

BREAKING CYCLES: HEALING GENERATIONAL TRAUMA THROUGH TRAUMA INFORMED TRANSFORMATION & COLLECTIVE CARE

Session 1: 11:00 am – 12:15 pm (US EST)

Session 1: 1:15 – 2:45 pm (US EST)

Presented for: 10th Annual Healing the Hurt Conference

Presented by: Kahshanna Evans



English



PRESENTATION OBJECTIVES

- ➔ Provide an example leadership path from vulnerable youth to trauma informed change agent and consciousness leader
- ➔ Introduce commonly used terms and jargon in “PACEs and resilience science” as a tool to create awareness about the consequences of toxic stress and unique opportunity resilience building practices offer
- ➔ Support healing-centered participant discussion on cultural and cross-cultural community building, the role of collective care, destigmatizing survivorship, and whole person wellbeing



Hello!

KAHSHANNA EVANS

Founder + "Community Building Through Communications" Strategist @ Kissing Lions Public Relations

New York State Trauma Informed Network and Resource Center (TINRC) Advisory Council Member and consultant for the annual 2025 TINRC Summit

International Civil Society Working Group Member of the UN Permanent Forum on People of African Descent





VULNERABLE YOUTH TO TRAUMA INFORMED LEADER



Burnout, anxiety, depression, PTSD, lack of self care, lack of healthy boundaries, lack of collective care, lack of heart-centered intervention, colorism, internalized self hate, hopelessness, under-resourced, silent violence

02



Bullying in college, internalized hate, nonexistent cultural belonging and mattering

01



Life changing violence + feral policing during childhood

Witnessing and experiencing corporal punishment, physical harm, domestic violence, incest, severe cruelty, unpredictable caretakers for prolonged periods of time, colorism, suicide attempts in the household



