

Hawai'i Heals Together

Secondary Trauma After a Community Disaster



Child &
Adolescent
Mental
Health
Division

Presented by Casey Kilohi Park

DEFINITIONS



Secondary Trauma

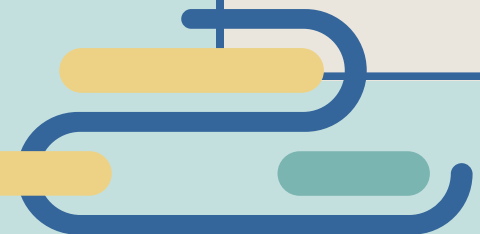
The emotional duress that results when an individual hears about the firsthand trauma experiences of another.

Compassion Fatigue

The convergence of secondary traumatic stress and cumulative burnout, a state of physical and mental exhaustion caused by a depleted ability to cope with one's everyday environment.

Vicarious Trauma

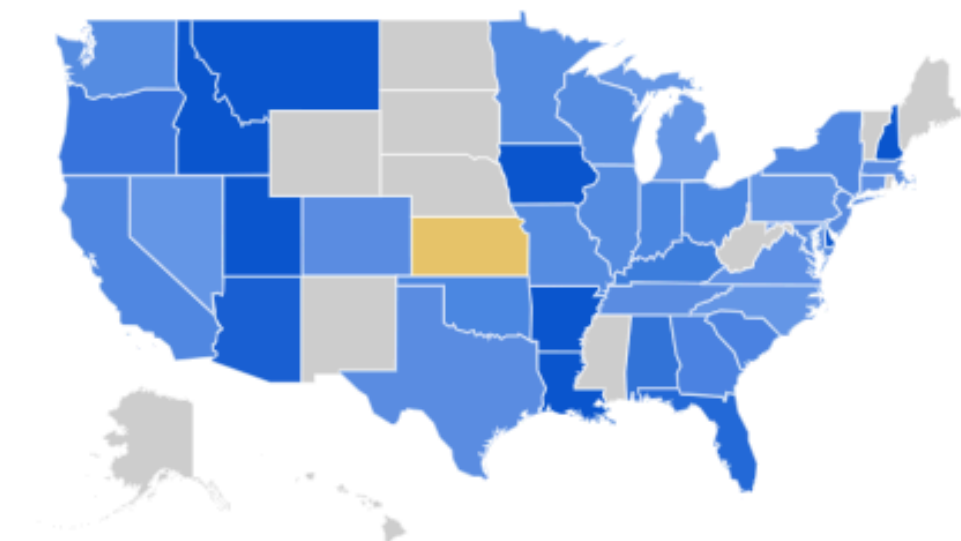
An occupational hazard in trauma workers referring to a shift in worldview, especially around ideas of justice and safety.



Compared breakdown by subregion

Subregion ▾ ⬇️ ⏪ ⏩ 🔗

Sort: Interest for compassion fatigue ▾



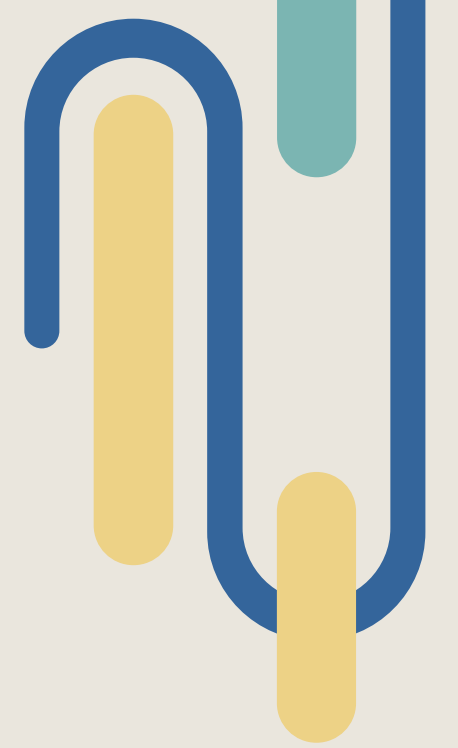
1	Delaware	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
2	Montana	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
3	New Hampshire	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
4	Idaho	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
5	Arkansas	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>

Color intensity represents percentage of searches [LEARN MORE](#)

