was 1) to examine the implementation of the quality seal criteria in the individual schools, 2) the accompanying process of conception and implementation and 3) the impact of the program on students. A mixed-method approach consisting of qualitative and quantitative methods was used. The overall systematic analysis was carried out in two work packages: 1) document analysis and group discussions on the design and implementation of the program, 2) panel analysis with students to record the impact of the program on them.

*Covid-19 project extension:* The first panel analysis of quality seal schools and control schools took place in fall 2019. Due to the Covid-19 pandemic and the associated school closures in spring and summer 2020, the second survey wave of the project was postponed to fall 2020. Together with the project partners, it was also decided to expand the content of the survey. As part of this, Covid-19 topics were added to the survey from wave 2 onwards. These include attitudes, knowledge and behavior in relation to the coronavirus pandemic.

# 5.0 Completed Projects

## 5.6

### HEALTH IN TYROL AS AN ECONOMIC REGION – PREVENTION

<b>Status:</b> completed (01/2021 – 07/2021)	<b>Project participants:</b> Siegfried Walch, Lukas Kerschbaumer, Friederike Sahling, Petra Luttinger	<b>Project partners:</b> <u>Standortagentur Tyrol,</u> <u>Institute of Ecomedicine</u> (Paracelsus University)
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The Standortagentur Tirol and the CSHI jointly carried out a research project on health in the Tyrol as a business location in the area of prevention. This project served to accompany the health study "Perspektive Gesundheit Tirol" conducted by Standortagentur Tirol in the 1st quarter of 2021. The study dealt with the question of how Tyrol can develop into a leading region in Europe in the area of healthcare and quality of life by 2030. On the one hand, the study focused on the health literacy of the population. The aim is to provide the population with access to scientific results and health knowledge in order to maintain and improve a good quality of life throughout the entire life course. To this end, it is important to incentivize healthy behaviour and to make approaches such as "healthy communities" or "healthy schools" measurable and to establish and institutionalize them across the board. The number of healthy, independently manageable years of life (not life expectancy alone) serves as a measure of success here. Overall, the aim is to expand and improve health knowledge, health behavior and health-promoting and health-enabling structures in equal measure.

The study also focused on health promotion and prevention. The aim was to interlink public and private healthcare services in order to reduce the extent of the creeping pandemic of "diseases of civilization". The indicators here are the effect of health promotion and prevention on the risk factors for type II diabetes mellitus, cardiovascular diseases, cancer, chronic respiratory diseases and mental illnesses. Finally, two aspects were researched for Tyrol:

- Evidence-based use of resources for health promotion and prevention
- Multi-professional primary care, e.g. through the involvement of social work



# 5.0 Completed Projects

## 5.7

### SOCIAL SPACE-ORIENTED AND INCLUSIVE PARTICIPATION OF PEOPLE WITH DISABILITIES IN THE BORDER REGION BAVARIA / TYROL

**Status:**  
completed  
(04/2020 –  
03/2021)

**Project participants:**  
Lukas Kerschbaumer,  
Sascha Gell, Ajla  
Nesimovic

**Project partners:**  
Diaconal organization Rosenheim e. V.; Diaconal organization Tyrol, AMS Tyrol, Institute for Labor Market and Occupational Research Nuremberg (IAB), City of Rosenheim, Equal Treatment and Anti-Discrimination Service Center (Tyrolean state government), German Association for Public and Private Welfare e. V.

In rural areas, it is more difficult for people with disabilities to receive needs-based care and to exercise their right to choose than in urban regions. Although Germany and Austria share the same language and people work across borders, people with disabilities mainly experience participation services in their home country. This results from a lack of cross-border services, a lack of knowledge about service structures in the neighboring country and ignorance of personal rights. The project aimed to provide professionals and those affected with knowledge about "social space-oriented care in the border region". The needs of people with disabilities in border regions were recorded through stakeholder events and expert surveys. The existing services in the border region were surveyed in order to identify gaps in provision. Based on these findings, recommendations for action were developed for stakeholders in the social area (social policy, administration, welfare services, associations of those affected). A legal opinion analyzed barriers to cross-border services for people with disabilities. In addition, a barrier-free online platform was created that presents all services and offers in the border region, explains the requirements for accessing them and provides contact information. The platform also facilitates exchange and communication between those affected.

