

Berlin: Neighbourhood Mothers - an approach to working with hard-to-reach groups

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The Challenge - Hard to reach groups:

- Overall: mainly residents with a non-German background, but also disadvantaged "original Germans"
- Specific: Turkish and Arab families with children, who due to lack of sufficient knowledge of the German language can hardly or not easily be reached
- Unemployed mothers interested in this activity from quarters of the Socially Integrative City having a migration background (to train them as NM)



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Aims for the neighbourhood:

- Integration
- Strengthening parents
- Encouraging language acquisition by motivating individuals to visit day-care centres and attend courses in German
- Information about upbringing, education and health
- Arranging specific support for families in the district

Aims for the NM:

- Job-related integration of unemployed migrants



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The approach:

- Since January 2004: action for capacity building in the neighbourhood quarter Schillerpromenade (Neukölln): 28 neighbourhood mothers in two courses.
- November 2005 – February 2006: external evaluation of the project: assessed as highly successful.
- May 2006: SenStadt and the district joined in planning and coordinating the project to apply it to all the quarters covered by the Socially Integrative City within the district.
- September 2006: start of five courses for 102 further neighbourhood mothers (Six-months course of further training / two days per week; training for ten focal subjects to meet overall aims; meanwhile 159 got training, 115 of them are active)
- 2009 to 2010, follow-up of the project (further training of 18 neighbourhood mothers)
- Total expenditure 2006 - 2010: approx. 6.3 m €

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Results and evaluation - overview:

- Target group has been reached
- The project is an appropriate means for easier integration
- Changes in attitude are in evidence
- Expansion and transferability of the project to other districts in Berlin



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Our / my work - two examples out of many activities

- School Café
- An individual case



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