

Measuring Impact

Mixed-method approach: Quantitative & Qualitative data



**DEMOGRAPHIC
DATA**



**PRE, POST, AND
FOLLOW-UP
QUESTIONNAIRES**



INTERVIEWS



CASE STUDIES



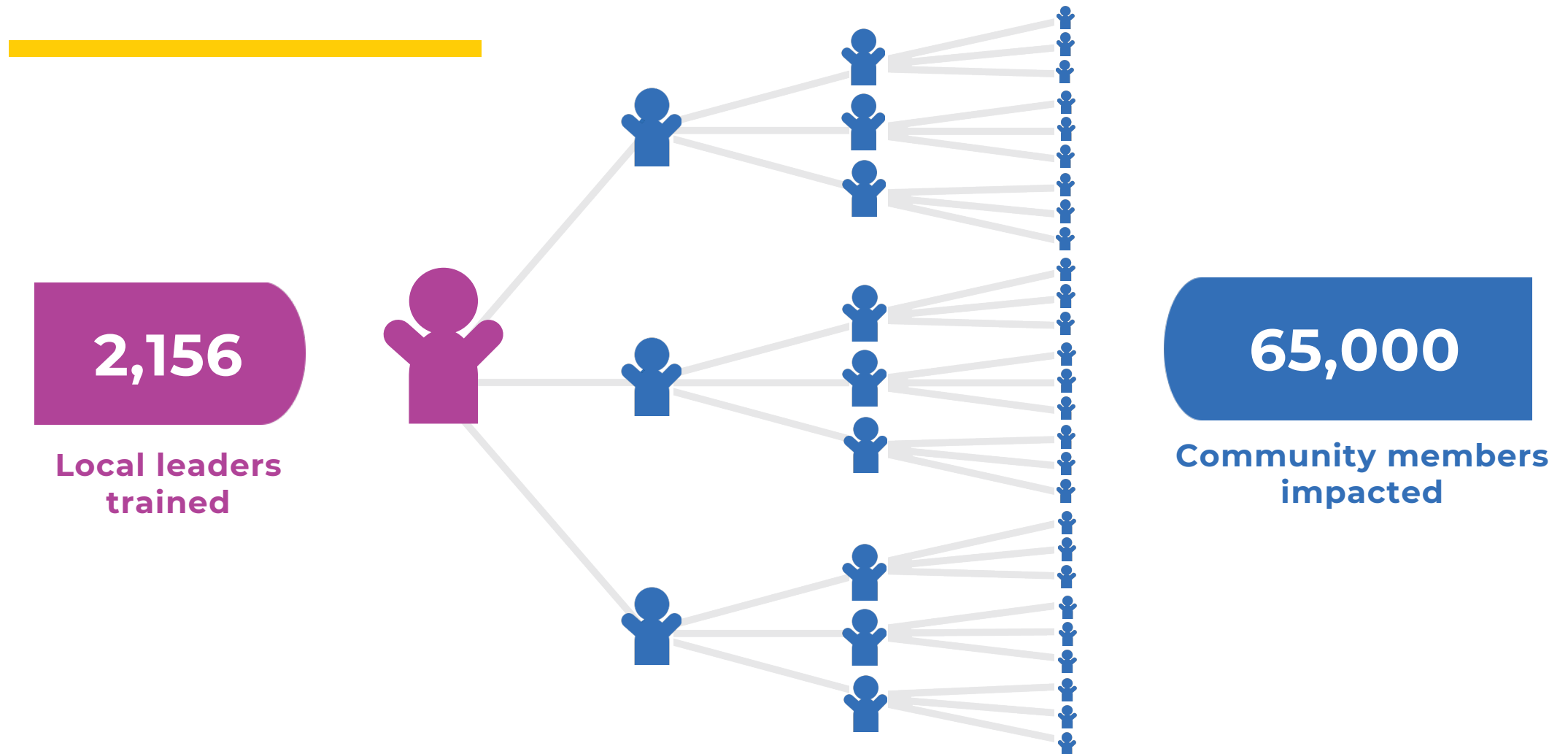
TESTIMONIALS



**INFORMAL
"BARBERSHOP"
DATA**

Measuring Impact

Quantitative: Exponential ripple effect



* Based on data as of January 2021

Measuring Impact

Qualitative: Capacity building

99%

of surveyed participants report gaining knowledge and skills **to heal others**

97%

report gaining knowledge and skills **to heal themselves**

Top healing skills gained, as cited by participants:



1. Listening / Peer Counseling



2. Resourcing



3. Emotional Safety



4. Mental Health Advocacy



5. Breathing Techniques



6. Brain Science of Trauma

MEASURING IMPACT:
WHAT WE'VE LEARNED

Trauma looks different across individuals and cultures



Everyone experiences trauma differently. One survivor may experience flashbacks and emotional outbursts. Another may cope by over-controlling their environment, becoming a perfectionist in school and life, yet may suffer from paralyzing anxiety attacks.

Vast differences across individuals and cultures make it difficult to compare symptoms using standardized, western-based screeners for trauma.

We advocate for an individualized approach to evaluating symptoms of trauma but only where it is ethically feasible and does not interfere with establishing trust and safety between survivor and healing advocate.

MEASURING IMPACT: WHAT WE'VE LEARNED

Healing is individual, contextual, and takes time



Just as trauma looks different for each person, so does healing. One truth, however, is universal: healing is a lifelong journey. It's a humble process of taking two steps forward and one step back. Just when we think we are done, there's more inner work to do.

This dynamic, long-term, circular (versus linear) process presents challenges when solely analyzing short-term indicators - especially in the context of breaking generational cycles.

We advocate for an individualized view of healing that looks at where the survivor started and where they are now in the context of many physical, mental, emotional, and social factors.

MEASURING IMPACT:
WHAT WE'VE LEARNED

Practice-Based Evidence vs. Evidence-Based Practice



Until recently, only western, cognitive-based psychotherapies were broadly accepted as evidence-based practices (EBPs) for treating trauma. However, EBPs have often excluded diverse populations from their studies, promoting a limited set of interventions that are neither accessible nor effective for many survivors.

We acknowledge EBPs and advocate for "practice-based" evidence - a justice-based approach that employs a broader set of healing interventions (such as expressive arts, cultural traditions, and mindfulness) that fit the specific needs of each person and community - and obtain evidence through observation, surveys, and case studies.

MEASURING IMPACT: WHAT WE'VE LEARNED

**There is no
magic
intervention...
but we know
what helps**



What helps one person today, may not work for them, or even another survivor, tomorrow. And often, it isn't just a single intervention that helps. There are many individual, community, and systemic factors to consider.

Our workshops therefore equip participants with a variety of healing resources, so they can learn what works best for them and for each survivor they support. We also ensure that **basic psycho-education and awareness of cycles of trauma and harm** serve as the foundation for healing, so survivors can normalize their own natural responses to traumatic stress, release shame, and focus on disrupting patterns and building long term resilience.