# 5.0 Completed Projects

## 5.8 FOODEXPLORER TYROL

<b>Status:</b> completed (04/2020 – 03/2021)	<b>Project participants:</b> Raffael Heiss, Claudia Zoller, Sascha Gell, Emina Pejkovic	<b>Project partners:</b> <u>Austrian Health Insurance Fund (ÖGK)</u>
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In the modern consumer society, young people are increasingly exposed to the marketing strategies of profit-oriented production companies. In this context, it is particularly important that young people make informed and conscious decisions about their daily food intake. The "FoodExplorer" project addressed precisely this problem. Innovative methods were used to actively involve young people in the research process and develop long-term solutions. Overall, the project consisted of two core modules: 1) In the Citizen Science module, young people actively observed and documented the food supply in their school environment. 2) In the application module, they utilized the findings of their own research and developed innovative solutions with the aim of improving the food supply in the school environment in the long term. The "FoodExplorer" project is not only intended to counteract gaps in education and research in the area of healthier nutrition, but also to drive innovative developments at system level: Firstly, the principle of active involvement in research (Citizen Science) and in the development of practical solutions (Grassroot Politics & Citizen Entrepreneurship) is to be promoted and anchored in society. Secondly, the students' best solutions should also be brought directly to the attention of decision-makers, thereby stimulating direct change processes at the system level.

# 5.0 Completed Projects

## 5.8.1 FOODEXPLORER AUSTRIA

<b>Status:</b> completed	<b>Project participants:</b> Raffael Heiss, Claudia Zoller, Lukas Kerschbaumer, Sascha Gell, Martina Überall, Robert Griebler	<b>Project partners:</b> <u>University of Teacher Education Tyrol (PHT)</u> , <u>Gesundheit Österreich GmbH (GÖG)</u> , <u>MCI digi.tools</u>
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The FoodExplorer Austria project builds on the completed FoodExplorer Tirol pilot project. The project consisted of three components: 1) a basic survey on food literacy among young people (panel survey), 2) a self-exploration of the food environments of young people in the school environment (citizen science), and 3) a collection of innovation ideas on how a) food literacy can be increased and b) food environments can be made healthier (design thinking). The project aims to identify specific fields of action, develop ideas for optimization and promote technological innovations that can increase young people's health literacy.

## 5.9 RESPONSES TO MISINFORMATION IN EUROPE

<b>Status:</b> completed (07/2021)	<b>Project participants:</b> Raffael Heiss, Madeleine Waser, Jakob Moritz Eberl (LMU München), Michelle Falkenbach (Cornell University)	<b>Project partners:</b> <u>European Observatory on Health Systems and Policies</u> , <u>London School of Economics</u>
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During the COVID-19 pandemic, there has been a sharp increase in misinformation on social media. In this project, we ask ourselves what measures (responses) governments and public health organizations in Europe have taken to combat misinformation. These strategies include: Mobilizing task forces, communicating online, engaging experts, restricting the flow of information, and strengthening media and health literacy. The article on the findings was published [here](#).

# 5.0 Completed Projects

## 5.10 COVID-19 SOCIAL INDICATOR SURVEY

**Status:**

completed (2021)

**Project participants:**

Raffael Heiss, Sascha Gell, Esther Röthlingshofer, Lukas Kerschbaumer, Siegfried Walch, Claudia Zoller

The CSHI conducted an online panel survey to investigate the potential social consequences of the Covid-19 epidemic. In the first wave, 1024 Austrians were surveyed, in the second wave 632 people were followed up. Predefined demographic quotas were used on the basis of Statistics Austria population data. The second wave took place in June 2020. The data collection was carried out by Dynata, a private market research company. The study includes indicators on people's information habits, their attitudes towards the Covid government measures, their knowledge and their fears in connection with the crisis. The results were analyzed at the CSHI and presented on an ongoing basis on a [blog](#). Many of the results have stimulated lively media interest. A first scientific article has already been published.

# 5.0 Completed Projects

## 5.11 KNOWLEDGE-BASED MANAGEMENT OF COVID-19 – MODEL DEVELOPMENT RISK MANAGEMENT WINTER TOURISM 2020/21 IN TYROL AND VORARLBERG

**Status:**  
completed  
(07/2020 –  
10/2020)

**Project participants:**  
L. Kerschbaumer, S. Walch, H. Siller,  
N. Mevenkamp, J. Untersteiner, F.  
Sahling, M. Reisberger, C. Mantel, N.  
Lackner, P. Luttinger, L. Stern

