

## BEST PRACTICES: AUSTRIA - SVS

### *Gesunde Lebenswelt Schule*

As part of the four-year SVS programme for secondary and higher agricultural technical and vocational *schools* (14-20 year old pupils), the topic of *addiction prevention* is dealt with in cooperation with the addiction prevention centres in the federal states. There are [offers](#) for teachers and caretakers as well as for pupils. "[Feel ok](#)" is an internet platform with information and support services for teachers, parents and young people.

The SVS actively involved in the «[Dialogwoche Alkohol](#)», which takes place every two years, with broad information on the homepage and social media for insured persons, activities in schools and with workplace health promotion measures for its own employees.

The aim of the «Dialogwoche Alkohol» is to inform the population about alcohol and to encourage them to think about their own alcohol consumption and to get into conversation: The focus is on raising awareness, dangers, risks and an open culture of discussion on the topic of «alcohol».

### *Dialogwoche Alkohol*



SVS  
Gemeinsam gesünder.

## BEST PRACTICES: GERMANY - vdek

### *Trampoline*

The «[Trampoline](#)» project is being carried out in Saxony across all social insurance institutions. It involves the organisation of *trampoline courses* to promote physical activity, but especially to reach the target group of children from addicted families and to support them emotionally. The «Trampoline» project is being implemented at 5 model locations in Saxony. In terms of content, the children aged 8 to 12 years learn, for example, effective stress management strategies, acquire knowledge about the effect of addictive substances and the effect of addiction on both the person concerned and the family. A further aim is to strengthen self-esteem. Furthermore, children from families with addiction problems experience psychological relief and are able to influence their situation. The results are secured by means of an evaluation.



vdek

Die Ersatzkassen

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[www.aim-mutual.org](http://www.aim-mutual.org)

## BEST PRACTICES: GERMANY - vdek (DAK-Gesundheit)

### “Colourful instead of blue”

«*Art against coma drinking*». This is the slogan of the DAK-Gesundheit’s «colourful instead of blue» campaign against alcohol abuse under the patronage of this year’s Federal Government Commissioner for Drugs, Daniela Ludwig. Since 2010, more than 100,000 pupils between 12 and 17 years of age have been designing posters under the motto «colourful instead of blue» against so-called coma drinking among young people.

With the **poster competition**, DAK-Gesundheit calls on pupils to visualise the dangers of alcohol. The creative preoccupation with the topic should lead to young people specifically dealing with intoxication drinking - and also encourage their classmates and friends to think about it. Every year, almost 11,000 schools are contacted and invited to participate in the poster competition. In addition, schools can order additional teaching material on the subject of alcohol. «Colourful instead of blue» is integrated into the successful prevention campaign «Aktion Glasklar» on the subject of alcohol abuse among young people and also addresses parents and teachers. An evaluation of «bunt statt blau» shows that participating young people drink less alcohol than comparison groups and rate the campaign positively.

