



TRACIE Team

Year 2 Evaluation Report (2023-2024)

Introduction

TRACIE Team is delivering a project to create and promote a new app called Tracking Racism and Collecting Information (TRACIE) for Black parents, guardians and caregivers with Black children in Toronto, to help easily capture and store all evidence needed when a Black student experiences a racist incident. This tool is designed to capture and document racist incidents using photos, e-mails, audio, or video.

The app is a useful tool to help students inform trusted school staff, their parent, guardian, or caregiver, or another caring adult in their lives if they experience physical or verbal harm. The app aims to increase capacity to effectively advocate for Black children and help make schools and broader communities a safer space for all, thereby supporting parents, guardians and caregivers to effectively navigate, access, and influence systems that affect family well-being.



Methodology

- At the end of their second year of programming, TRACIE Team hosted a community event to introduce the TRACIE app. The event attracted over 54 attendees, including a significant number of Black parents, caregivers, and families. Participants were encouraged to interact with the app and share their feedback on its user experience.
- The event also featured a mock scenario workshop where attendees examined and discussed examples of racial discrimination in small groups.
- Following the event, 21 participants completed a custom survey to offer their opinions on both the launch event and the TRACIE app. The survey included open-ended questions to collect detailed experiences (qualitative results) and satisfaction ratings for both the event and the app (quantitative results).
- Additionally, the TRACIE Team recorded video testimonials from 6 participants to gather their thoughts on the mock scenarios and the app (qualitative results).





Executive Summary

TRACIE Team has collaborated with the Students Commission of Canada (SCC) through their Sharing the Stories (StS) program, which offers customizable evaluation for non-profits serving youth. Together, they are working to ensure that TRACIE Team continues to give Black parents and caregivers the evidence and support that they need to address instances of systemic racism and create change.

The findings from the custom survey showed that the launch event for the TRACIE app was well-received by participants, who highlighted several key positive aspects of the app. Attendees valued the opportunity to connect with community members, appreciating the positive, inclusive, and friendly atmosphere of the event. Participants found the event informative, particularly regarding the TRACIE app's features and its role in combating racial discrimination and bullying.

Participants expressed strong support for the TRACIE app, praising its ease of use and its significance in aiding Black families and youth in reporting and addressing instances of racial discrimination. They noted the app's potential to support Black families in documenting systemic racism and keeping youth safe. Key suggestions for improvement included adding a follow-up feature to ensure actions are taken after reports, enhancing scenario context, clarifying certain questions, and including open-ended fields for user comments. Additionally, participants experienced issues with the voice note feature and recommended increased marketing to broaden the app's reach.

The results from the video testimonials showed that the mock scenarios were highly relevant and personally resonant to participants' lived experiences with systemic racism. Many shared personal experiences of discrimination, underscoring the app's potential value in addressing these issues. Participants regarded the TRACIE app as a unique and vital tool for tracking and reporting racism, with the potential to foster safer communities and support future generations.

Overall, the launch event successfully created a meaningful and engaging environment for participants to connect and learn about the TRACIE app. The results show that the TRACIE app was helpful in supporting Black parents, guardians and caregivers to effectively navigate, access, and influence systems that affect family well-being. The launch event was also important in equipping Black families with the tools and confidence that they need in order to overcome systemic barriers in the education system.





Demographics

20 participants who attended the app launch and filled out the custom survey provided their demographic information, summarized below.

TRACIE App Launch: Year 2 Survey (n=20)



Gender

Girl/Woman 80 %
Boy/Man 20 %

Age Groups

Under 18: 5%
25-34: 35%
35-44: 25%
45-54: 15%
55-64: 5%
65 and over: 15%

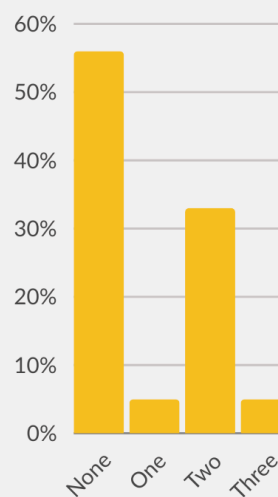


Ethnicity

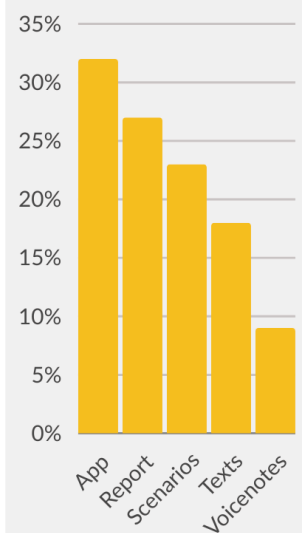
African: 5%
Black: 35%
Afro-Caribbean: 25%
West Indian: 15%
Bi-racial: 15%
Ecuadorian: 5%



How many children under 18 are in your household?