**Project partners:**  
Province of Tyrol,  
Province of Vorarlberg

The coronavirus pandemic was characterized by controversial debates about the risks posed by the coronavirus. Individual and social action had to be aligned accordingly, including in tourism. The federal states of Tyrol and Vorarlberg are heavily influenced by tourism, which is also discussed as one of the decisive factors in the development of Covid-19 infections in Europe. As a result, the expectations and requirements for sound Covid risk management for the 2020/21 winter season were high. The research project followed the approach of scientifically examining and evaluating the preparation of Tyrolean and Vorarlberg tourism with regard to the management of future risks in connection with Covid-19. The aim was to determine whether and to what extent decision-makers in Tyrolean and Vorarlberg tourism can recognize and assess the risks associated with Covid-19 and ultimately take them into account in the processes of their own environment. A mixed-method approach was used for this. The theoretical basis was formed by current scientific findings, specialist literature and practical experience in the form of existing concepts for the management of infection risks and other publications (e.g. laws, handouts from ministries and the Austrian Chamber of Commerce). The overall systematic analysis included preliminary focus groups with core tourism service providers in the model regions of St. Anton am Arlberg and Alpbach, as well as input from the Lech-Zürs region at the start of the project. This was followed by a quantitative (online questionnaire) and qualitative survey (expert interviews) to identify potential, needs and challenges.

The publication of the results from the first phase was carried out with the Guidelines for Winter Tourism – Knowledge-based Management of COVID-19: Model Development Risk Management Winter Tourism. The final results can be found in the final report Knowledge-based management of COVID-19: Model development risk management winter tourism.

# 5.0 Completed Projects

## 5.12

### STRUCTURED AND SYSTEMATIC SCIENTIFIC RETROSPECTIVE OF THE AMENDMENT TO THE TYROLEAN CHILD EDUCATION AND CARE ACT

**Status:**

completed  
(01/2020 –  
07/2020)

**Project participants:**

Lukas Kerschbaumer, Nils  
Mevenkamp, Friederike Sahling,  
Bastian Oechsle, Moritz Reisberger,  
Raffael Heiss

**Project partners:**

Province of Tyrol –  
Department of Society  
and Labor

The influence of institutional support systems in childcare is of great interest to all economic and socially oriented scientific fields. It is well known that socio-political, in particular family policy framework conditions, as well as social conventions are decisive determinants of employment, and mothers in particular are affected by this to a large extent. In this context, the following research interests and target dimensions were given:

- Record and process retrospective experiences, implementation strategies and administrative implications in connection with the amendment to the TKKG (LGBI. No. 66/2019) (which factors of the new funding system have an inhibiting or supportive effect in the practice of care provision or expansion at local level?)
- Derived from this, collection of statistical data that depicts the financial behavior such as budget situation, handling of parental contributions and staffing levels and structure of the maintainers of Tyrolean childcare facilities outside of the subsidies from the state of Tyrol, in order to put these in relation to the reported empirical values.

The CSHI interpreted the amendment LGBI. No. 66/2019 and the provincial government's funding guidelines regarding the financing of childcare facilities in a societal, political, economic and social context. The aim was to improve the childcare structures in Tyrol and the associated claim to contribute to the compatibility of family and work. To this end, a mixed-methods research approach was used, which included qualitative expert interviews to collect retrospective empirical values on the one hand and quantitative full surveys to collect budget data, provider structures, personnel capacities and contribution payments by parents or guardians on the other.

# 5.0 Completed Projects

## 5.13 CARITAS RESEARCH FUNDING

<b>Status:</b> completed (2019 & 2021)	<b>Project participants:</b> Lukas Kerschbaumer, Claudia Zoller, Raffael Heiss	<b>Projekt partners:</b> <u>Caritas of the Diocese of Innsbruck</u>
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The services offered by Caritas are diverse and range from direct help in emergency situations to support for families, children and young people as well as people with addictions or disabilities. In addition to its activities in Austria, Caritas is also active internationally. These diverse activities and services of Caritas also mean that the organization is dedicated to dynamic and multifaceted problems. MCI students who want to actively tackle the problems of Caritas' daily work are therefore encouraged to do so. In the course of collaborative research projects, questions borrowed from the daily practice of Caritas are scientifically explored and possible solutions are developed. The CSHI takes on a mediating role in order to address students and lecturers from all courses of study and motivate them to participate. All MCI Master's students can apply for research funding in an ideas competition in which they develop a concept for scientific research into the topics formulated by Caritas. As a basis, Caritas supports the students by providing data, access to relevant target groups and insights into the respective processes of the organization. Caritas also provides financial support in order to recognize the students' achievements and at the same time to guarantee the quality of the data basis, such as any expenses for the survey.