Transformational ancestral healing & heart-centered practices



04

Career of firsts that included a mix of mistakes and success

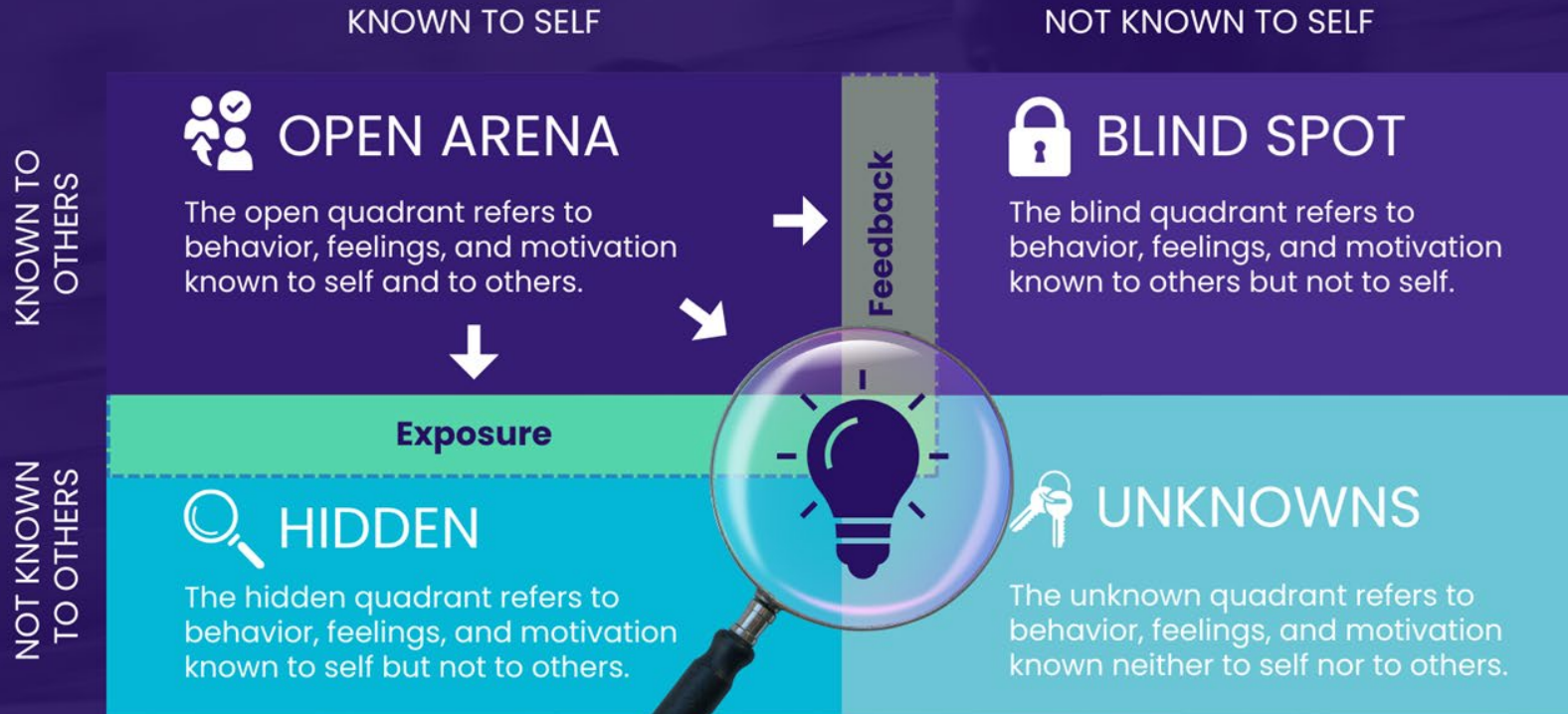


03

Studied various modalities of wellbeing, including shamanism, Reiki, Voice Dialogue, started my own business which is now M/WBE certified, joined NYS TINRC as an advisory member, became "Tending the Roots" and Voice Dialogue certified

As a public figure, I was exposed to dominant caste supremacy culture, anti-black racism, fetishism and stalking, misogynoir, exclusion resulting in barriers to equal opportunity, humiliation, bullying and gaslighting in creative industries

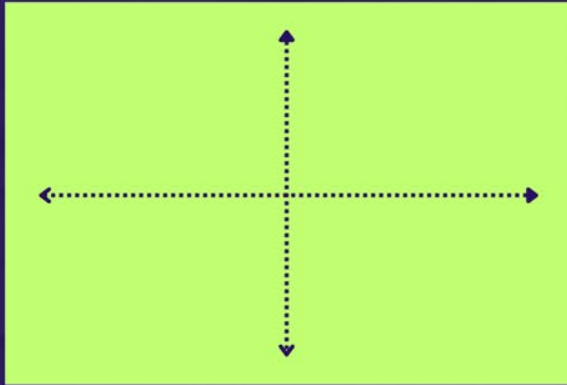
JOHARI WINDOW “UNKNOWNNS” + DISCOVERY



7. "Johari Window." Wikipedia, 5 May 2025. Wikipedia, https://en.wikipedia.org/w/index.php?title=Johari_window&oldid=1288943160.

JOHARI WINDOW “UNKNOWNNS” + DISCOVERY ACTIVITY




Use the Johari Window to capture examples in the four quadrants



TOOLS:

Paper, Post-It Notes & writing utencil

NEXT STEPS:

-  Fold a piece of paper in half and open it again
Fold the paper in the other direction
-  Label the four sections of the Johari window c categories: “open” “blind” “hidden” “unknownns”
-  Use Post-Its to add a few examples in the sections

BREAKOUT GROUPS & DISCUSSION



LEADERS, WE NEED TO SEND A MESSAGE TO THE WORLD ABOUT ADAPTING A TRAUMA INFORMED LENS

“Living with an alcoholic parent, racism, bullying, witnessing violence outside the home, physical abuse, and losing a parent to divorce — have a huge risk of adult onset of chronic health problems such as heart disease, cancer, diabetes, suicide, and alcoholism.”^[1]

Denial and inaction won't help us end the stigma for survivors but new approaches can.

1. Stevens, Jane. “PACEs Science 101 (FAQs) — Positive and Adverse Childhood Experiences.” PACEsConnection, 1 Oct. 2019, <https://pacesconnection.crowdstack.io/blog/aces-101-faqs>.



IF WE CAN ADAPT SHARED LANGUAGE TO NAME WHAT HAPPENED TO US, WE CAN CHANGE OUR FUTURE & REWRITE A NEW ENDING TO OUR STORY

“The science of PACEs refers to the research about the stunning effects of **positive and adverse childhood experiences (PACEs)** and how they work together to affect our lives, as well as our organizations, systems and communities.”