Which TRACIE features did you use today?



Custom Survey: App Launch Feedback

21 participants who attended the app launch event filled out a custom survey to provide their feedback on the event and the app.

When asked about their experiences with the launch event, many participants said that their favourite part was **meeting new people from the community**. Participants stated that the atmosphere was very **positive, inviting, inclusive, and friendly**. Several participants also said that they enjoyed the awards ceremony and learning about the achievements of those who contributed to their community. Finally, participants **valued the knowledge gained from the event**, as they learned about the different features of the TRACIE app and how it helps **address racial discrimination and bullying**. Participants brought up **the relevance and importance of the app in supporting Black families in reporting instances of systemic racism and helping Black youth stay safe**.

"My favourite part was learning about the TRACIE app, and different features that will help stop bullying and discrimination of Black children in schools."



"My favourite part was getting to know what TRACIE was all about, alongside awarding those that have really contributed to the community."



Custom Survey: App Launch Feedback

Participants were also asked to provide feedback on the TRACIE app by suggesting any features that might need improvement. Of the 21 participants, 8 (38%) indicated that they felt no features required changes. The other participants provided valuable recommendations, summarized below.

More Context for Scenarios

"The scenario needed a little bit more content in order to solve the problem."

Follow-up Feature

"Adding a piece where the app is broken up into the initial report and then the follow up section if anything was done about the reported issue."

Marketing and Awareness

"The area of publicity and creating awareness needs to be improved on, so that the public will be very much aware of the TRACIE app."

More Clarity on Questions

"A few questions need to be updated for clarity, i.e. what resources do you need, what people would you like to help you with this issue"

"The last question needs a field to say what support is needed specifically."

Voicenote Feature

"The voice note is not working efficiently. When you haven't completed the voice note, it does not allow you to pick up from where you left off from. It deletes everything and then writes the new sentence only. Also, after writing the sentence part of the words disappear but eventually continues on the bottom."

"You should be able to stop recording and restart without all the the previous recorded notes disappearing."



Summary

While a sizeable number of participants were satisfied with the app as-is (38%), those who provided constructive feedback offered some reasonable suggestions for its improvement. Specifically, participants spoke to adding some additional features and improving on existing ones (adding follow-up functionality and voicenote feature improvement), improved clarity of questions and scenarios, and increased marketing to spread awareness of the app so that other Black families can make use of it.