### Key topics 2021

- Integration and connection of disadvantaged young people in the education and training sector or labor market
- Age-related loneliness in corona times
- Advice in a coercive context

### Key topics 2019

- Individual motivational aspects of volunteering in retirement
- Volunteering parallel to employment before retirement (role of employers)



# 6.0 Science Awards (Excerpt)

## CSHI Team



### AUSTRIAN HEALTH LITERACY AWARD 2023

**Category:** Jürgen Pelikan Research Prize for Health Literacy

**Project:** Geko-T – Health literacy of 9- to 13-year-old children in Tyrol

**Award Winners CSHI:** Claudia Zoller, Friederike Sahling, Raffael Heiss



### PRIZE OF THE CITY OF INNSBRUCK FOR RESEARCH AND INNOVATION AT MCI 2022

**Project:** MOVEEFFECT Life Coach

**Award Winners CSHI:** Lukas Kerschbaumer, Claudia Zoller



### SCIENCE PRIZE OF THE CHAMBER OF LABOR UPPER AUSTRIA 2022

**Project:** The social impact of the coronavirus pandemic on vulnerable groups

**Award Winners CSHI:** Lukas Kerschbaumer, Sascha Gell, Pia Reichmann



### TOP FACULTY PAPER AWARD – INTERNATIONAL COMMUNICATION ASSOCIATION (ICA) 2022

**Paper:** “The distraction effect” – Political and entertainment-oriented content on social media, political participation, interest, and knowledge

**Award Winner CSHI:** Raffael Heiss



### ARS DOCENDI STATE AWARD FOR EXCELLENT TEACHING AT UNIVERSITIES 2022

**Category:** Learning outcome-oriented teaching & exam culture (shortlist & recognition award)

**Project:** SDG hands-on project semester

**Award Winners CSHI:** R. Windbichler, V. Antonovic, J. Baur, R. Heiss, L. Kerschbaumer, W. Manske-Wang, N. Mevenkamp, M. Schäfer, D. Wieser

# 6.0 Science Awards (Excerpt)

## Students (Master's theses)



### CLEMENS-AUGUST-ANDREAE AWARD 2023

**Award Winner:** Paul Maximilian Nickisch

**Project:** Preferences of Medical Students for Rare Disease Treatments



### HEALTH RESEARCH AWARD 2023

**Award Winner:** Verena Rössler

**Category:** Healthcare provision (1st place)

**Project:** The role of the social determinants of health in the Austrian medical education – Insights from Medical Students at Austrian Universities.

**Award Winner:** Leigh Crossett

**Category:** Health promotion (2nd place)

**Project:** Health and poverty in times of the pandemic: a qualitative study on the health and health-related challenges faced by poverty-affected people in Tyrol, Austria.

**Award Winner:** Gilles Bernard

**Category:** Healthcare Management (2nd place)

**Project:** Clinical ethics in Austria: current practice, comparison to the North American experience and the future outlook.

**Award Winner:** Laura Ringel

**Category:** Healthcare Management (3rd place)

**Project:** The influence of physician assistants on the healthcare workforce in German inpatient care.



### HEALTH RESEARCH AWARD 2022

**Award Winner:** Julia Pickelmann

**Category:** Health promotion (1st place)

**Project:** Studying in times of a pandemic – Effects of COVID-19 on the mental health status and academic performance of university students in Austria. A survey on the status quo, future implications, and demand.

**Award Winner:** Madeleine Waser

**Category:** Health Care Services (1st place)

**Project:** HPV vaccine acceptance in Tyrol/Austria: Assessing knowledge, attitudes, and practices of parents of vaccine-eligible children.

# 7.0 Presentations (Excerpt)

## Ayman Fouda

10/2023

Fouda, A., Moy, N. & Fiorentini, G. (2023, October 19). Promoting Generic Medications: Tough vs. Soft Regulations [Konferenzbeitrag]. Towards Innovation in Ageing and Well-Being Ulysseus-Conference, Nice, France.

10/2023

Zoller, C., Sahling, F., Fleisch, M., Fouda, A., Czermak, S. (2023, October 19). Healthy Youth Tyrol – Fostering Physical Activity in Adolescence [Conference presentation]. Towards Innovations in Ageing and Well-Being, Ulysseus Conference, Université Côte d'Azur, Nice, France.