< Showing 1-5 of 39 subregions >

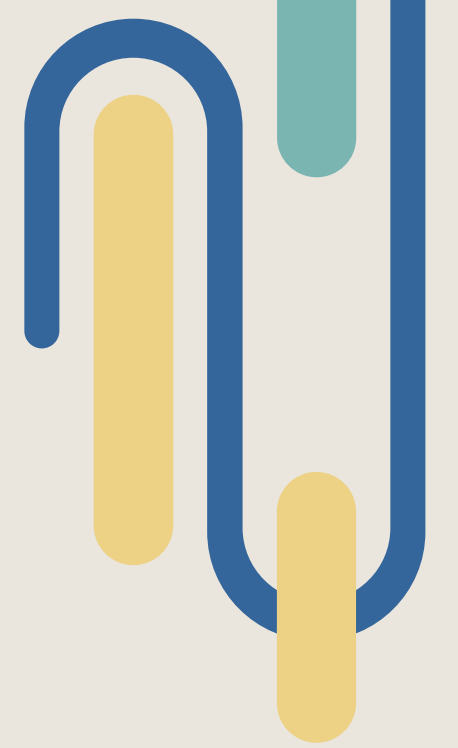
COLLECTIVE TRAUMA

An event or series of events that impact not only one person but also a **group of identified or targeted people**. Collective trauma usually refers to traumas rooted in oppression or discrimination toward a minority group by a dominant group, in contrast to interpersonal trauma. However, the term, collective trauma, is sometimes used to **include environmental disasters, violence (e.g., school shootings), and pandemics** that affect people across different communities (APA, 2024).



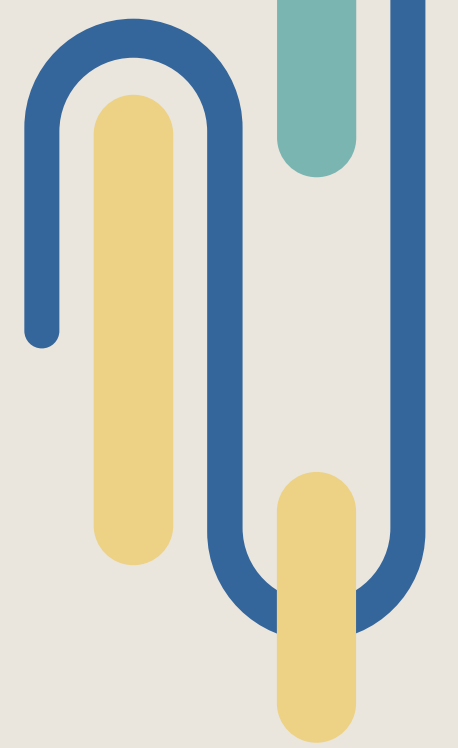
COLLECTIVE TRAUMA

- Racially motivated police killings of Black Americans had a detrimental effect on the mental health of Black Americans in the surrounding communities. Notably, this effect was not recorded in White Americans in surrounding communities (Bor et al., 2018).
- “Close to home” effect

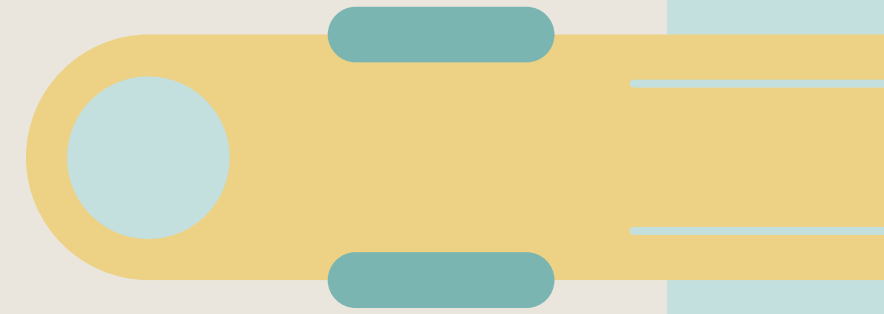


MEDIA & TRAUMA

- Increased media exposure of collective trauma event associated with increases in psychological distress, functional impairment, and worry about the event. History of mental illness increases risk (Thompson et al., 2017).
- High frequency and graphic nature of media negatively impacted mental health and functioning (Holman et al., 2019).
- Heightened media exposure can create a cascading trauma effect: Increased worry, increased likelihood of heightened media use in future, heightened risk of PTS and stress (Thompson et al., 2019).



