

# 2020 YEAR IN REVIEW



## OVERVIEW

The Dr. Alauna Trauma Recovery Institute, DA-TRI (pronounced "The Try") was founded in 2018, with an organizational mission dedicated to eradicating the effects of psychological trauma by providing education and training in Empathy Skills Practice™, helping people and communities self-heal from psychological trauma.

Our Core Values are centered around Mental Wellness, Education and Entertaining Information, Integrity, Respect and Camaraderie, Community Health and Embracing the Fun of Healing.

# A MESSAGE FROM OUR CEO AND FOUNDER DR. ALAUNA

Dr. Alauna Trauma Recovery Institute was very active during the globally challenging year of 2020. DA-TRI was established upon the premise that psychological trauma is widely under-appreciated as a mass driver of mental challenges in our society, but the distressing events of 2020 brought this core message front and center. Through a seemingly unending onslaught of climate disasters, racism, gun violence, geopolitical upheaval, and the widespread impact of the COVID-19 pandemic, psychological trauma is finally being recognized as the public health crisis of pandemic proportions that it is.

As was the case for so many businesses, DA-TRI pivoted swiftly to virtual platforms, allowing an international audience to access our offerings. Responding to incredible demand, DA-TRI launched the Trauma Recovery Academy, our online mental health and trauma education learning platform, offering in-depth and practical biological education and recovery tools to 100 learners in 2020! Due to a generous donor, for a limited time, we were able to introduce the initial offerings at \$1 per month!

DA-TRI staff, volunteers and donors continue to invest in solving the greatest mental health challenges facing our society, aiming to bridge the gap of knowledge, access, resources and skills to improve our emotional health, individually and collectively. We honor the heavy cost of trauma that humanity has borne in this challenging year, including the people we lost, lives forever changed, and moments we will never get back. Yet through your consistent support, uplifting prayers and triumphant resilience, we will continue to move forward in 2021 with renewed hope and abundant faith in our ability to evolve into a healthier society.

Many we helped started their journey with a desire to "try to get better." Through DA-TRI, we not only try, we do better, so we can BE better.

Try.Do.Be.  
#BetterTogether

*Dr. Alauna*

Trauma Psychiatrist  
CEO & Founder of DA-TRI





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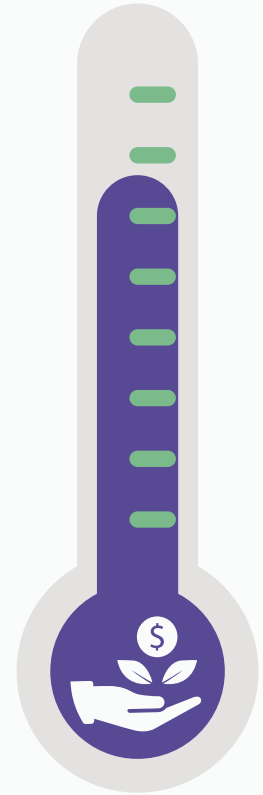
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## 2020 BY THE NUMBERS

# \$11,630

In its first full operational year, DA-TRI raised \$11,630 from individual donors. Future goals include creating scholarships to support ongoing trauma recovery and mental health treatment to the community-at-large.