# 7.0 Presentations (Excerpt)

## Raffael Heiss

11/2023	Engel, E., Karsay, K., & Heiss, R. (2023, November 15–17). Dietary Supplement Presentation on Social Media: A Content Analysis of Influencer Posts Targeted at Austrian Adolescents [Conference presentation]. European Conference on Health Communication (EHC), Klagenfurt, Austria.
11/2023	Gell, S., Engel, E., Heiss, R., Karsay, K. (2023, November 9–11). Challenges and Benefits of Social Media Influencers for Adolescent Health – A Scoping Review [Conference presentation]. 16th European Public Health Conference, Dublin, Ireland.
09/2023	Heiss, R., Bode, L., Bradshaw, S. R., MacCarthy, M., Porter, E., Engel E., & Gell, S. (2023, August 31 – September 3). Countering Misinformation on Social Media: A Socio-Ecological Response Model [Conference presentation]. Information Technology, & Politics Division, Annual Meeting of the American Political Science Association (APSA), Los Angeles, USA.
08/2023	Heiss, R. (2023, August 14–16) Health Influencers on Social Media: A Challenge for Overdiagnosis? [Conference presentation]. Preventing Overdiagnosis Conference, Copenhagen, Denmark.
08/2023	Binder, A., Naderer, B., Matthes, J., Heiss, R., Spielvogel, I., Forrai, M., Knupfer, H., & Saumer, M. (2023, August 7–10). How healthy and unhealthy food appears in children's movies and series: A comprehensive content analysis [Conference presentation]. Communicating Science, Health, Environment and Risk Division, AEJMC Annual Convention, Washington, D.C., USA.
06/2023	Griebler, R., Zoller, C., Leuprecht, E., Sahling, F., Schütze, D., Heiss, R., & Ecker, S. (2023, June 22.–24). Health literacy of 9- to 13-year-olds in Tyrol: results of the GeKo-T study [Conference presentation]. Austrian Youth Research Conference, Innsbruck, Austria.

# 7.0 Presentations (Excerpt)

## Raffael Heiss

05/2023

Engel, E., Gell, S., Heiss, R., & Karsay, K. (2023, May 25–29). Social Media Influencers and Adolescents' Health: A Scoping Review [Konference presentation]. Health Communication Division, 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

05/2023

Matthes, J., Binder, A., Vranken, S., Heiss, R., & Kankova, J. (2023, May 25–29). Should they really see this? The depiction of alcohol in movies and series targeted at children [Conference presentation]. Health Communication Division, 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

10/2022

Ecker, S., Leuprecht, E., Plasch, D., Zoller, C., Heiss, R., Sahling, F., Griebler, R. (2022, October 6). Measuring children's health literacy – a new tool. Preliminary results [Conference presentation]. 7th Conference of the Austrian Health Literacy Platform, Online.

05/2022

Heiss, R., Matthes, J., & van Scharrel, H. (2022, May 26–30). The distraction effect. Political and entertainment-oriented content on social media, political participation, interest, and knowledge [Conference presentation]. 72nd annual conference of the International Communication Association (ICA), Paris, France.

# 7.0 Presentations (Excerpt)

## Lukas Kerschbaumer

09/2023

Windbichler, R., Baur, J., Kerschbaumer, L., Walch, S. (2023, September 21). Climate change, health and resilience as part of an SDG practical project semester [Conference presentation]. Symposium "Climate change, health and resilience: current trends and future developments in teaching, research and practice", University of Applied Sciences Carinthia, Villach, Austria.

06/2023

Kerschbaumer, L., Reichmann, P. & Gell, S. (2023, June 12). Unlocking access: Overcoming barriers to social services [Conference presentation]. 29th Annual Foundation for International Studies of Social Security Conference, Sigtunahöjden, Sweden.

06/2023

Sahling, F., Kerschbaumer, L., Walch, S. (2023, June 5–7). Caring for Caregivers: A Critical Look at Managing Human Capital in a Struggling System [Conference presentation]. EHMA 2023 Annual Conference – Abstract session Human capital, professionalism and people management: Workforce of the future. Rome, Italy.

04/2023

Kerschbaumer, L., Schamberger, L., Zoller, C., Sahling, F. (2023, April 20). Digital health coach – technology, social sciences and workplace health promotion in one boat [Conference presentation]. Research forum of the Austrian universities of applied sciences 2023, St. Pölten, Austria.

06/2022

Reichmann, P., Kerschbaumer, L. & Gell, S. (2022, June 9). Working Poor – Focus on precarious living realities [Conference presentation]. Tyrolean Poverty Research Forum in cooperation with the University of Innsbruck and FH Gesundheit. Innsbruck, Austria.

05/2022

Gell, S., Kerschbaumer, L. (2022, May 23–25). Poverty dynamics in the Covid-19 pandemic – precarization and resilience [Konference presentation]. IDEENREICHTUM pre-conference for young poverty researchers, St. Virgil, Austria.

# 7.0 Presentations (Excerpt)

## Lukas Kerschbaumer

05/2022

Kerschbaumer, L., Sahling, F. (2022. May 3-5). Community leaders and global health issues – The case of Tyrol and Ischgl during the COVID-19 pandemic [Conference presentation]. Geneva Health Forum (Session: Lessons from field 2 – Involving communities in Global Health), Geneva, Switzerland.