MEDIA CHANNELS



Non-visual,
least engaging

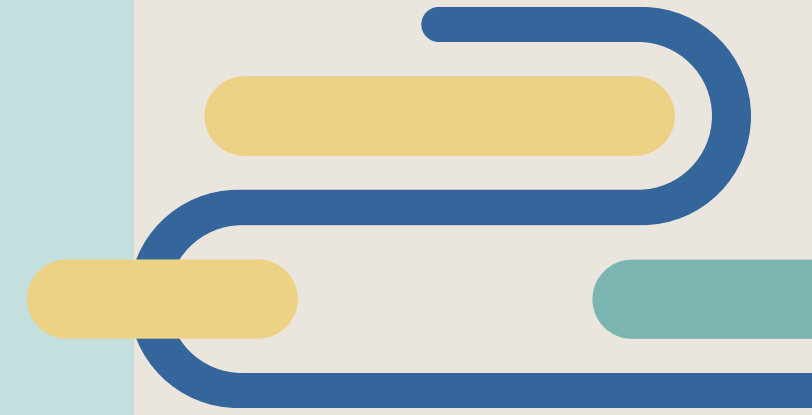


Visual, mass
audience



Personalized,
most engaging

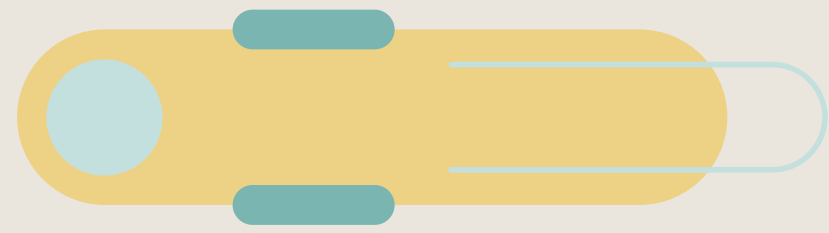
MAUI WILDFIRES



- 100+ lives lost
- 2,200+ structures destroyed
- Increased health risks in survivors
- Loss of housing and employment



Matthew Thayer / Associated Press



TRAUMA FACTORS ON MAUI



Existing traumas in affected population



Event specifically related to historical/ongoing traumas



“Close to home” factor



Increased media use



Media guilt

RESOURCES



**CERTIFIED COMMUNITY
BEHAVIORAL HEALTH CLINIC**
MAUI COUNTY

MAUI NUI STRONG

MAUI RECOVERS

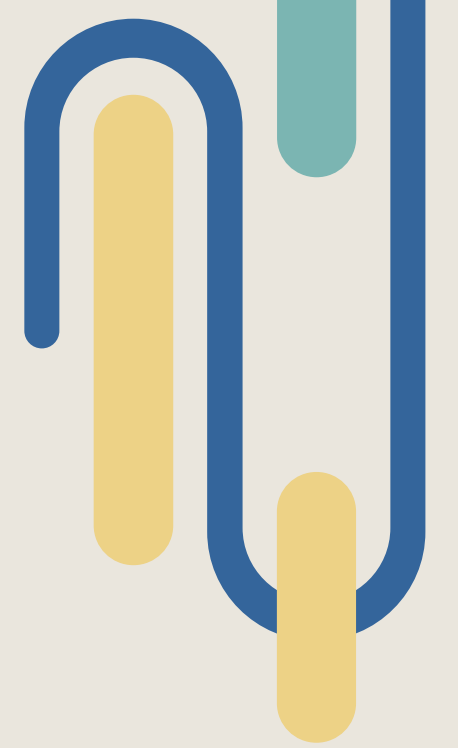


Healing Hawai'i starts with Healing You

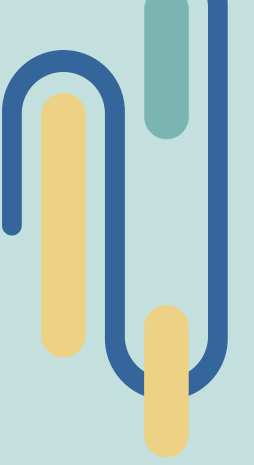
Discover how to balance taking care of one another with taking care of ourselves

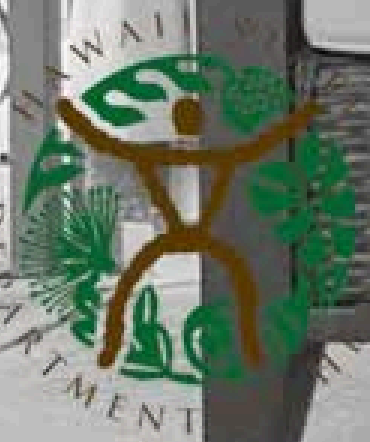
MESSAGING CONSIDERATIONS

- Audience may feel reluctant to self-identify.
- Avoid mentioning any specific traumatic event.
- Low awareness.
- Beware of retraumatization – avoid the word “trauma”, graphic imagery, or references to specific traumatic events.
- Ensure we aren’t telling people they are all traumatized.