This set of evidence-based research on toxic stress is also referred to as PACEs and resilience science.^[1]

1. Stevens, Jane. “PACEs Science 101 (FAQs) — Positive and Adverse Childhood Experiences.” PACEsConnection, 1 Oct. 2019, <https://pacesconnection.crowdstack.io/blog/aces-101-faqs>.



Adverse Childhood Experiences

"ACEs" comes from the CDC-Kaiser Adverse Childhood Experiences Study, a groundbreaking public health study that discovered that childhood trauma leads to the adult onset of chronic diseases, depression and other mental illness, violence and being a victim of violence, as well as financial and social problems.^[1]



Adverse Community Experiences

Impact population conditions. Examples include poverty, structural racism, community disinvestment, police violence, lack of affordable housing, lack of opportunity and economic mobility, discrimination, disconnected relationships, unemployment, and deteriorating built environments.^[1]



Adverse Climate Events

Impact community conditions. Examples include COVID-19, climate change, wildfires, droughts, hurricanes, earthquakes, floods, environmental injustice, and pollution.^[1]



Atrocious Cultural Experiences

Impact macro and socio-historical conditions. Examples include slavery, genocide, colonization, segregation, forced family separation, removal of property, and other harmful social norms such as low sense of political and social efficacy and mistrust.^[1]



Positive Childhood Experiences

In the last few years, researchers have started to examine the impacts of positive childhood experiences (PCEs) on children and adults. We at PACEs Connection are particularly interested in the interplay between positive and adverse childhood experiences.^[1]



Positive Community Experiences

A positive community thrives on traits such as trust, respect, collaboration, and inclusivity. It encourages open communication, shared goals, and mutual support among its members, fostering a sense of belonging and wellbeing.^[2]



DISCUSSION





WITH SHARED TERMS AND JARGON ABOUT TOXIC STRESS

Leaders, survivors, and advocates can work to prioritize trauma-informed education and organizing efforts for policy reform.

WITHOUT THE RIGHT TERMS AND JARGON ABOUT TOXIC STRESS

Without expanding “unknowns” and trauma-informed practices, we lose an incredible opportunity for discovery.



EXPAND TRAUMA INFORMED PRACTICES WITHIN COMMUNITIES, ORGANIZATIONS, AND THROUGH POLICY CHANGE

**PERSONAL & FAMILY
RELATIONSHIPS**

**SELF CARE &
PERSONAL GRIEF**

**STIGMA-FREE
TRAUMA RECOVERY**

**PROFESSIONAL
RELATIONSHIPS**

**EXPAND COLLECTIVE
CARE PRACTICES**

**EXPAND TRAUMA
INFORMED LEADERSHIP**

**REDUCE ACES &
INCREASE PCES**

**REDUCE MATERNAL AND
INFANT MORTALITY**

**TI COOPERATIVE
ECONOMICS**

**REDUCE ACES &
INCREASE PCES**

**SCALE TRAUMA
INFORMED EDUCATION**

**TI COOPERATIVE
ECONOMICS**



TRAUMA INFORMED LEADERS ARE THE KEY TO NORMALIZING COLLECTIVE CARE AND SYSTEMS TRANSFORMATION



THE RIGHT STRATEGIES CAN CATALYZE TRAUMA INFORMED ORGANIZING AND SYSTEMS TRANSFORMATION

- ➔ Communications and media relations can introduce large audiences to new ideas and persuade action
- ➔ A wide range of disciplines can be used to introduce newsworthy, culturally-focused storylines
- ➔ Media literacy can play a major role in combatting national and international bias in journalism

4. Development, PodBean. How To Transform PR With Trauma-Informed Practices with Kahshanna Evans | That Solo Life: The Solo PR Pro Podcast. <https://thatsololife.podbean.com/e/how-to-transform-pr-with-trauma-informed-practices-with-kahshanna-evans/>. Accessed 12 Apr. 2025.