04/2022

Gell, S., Kerschbaumer, L. (2022. April 20-22). Case Study on the Inclusion of People with Disabilities in Research – Combining and Triangulating Face-to-face, Phone, and Digital Interviews with a Qualitative Online Survey [Conference presentation]. BSA Virtual Annual Conference 2022: Building Equality and Justice Now, Online.

03/2022

Kerschbaumer, L., Gell, S., Reichmann, P. (2022, March). Poverty dynamics and social resilience – perspectives from Tyrol. "Poverty and the risk of poverty today – a look at our region and the effects of the Covid 19 pandemic" [Conference presentation]. Regional management KUUSK, Kufstein, Austria.

# 7.0 Presentations (Excerpt)

## Friederike Sahling

10/2023

Zoller, C., Sahling, F., Fleisch, M., Fouda, A., Czermak, S. (2023, Oktober 19). Healthy Youth Tyrol – Fostering Physical Activity in Adolescence [Conference presentation]. Towards Innovations in Ageing and Well-Being, Ulysseus Conference, Université Côte d'Azur, Nice, France.

06/2023

Sahling, F., Kerschbaumer, L., Walch, S. (2023, June 5–7). Caring for Caregivers: A Critical Look at Managing Human Capital in a Struggling System [Conference presentation]. EHMA 2023 Annual Conference (Abstract session Human capital, professionalism and people management: Workforce of the future), Rome, Italy.

06/2023

Griebler, R., Zoller, C., Leuprecht, E., Sahling, F., Schütze, D., Heiss, R., & Ecker, S. (2023, June 22–24). Health literacy of 9- to 13-year-olds in Tyrol: results of the GeKo-T study [Conference presentation]. KAustrian Youth Research Conference Innsbruck, Austria.

04/2023

Kerschbaumer, L., Schamberger, L., Zoller, C., Sahling, F. (2023, April 20). Digital health coach – technology, social sciences and workplace health promotion in one boat [Conference presentation]. Research forum of the Austrian universities of applied sciences 2023, St. Pölten, Austria.

10/2023

Ecker, S., Leuprecht, E., Plasch, D., Zoller, C., Heiss, R., Sahling, F., Griebler, R. (2022, October 6). Measuring children's health literacy – a new tool. Preliminary results [Conference presentation]. 7th Conference of the Austrian Health Literacy Platform, Online.



# 7.0 Presentations (Excerpt)

## Claudia Zoller

10/2023

Zoller, C., Sahling, F., Fleisch, M., Fouda, A., Czermak, S. (2023, Oktober 19). Healthy Youth Tyrol – Fostering Physical Activity in Adolescence [Conference presentation]. Towards Innovations in Ageing and Well-Being, Ulysseus Conference, Université Côte d'Azur, Nice, France.

06/2023

Griebler, R., Zoller, C., Leuprecht, E., Sahling, F., Schütze, D., Heiss, R., & Ecker, S. (2023, June 22–24). Health literacy of 9- to 13-year-olds in Tyrol: results of the GeKo-T study [Conference presentation]. KAustrian Youth Research Conference Innsbruck, Austria.

04/2023

Kerschbaumer, L., Schamberger, L., Zoller, C., Sahling, F. (2023, April 20). Digital health coach – technology, social sciences and workplace health promotion in one boat [Conference presentation]. Research forum of the Austrian universities of applied sciences 2023, St. Pölten, Austria.

10/2022

Ecker, S., Leuprecht, E., Plasch, D., Zoller, C., Heiss, R., Sahling, F., Griebler, R. (2022, October 6). Measuring children's health literacy – a new tool. Preliminary results [Conference presentation]. 7th Conference of the Austrian Health Literacy Platform, Online.

# 8.0 Publications (Excerpt)

## Ayman Fouda

- ▶ van Amerongen, A., Zoller, C., & Fouda, A. (2023). COVID-19 in the Netherlands: A three-phase analysis. Health Policy and Technology, 100783. <https://doi.org/10.1016/j.hlpt.2023.100783>
- ▶ Wong, A., Zoller, C., Fouda, A., & Paolucci, F. (2023). Are we past the COVID-19 pandemic? insights from Singapore. Health Policy and Technology, 100779. <https://doi.org/10.1016/j.hlpt.2023.100779>
- ▶ Fouda, A., Moy, N. (2022). Health System Shock Frameworks Between Theory, Application, and Assessment; Comment on “The COVID-19 System Shock Framework: Capturing Health System Innovation During the COVID-19 Pandemic”. International Journal of Health Policy and Management. <https://doi.org/10.34172/ijhpm.2022.7373>
- ▶ Fouda, A., Melia, A., Tritter, J., & Paolucci, F. (2022). Special Issue: The COVID-19 Pandemic: Vaccination Strategies and Global Health Policies. Health Policy and Technology, 100634. <https://doi.org/10.1016/j.hlpt.2022.100634>