**10 Events**



**27 Media Appearances**



**100 Trauma Recovery Participants**



**3K Community Members Serviced**



**7K+ New Social Media Followers**



**133K+ Content Views**

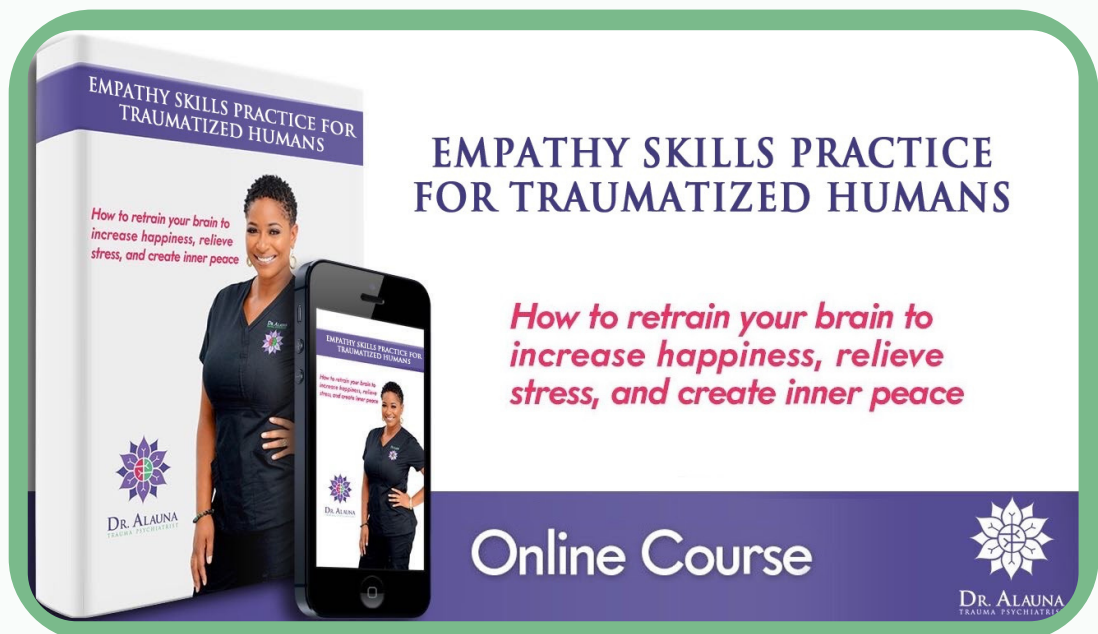
# MENTAL HEALTH EDUCATION AND OUTREACH

## Trauma Recovery Academy

The Trauma Recovery Academy is the primary platform for DA-TRI's goal of affordable and accessible public health education about psychological trauma and mental health concepts. Through informative and entertaining educational programming, DA-TRI provides an opportunity for anyone interested to learn more about their brain, body and behavior and the predictable patterns of trauma. Membership in the Trauma Recovery Academy connects the learner to trauma recovery educational coursework and access to a monthly virtual Empathy Skills Practice™ coaching group.

### Noteworthy Achievements

- Publication of the foundational course, Empathy Skills Practice for Traumatized Humans™
- Launched the free Primitive Brain Systems Crash Course
- From Jan-Dec 2021, the Academy served 100 participants





## Trauma Thursdays Facebook Live Series

Trauma Thursday is a weekly Facebook live series, hosted by Dr. Alauna, focused on bringing Trauma healing conversations to the general public. Whether solo or with special guests, including

Dr. Dawn Brown, ER Dr. Jess, Courtney Glaude - Filmmaker, Danny Norris, ESQ - Harris County Board of Education Trustee, Dr. Alauna tackles the challenging subjects arising throughout the COVID-10 pandemic. Season 2 topics included Toxic Relationships, Chronic Trauma and Stress, Black History and the Trauma of Racism, Discussing COVID with Kids, COVID Coping Strategies and more. The 18 episodes of Season 2 have more than 50,000 views, with audience members from all over the globe!



## Events and Community Partners

DA-TRI participated in 10 events with community partners, servicing more than 3,000 participants. Our 2020 partners included:





## DA-TRI IN THE MEDIA

2020 was a turbulent year, and Dr. Alauna's expertise was in high demand as the world began to reckon with the acute, then chronic mental health effects of the COVID-19 pandemic. In addition to establishing [DA-TRI's official Facebook page](#), the Dr. Alauna Trauma Recovery Institute was well represented on radio, podcasts, print AND TV news! Dr. Alauna and DA-TRI was:

### Quoted/Referenced in the media

*VoyageHouston*

Meet Alauna Curry of Dr. Alauna Trauma Recovery Institute—[Voyage Houston](#)

**Forbes**

The Role of Empathy in Saying No at Work by Christine Carter—[Forbes](#)

*American Popsy*

The Anatomy of Fear by Palanda Brownlow—[American Popsy](#)

*THE Rush Limbaugh SHOW*

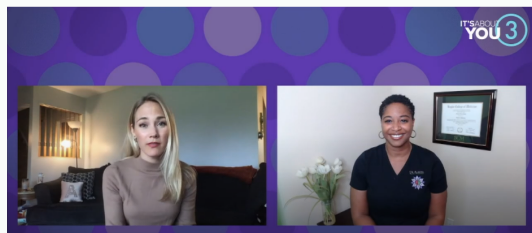
Your Beloved Host Impugned and Ripped to Shreds by Rush Limbaugh—[The Rush Limbaugh Show](#)  
—[Dr. Alauna's ESP™ Response](#)



Featured on ABC, CBS, NBC, VICE and FOX news in 12 major news markets including New York City, Washington DC, Seattle and Tampa



Psychiatrist Explains how to Handle Mask Rage—[Fox 26 Houston, TX](#)



Take Control of Your Mental Health—[WKYC - NBC Memphis, TN](#)



Resetting the Mindset & Fighting Off Pandemic Fatigue—[ABC-KVUE Austin, TX](#)



How Practicing Empathy is the Cure for Psychological Trauma—[ABC KTNV, Las Vegas, NV](#)



Developing Empathy During a Time when Many People Need It—[WFLA- CBS and WTTA Tampa, FL](#)

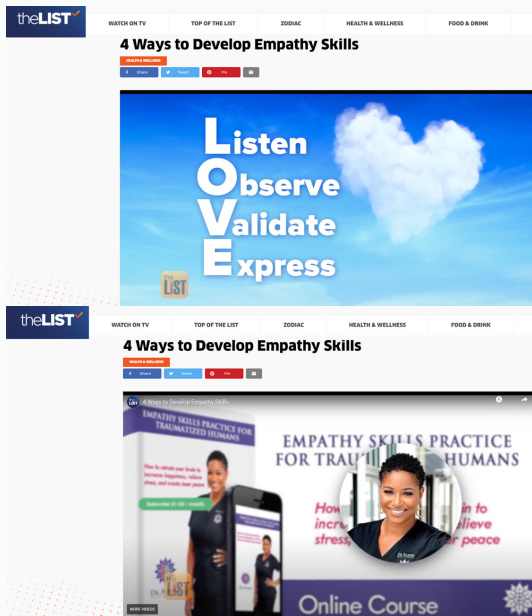




Combating Holiday Stress—  
[CBS - WREG Memphis, TN](#)