“COMMUNITY BUILDING THROUGH COMMUNICATIONS”: A STRATEGIC ROADMAP FOR HEALING AND REPAIR

Through the Community Building Through Communications framework, local, national, and global communications can establish and develop its role in movement-focused community organizing, mobilization, and advocacy that aims to support impacted communities to own their own cultural narrative by creating equity, access, education, transparency, and policy reform—grounded in trauma-informed awareness, trauma-informed practices, community-focused storytelling, and media literacy programming that acknowledges adversities and atrocities while uplifting culture and centering repair.

4. Development, PodBean. How To Transform PR With Trauma-Informed Practices with Kahshanna Evans | That Solo Life: The Solo PR Pro Podcast. <https://thatsololife.podbean.com/e/how-to-transform-pr-with-trauma-informed-practices-with-kahshanna-evans/>. Accessed 12 Apr. 2025.



"COMMUNITY BUILDING THROUGH COMMUNICATIONS" FRAMEWORK & STRATEGY SNAPSHOT



DECOLONIZE RESEARCH + ANALYSIS



TRAUMA INFORMED S.W.O.T.



"CALL IN" LISTENING TOUR & REFLECTION



PLANNING LEARNING & DEVELOPMENT



COMMUNITY TRAINING CAMPAIGN



MEASURE & TRACK PROGRESS

- Snapshot of public health statistics surrounding impacted communities
- Consume responsibly
- Note outdated or harmful policies

Leaders: Think "We/Us"—avoid just "saving" others. Think through personal experiences.

- Operationalize processes from day one
- Shortlist trauma-informed educators & programs, noting free certificate programs

Leaders: Commit to shifting exclusion, bias & harm.

- Host community discussions about media & culture in a space of collective care
- Gather feedback forms to support growth, scalability, and expansion

Leaders: Heart-centered progress, not perfection.

- Operationalize and create step-by-step processes from day one
- Start with a pilot
- Commit to shifting bias of vulnerable communities you serve?

Leaders: Passionate civil workgroups are an organizing goldmine.

- Prioritize upskilling & free certificate programs
- Initiatize community building practices such as 1:1 and group relationship building

Leaders: Healed and trauma-informed communities can change outcomes.

- Expect to learn what is working and what isn't as proof of a passionate community
- Feedback forms are an opportunity to learn & grow
- Ritualize reporting

Leaders: Solicit the support of research partners



THIS IS A CALL TO ACTION!



Sign up for “Tending the Roots” Instructor Training which follows the New York State trauma-informed curriculum [\[4\]](#)



Attend the 2025 Annual TINRC “Join the Journey” summit this September [\[5\]](#)



Create trauma-informed communities to Invest in trauma-informed systems transformation. [\[6\]](#)



Q & A



Thank you!



REFERENCES

- 1.Stevens, Jane. "PACEs Science 101 (FAQs) — Positive and Adverse Childhood Experiences." PACEsConnection, 1 Oct. 2019, <https://pacesconnection.crowdstack.io/blog/aces-101-faqs>.
- 2.Nicole Celestine, Ph.D. "10 Characteristics: What Makes a Positive Community." Positive Psychology, Nov. 2016, <https://positivepsychology.com/10-traits-positive-community/>.
- 3.Hicks, Mitti. Report: Black Consumers Have \$2 Trillion In Buying Power. 30 Jan. 2025, [https://www.blackenterprise.com/report-black-consumers-have-2-trillion-in-buying-power/#:~:text=Black%20Consumers%20Have%20\\$2%20Trillion%20In%20Buying%20Power](https://www.blackenterprise.com/report-black-consumers-have-2-trillion-in-buying-power/#:~:text=Black%20Consumers%20Have%20$2%20Trillion%20In%20Buying%20Power).
- 4."Tending the Roots." Trauma-Informed Network Resource Center, <https://www.traumainformedny.org/tending-the-roots/>. Accessed 12 Apr. 2025.
- 5."Join the Journey 2025." Trauma-Informed Network Resource Center, <https://www.traumainformedny.org/join-the-journey-2025/>. Accessed 12 Apr. 2025.
- 6.KLPR Community Building through Comms Strategy. <https://mailchi.mp/2de1a43de6ca/klpr-community-building-comms>. Accessed 12 Apr. 2025.
- 7."Johari Window." Wikipedia, 5 May 2025. Wikipedia, https://en.wikipedia.org/w/index.php?title=Johari_window&oldid=1288943160.