# 8.0 Publications (Excerpt)

## Raffael Heiss

- ▶ Griebler, R., Zoller, C., Leuprecht, E., Schütze, D., Sahling, F., Ecker, S., Heiss, R. (2023): Geko-T – Health literacy of 9- to 13-year-old children in Tyrol. Findings report: <https://jasmin.goeg.at/2891/>
- ▶ Heiss, R., Nanz, A., Knupfer, H., Engel, E., & Matthes, J. (2023). Peer Correction of Misinformation on Social Media: (In)civility, Success Experience and Relationship Consequences. *New Media & Society*. <https://doi.org/10.1177/14614448231209946>
- ▶ Engel, E., Gell, S., Heiss, R., & Karsay, K. (2023). Social media influencers and adolescents' health: A scoping review of the research field. *Social Science & Medicine*. 116387. <https://doi.org/10.1016/j.socscimed.2023.116387>
- ▶ Heiss, R., Nanz, A., Matthes, J. (2023). Social Media Information Literacy: Conceptualization and Associations with Information Overload, News Avoidance and Conspiracy Mentality. *Computers in Human Behavior*, 148. <https://doi.org/10.1016/j.chb.2023.107908>
- ▶ Heiss, R., & Rudolph, L. (2022). Patients as Health Influencers: Motivations and Consequences of Following Cancer Patients on Instagram. *Behaviour & Information Technology*. <https://doi.org/10.1080/0144929X.2022.2045358>
- ▶ Peonides, M., Knoll, V., Gerstner, N., Heiss, R., Frischhut, M., & Gokani, N. (2022). Food labeling in the European Union: a review of existing approaches. *International Journal of Health Governance*, 27(4), 460–468. <https://doi.org/10.1108/IJHG-07-2022-0072>
- ▶ Rothe, D., & Heiss, R. (2022). Link Workers, Activities and Target Groups in Social Pre-prescribing: A Literature Review. *Journal of Integrated Care*, (30)5, 1–11. <https://doi.org/10.1108/JICA-09-2021-0047>
- ▶ Waser, M., Heiss, R., Borena, W. (2022). Factors affecting Children's HPV Vaccination in Austria: Evidence from a Parent Survey. *Human Vaccines & Immunotherapeutics*, 18(7). <https://doi.org/10.1080/21645515.2022.2126251>

# 8.0 Publications (Excerpt)

## Lukas Kerschbaumer

- ▶ Kerschbaumer, L., Gell, S., & Boost, M. (2023). The inclusion of people with disabilities in qualitative social research. Qual.Met, 1(1), 1–20. <https://doi.org/10.53205/qualmet.v1i1.9> (<https://qualmet.org/journal/issue/view/1>)
- ▶ Kerschbaumer, L., Crossett, L., Holaus, M., & Costa, U. (2023). COVID-19 and Health Inequalities: The Impact of Social Determinants of Health on Individuals Affected by Poverty. Health Policy and Technology, 100803. <https://doi.org/10.1016/j.hlpt.2023.100803>
- ▶ Kerschbaumer, L., Gell, S., & Reichmann, P. (2023). Vulnerable groups in the crisis. WISO Economic and Social Policy Journal, 1, 116–130. <https://www.zeitschriftwiso.at/ausgaben/alle-bisherigen-hefte/magazine-detail/12023>
- ▶ Kerschbaumer, L., Gell, S., Nesimovic, A. & Weinkogl, Ph. (2022). The inclusive, social space-oriented participation of people with disabilities in the Bavaria–Tyrol border region during the COVID–19 pandemic. Journal of Comparative Social Work 17(1). <https://doi.org/10.31265/jcsw.v17.i1.391>
- ▶ Sahling, F., Kerschbaumer, L., Sorger, C. & Pretterhofer, N. (2022). Sexism in everyday life – perception and manifestations in Tyrol. Professional journal for social work in Austria (4).
- ▶ Walch, S., Kerschbaumer, L., Sahling, F., Reinthaler, V., Spencker, J., Wüstner, N. & Meindlhumer, M. (2022). Care in Tyrol – ideas, perspectives, strategies & future. Innsbruck. CSHI, MCI | The Entrepreneurial School®.
- ▶ Kerschbaumer, L., Gell, S., Nesimovic, A. & Weinkogl, P. (2022). The inclusive, social space-oriented participation of people with disabilities in the Bavaria–Tyrol border region during the COVID–19 pandemic. Journal of Comparative Social Work.
- ▶ Hirsland, A. & Kerschbaumer, L. (2022). Over-indebtedness due to unemployment. Financial and social consequences of critical life events in the consumer society. In C. Mattes, S. Rosenkranz & M. D. Witte (Eds.), Fundamentals of Social Work: Vol. 45. The social in debt counseling (pp. 155–168). Schneider Verlag GmbH.