ADVERTISEMENTS





HawaiiHeals.org

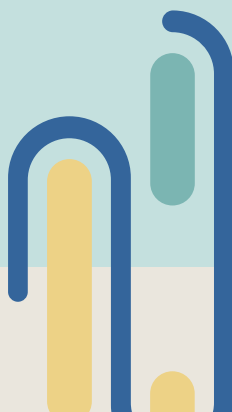
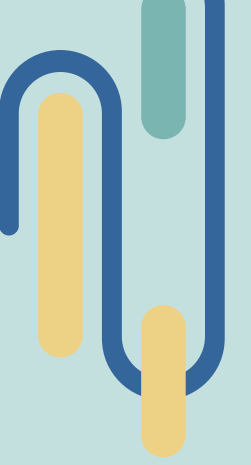


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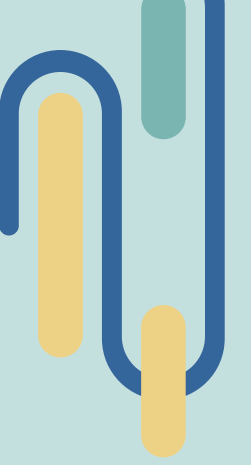


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LIVE INTERVIEWS



ORGANIC SOCIAL



Community Healing Through Connection

Did you know that having

- Community Solidarity
- Sense of Belonging
- Social Connections

can protect against negative mental health effects and speed up recovery after a community trauma?

Swipe to learn how you can keep connected with your own community.

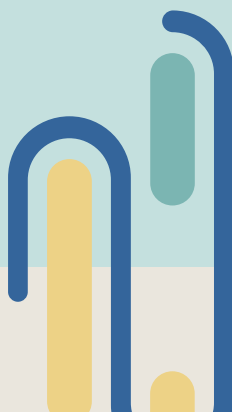
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Youth Trauma Responses by Age

Children and adolescents can and do experience trauma. Trusted adults play a critical role in checking in with them, reassuring their safety, and helping to redirect their fears into positive actions.

All children need to feel safe and supported, but they may have different needs depending on their age.

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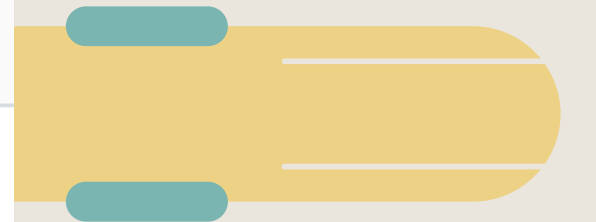
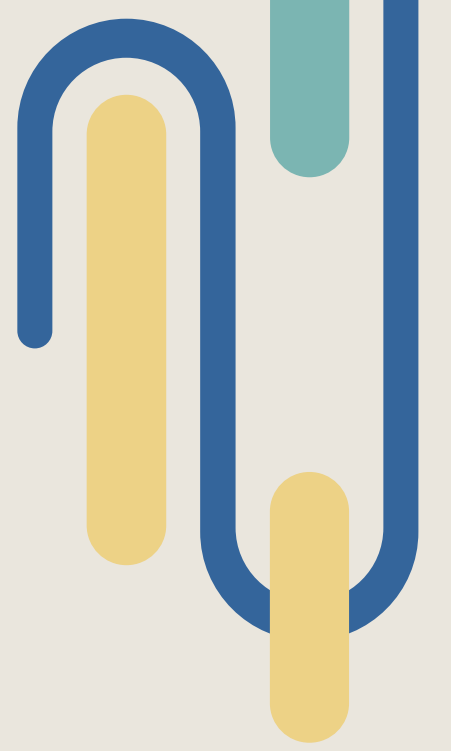
RESULTS