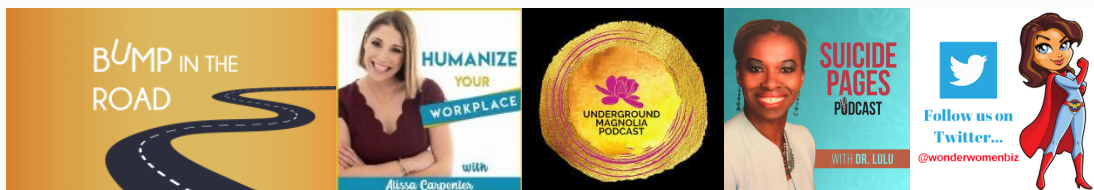


Tips for Holiday Conversations  
with Family—[Good4UTAH](#)  
[KTVX-ABC Salt Lake City, UT](#)



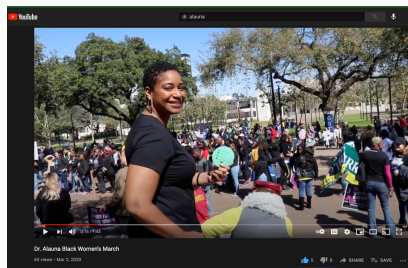
4 Ways to Develop Empathy  
Skills—[The List TV](#)

Featured on award-winning podcasts including Bump In the Road, Humanize Your Workplace, UnderGround Magnolia, Suicide Pages Podcast and Wonder Women in Business with Susan Freeman.



# SOCIAL JUSTICE ENGAGEMENT

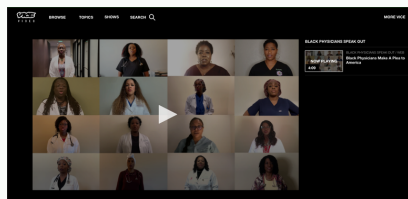
DA-TRI's mission is strongly centered around the concept that all human beings are suffering from the predictable and preventable effects of multiple traumatic pandemics including but not limited to racism, sexism, xenophobia, voter suppression, gun violence, gender-based violence, misinformation, COVID-19 trauma and beyond. As we enter into an era of accountability and rapid evolution surrounding mental health and psychological trauma, DA-TRI aims to be a leading voice in championing causes that help people "Tell Their Trauma Story."



[The Black Women's March and Rally at Texas Southern University](#)— Sponsored by Houston Rising to encourage Houston and the surrounding communities to register to vote and participate in the political process.



Share the Medical Mic—Inspired by the #ShareTheMicNow Instagram campaign, 80 female physicians partnered to form duos who exchanged IG platforms for one day and hosted honest and intimate Instagram live conversations about our unique and collective experiences, designed to amplify the voices of women of color in the modern medical industry!



[Black Physicians Make a Plea to America - Vice TV](#)—In the wake of George Floyd's murder, Dr. Alauna joined other Black women, who are also physicians and mothers, to issue a plea and a challenge to America, to care for all humans, beyond the superficial hue of our skin. 83,000+ views





## MENTAL HEALTH RESOURCES

### **National Suicide Prevention Lifeline** 800-273-TALK (8255)

For Veterans:  
800-273-8255 (press 1)

For hearing and speech impaired with TTY equipment:  
800-799-4889  
Spanish: 888-628-9454

### **National Domestic Violence Hotline** 800-799-SAFE (7233) and TDD 800-787-3224

### **Rape, Abuse and Incest National Network (RAINN)** 800-656-4673

### **TrevorLifeline** 24-hour, toll-free confidential suicide hotline for LGBTQ youth 866-488-7386

### **TWLOHA Find Help Online Tool** Locate free or reduced-cost counseling and other mental health resources in your community. [twloha.com/find-help](http://twloha.com/find-help)

### **National Alliance of Mental Illness (NAMI)** Connect to mental health resources via NAMI Helpline 800-950-NAMI or in a crisis, text "NAMI" to 741741

### **Substance Abuse and Mental Health Services Administration (SAMHSA)** National Help Hotline 1-800-662-HELP (4357)

# SPECIAL GRATITUDE AND THANKS!!!

Dr. Alauna Curry, Founder/President  
Eddie Stallworth, Treasurer  
Carolyn McLain, Secretary  
Joe Bryant, Consultant  
Monique Hayes, Consultant  
David Simons, Consultant  
Megan Breakenridge, Consultant  
Nicque Montgomery, Volunteer  
Scotland Carter, Volunteer  
Monique Walker, Volunteer  
LaKasha Means, Volunteer  
Marcus Cormier, Volunteer

**We could not do this without all of you!**



**DR. ALAUNA**  
TRAUMA RECOVERY INSTITUTE