# 8.0 Publications (Excerpt)

## Friederike Sahling

- ▶ Griebler, R., Zoller, C., Leuprecht, E., Schütze, D., Sahling, F., Ecker, S., Heiss, R. (2023): Geko-T – Health literacy of 9- to 13-year-old children in Tyrol. Findings report: <https://jasmin.goeg.at/2891/>
- ▶ Sahling, F., Kerschbaumer, L., Sorger, C. & Pretterhofer, N. (2022). Sexism in everyday life – perception and manifestations in Tyrol. Professional journal for social work in Austria (4).
- ▶ Walch, S., Kerschbaumer, L., Sahling, F., Reinthaler, V., Spencker, J., Wüstner, N. & Meindlhumer, M. (2022). Care in Tyrol – ideas, perspectives, strategies & future. Innsbruck. CSHI, MCI | The Entrepreneurial School®.

# 8.0 Publications (Excerpt)

## Claudia Zoller

- ▶ van Amerongen, A., Zoller, C., & Fouda, A. (2023). COVID-19 in the Netherlands: A three-phase analysis. Health Policy and Technology, 100783. <https://doi.org/10.1016/j.hlpt.2023.100783>
- ▶ Griebler, R., Zoller, C., Leuprecht, E., Schütze, D., Sahling, F., Ecker, S., Heiss, R. (2023): Geko-T – Health literacy of 9- to 13-year-old children in Tyrol. Findings report: <https://jasmin.goeg.at/2891/>
- ▶ Wong, A., Zoller, C., Fouda, A., Paolucci, F. (2023). Are we past the COVID-19 pandemic? Insights from Singapore. Health Policy and Technology, 100779. <https://doi.org/10.1016/j.hlpt.2023.100779>
- ▶ Boeree, N., Zoller, C., & Huijsman, R. (2022). The implementation of national dementia plans – a multiple case-study on Denmark, Germany, and Italy. In Prime Archives in Public Health. Hyderabad, India: Vide Leaf
- ▶ Sutter, M., Untertrifaller, A., & Zoller, C. (2022). Grit increases strongly in early childhood and is related to parental background. Scientific Reports 12, 3561. <https://doi.org/10.1038/s41598-022-07542-4>

# 9.0 Media Coverage (Excerpt)

## Sexism in Tyrol

- **Der Standard**: Tirol: Traditionell viel Sexismus (16.09.2022)
- **Tiroler Tageszeitung**: „Ein ständiger Begleiter“: Sexismus auch für Tirolerinnen trauriger Alltag (13.09.2022)
- **Kurier**: Studie des Landes zeigt: Sexismus in Tirol "allgegenwärtig" (12.09.2022)

## Poverty dynamics & working poor in Tyrol

- **Osttirol Online**: Armut in Tirol: Corona verschärft bestehende Probleme (15.12.2021)
- **Die Presse**: Pandemie verstärkt Armut in Österreich – vor allem bei Frauen (10.12.2021)
- **Salzburger Nachrichten**: Pandemie verstärkt Armut, vor allem Frauen betroffen (10.12.2021)

## Covid-19 risk management

- **Tourismuspresse**: COVID-19 Risikomanagement in der Wintersaison (06.11.2020)
- **ORE**: Vorbereitung auf die Wintersaison (20.08.2020)
- **Heute**: Tiroler Uni entwickelt Corona-Konzept für Ski-Tourismus (18.08.2020)

## Care in Tyrol

- **ÖGKV (APA)**: Mit voller Kraft die Pflege unterstützen (22.06.2022)
- **Tiroler Tageszeitung**: Studie zur Pflege in Tirol liegt vor, Netzwerkstelle für Pflege angedacht (18.06.2022)

# 10.0 Acknowledgments

On behalf of the Center for Social & Health Innovation, we would like to thank our dedicated team, our partners, funders, supporters and friends of the Center. Their commitment plays a key role in the successful implementation of our scientific efforts.

Thank you very much for the trust, cooperation and support. We look forward to continuing our successful partnership in the coming year.

Innsbruck, December 2023



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