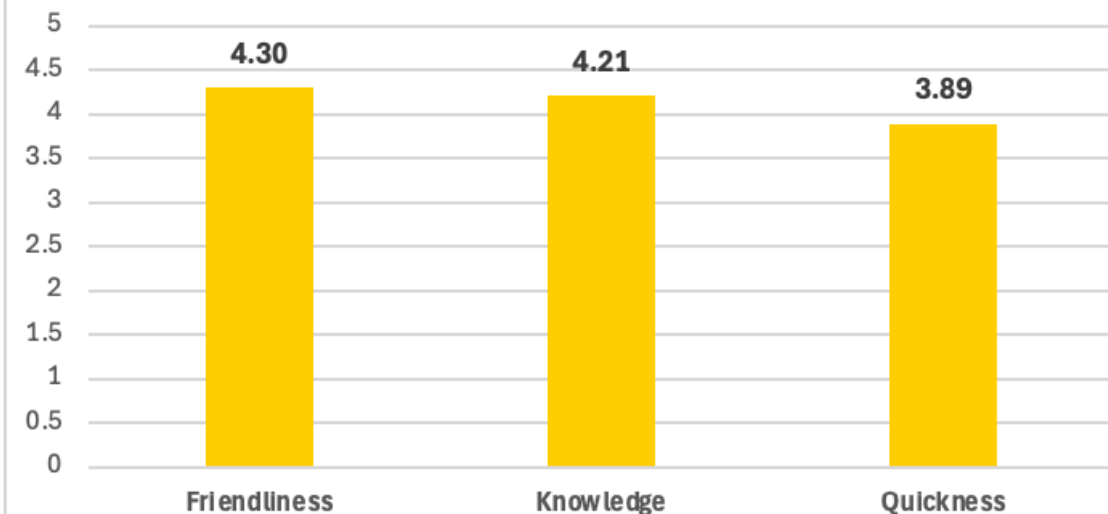


Custom Survey: App Launch Feedback

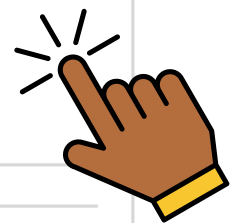
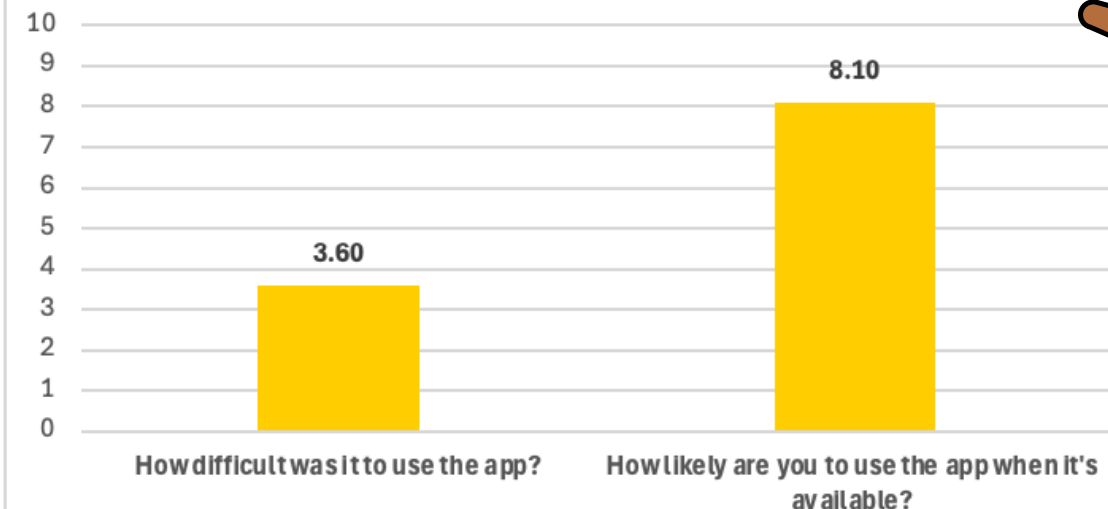
The final section of the custom survey looked at participants' satisfaction ratings of the event on a scale from 1-5 as well as their rating of the app on a scale from 1-10. The following graphs illustrate the average satisfaction score.



Satisfaction Ratings of Launch Event (on a scale from 1 to 5)



Satisfaction Ratings of App (on a scale from 1 to 10)





Custom Survey: App Launch Feedback

Takeaways:

- Participants overall rated the app launch event very favourably, with the highest average score being friendliness (4.30 out of 5). This suggests that TRACIE Team was able to create a positive and inviting atmosphere for participants.
- Participants also rated the knowledgeability of the event staff highly (4.20 out of 5), which is crucial for instilling a sense of confidence in participants in the app's capabilities.
- On average, participants rated the quickness of the event a 3.89 out of 5.00, suggesting that the staff were moderately quick to provide support despite the large turnout. This is important in terms of ensuring that participants feel supported while learning about the app.
- When asked if the app was difficult to use, participants provided an average rating of 3.60 out of 10. This suggests that the app was easy to use and this rating would likely decrease with improved app functionality.
- Finally, when asked about the likelihood of using the TRACIE app when it is available, participants gave an average rating of 8.10 out of 10.
- **Overall, the quantitative results show that the launch event was successful in providing a positive and enriching space for Black families to connect with other people in the community and learn about the importance and practicality of the TRACIE app.**

Video Testimonials

TRACIE Team recorded short and engaging video testimonials with 6 participants to gather their thoughts on the event, the mock scenarios, and the TRACIE app.