- ~7,000 unique visitors in Hawai'i
- 18.28% engagement rate
- Treatment Resources 2nd most popular page
- Most outbound clicks to HIDOH and SAMHSA

Search...		City	↓ Users	New users	Engaged sessions	Engagement rate
			7,454 100% of total	7,477 100% of total	1,485 100% of total	18.28% Avg 0%
1		Honolulu	3,052	3,032	637	19.38%
2		(not set)	461	456	67	13.37%
3		Hilo	238	235	48	18.75%
4		Waipahu	219	218	34	14.41%
5		Ewa Beach	198	195	42	20.1%
6		Kaneohe	189	189	40	19.8%
7		Pearl City	181	172	53	24.88%
8		Mililani	178	175	39	20%
9		Kailua	137	137	27	18.75%
10		Kahului	129	124	21	15.11%
11		Kapolei	125	125	27	20%
12		Los Angeles	108	108	22	19.3%
13		Waimalu	96	96	18	17.82%
14		Wahiawa	80	78	26	29.21%
15		Hawaiian Paradise Park	72	72	11	15.28%
16		Kihei	72	72	7	9.21%
17		Kalaheo	68	63	19	26.03%
18		Lihue	67	67	13	17.57%
19		Nanakuli	66	66	7	10.14%
20		Kailua-Kona	63	62	11	15.71%
21		Koloa	63	61	12	16%
22		San Diego	56	56	5	8.77%
23		Wailuku	55	54	13	22.03%
24		Kapaa	53	53	9	15.79%
25		Makakilo	53	52	11	20.75%
26		Seattle	53	51	6	10.91%
27		Kalaoa	52	51	13	23.64%
28		Waimea	51	51	8	15.09%
29		Waianae	50	50	12	24%
30		Holualoa	42	42	7	16.28%

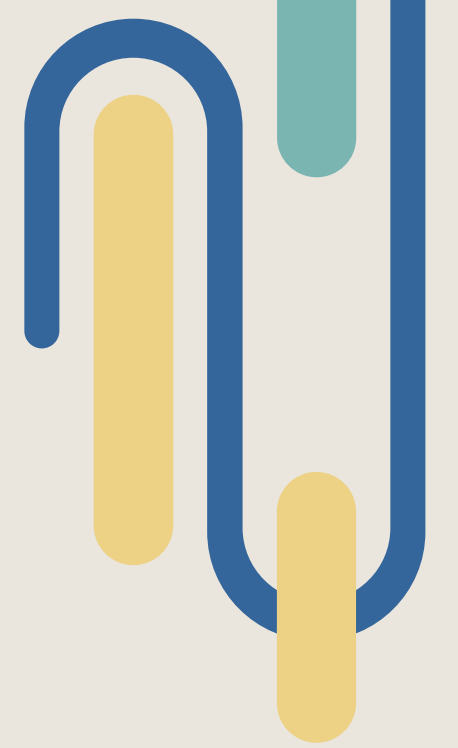


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9	Kailua	137	137	27	18.75%
10	Kahului	129	124	21	15.11%



NEXT STEPS

- Sustainability
- Ads are evergreen, may be reused
- Data from initial campaign can optimize next campaign
- Investment in social listening software may improve awareness monitoring



MAHALO

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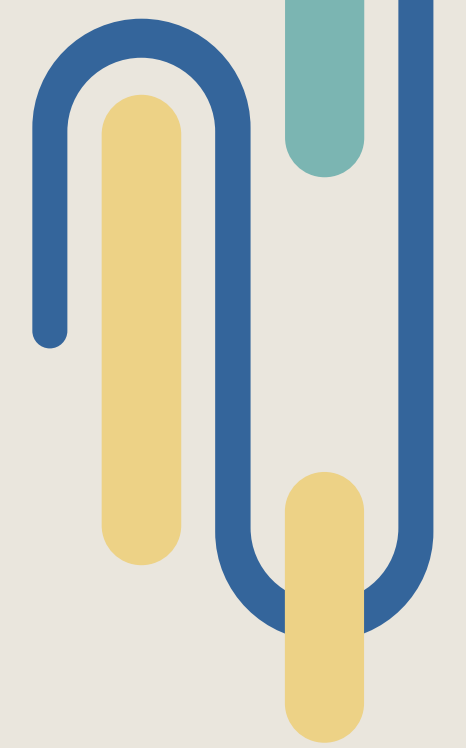
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