Firstly, participants described their experience at the launch event as **positive, interesting, and informative**. Participants said that the event felt like **a safe space to meet other people in the community with shared lived experiences**.

Participants said that the mock scenarios presented were very **relevant and prevalent**, as some of the incidents presented have happened to them or a loved one, which was triggering at times to relive. Some participants shared personal lived experiences of racial discrimination and bullying including body shaming based on their hair, not picking them when they have their hand up to respond, and being made fun of in school for the complexion of their skin.

Participants stated that the TRACIE app is a **great resource to report and track racism**. Participants said that they did not know of any other national tracking system for reporting discrimination, and that the app would help address anti-Black racism in Canada.

Participants also felt like the app was a useful tool for parents/caregivers to help keep their children safe. They said that **the TRACIE app could help foster safer communities across the country and for future generations**.





The following table illustrates the key themes presented in the video testimonials along with participant quotes.

Theme	Sample Quotes
Relevance and prevalence of the mock scenarios	<p><i>"Some of the scenarios, it has all happened to children in my home. So it was real."</i></p> <p><i>"The scenarios that were presented were really, it felt like it was really close to home. Being born and born and raised in Canada as a first generational Canadian, I've seen things occur in my community that I could say that this scenario has happened to people close to me or people that I know."</i></p>
Resource for Black parents and caregivers	<p><i>"The app is giving us a place to go through whenever situations like this arise because I'm quite sure I'm not the only parent or caregiver that is experiencing these."</i></p> <p><i>"The app is helping kids in schools and for the kids that have issues in schools, there is a solution on the line. Sometimes parents aren't able to figure out things or solve the issues, but when TRACIE comes along, things flow along."</i></p>
Positive experience at event	<p><i>"My experience today with the TRACIE app was great. The setup the explanation behind how the TRACIE app came to be what it does. It was very informative. I'm so glad I came."</i></p> <p><i>"It's definitely an honour to be here today to witness the launching of the TRACIE app. Kudos to the entire team behind its development."</i></p>
Community connectedness	<p><i>"Today was honestly really great; it was really nice to meet other individuals within the communities specifically within Rexdale. I find that a lot of the work that I do is outside of like my hub and like my home. So it was really comforting."</i></p>
Shared lived experiences	<p><i>"It was really overall great experience knowing that there are people who have similar stories and similar experiences."</i></p>





Theme	Sample Quotes
Safer spaces across Canada	<p><i>"So having a safe space that is not tied directly to the schools and the education system where people are often biased is a really important space for people of colour and Black people specifically to have, especially because our stories need to be heard, and a lot of us are holding it inside or maybe just telling that one friend but again, this data will definitely be useful, especially when tackling racism systemically."</i></p> <p><i>"I'm so much happier about it, about TRACIE, and because it will really work effectively in [...] how kids can be at peace at school and even back at home, you know."</i></p> <p><i>"I believe that [the] app will go a long way in ensuring that our communities and children are safe."</i></p>
Addressing anti-Black racism on a national level	<p><i>"I definitely think that the TRACIE app will help with anti-Black racism, because one of the problems I find is that there are, I guess, Canada's behind in regards to like tracking racism and some of the incidents and I feel like, often at times working within the community space, it's sometimes difficult to fully know what's going on across Canada."</i></p> <p><i>"This is an application that I believe would go a long way in addressing issues like racism for the children, and the children remember that they are the future of our society."</i></p>

Conclusion

The TRACIE app gives Black Canadians the evidence and support that they need to create change. Throughout this report, it is evident that TRACIE Team succeeded in effectively rolling out a tool for Black parents, guardians, and caregivers to report racial discrimination and keep their children safe in the process. The app has the potential to be influential in enacting systems-level change with regards to addressing anti-Black racism and tracking incidents of discrimination nationally.

Participants also provided some helpful feedback that could be used to improve the user experience of the app in various ways and increase its outreach.

The launch event was shown to be a success and helped to equip participants with the knowledge, confidence, and resources that they need, including the app itself, to navigate the appropriate systems and help advocate for their child against the racism that they may face at school and otherwise. The event was also a safe space for participants to connect with other members of the community with shared lived experiences.

The voices gathered in this report can help to better understand the reality of Black families, the impact of such an app/programming for these families, and can also help to develop and improve similar apps and/or programs that are beneficial for keeping Black youth safe.