PROGRAM MILESTONE UPDATE

NEWSLETTER

PETCO Ethiopia/Vol.1

Friday, March 28, 2025



Trauma is a silent barrier that hinders personal and professional growth, especially among vulnerable communities. Recognizing this challenge, the Enabling Young women and Men to find dignified and fulfilling work (EYWM) program combined psychological support with capacity-building strategies to ensure holistic development for SMEs. Through a carefully curated series of sessions, participants explored emotional resilience, self-awareness, and coping strategies crucial for navigating both personal and work related challenges .

Transforming Lives through Integrative Group Trauma Healing Service: Empowering Young Women and Men in Mekelle and Addis Ababa Cluster

Young women and Men who have experienced war and conflict are prone to post-traumatic distress which can interfere with their daily lives, carriers, and more, unless it is properly treated.

In an inspiring testament to resilience and empowerment, the recent integrative group trauma healing sessions conducted by PETCO Ethiopia and its Partners between February to March has left an indelible mark on the lives of young women and marginalized groups engaged in small and medium enterprises (SMEs) across Mekelle and Addis Ababa cluster. This transformative initiative provided a safe space for healing, growth, and economic empowerment, enabling Program participants to overcome past trauma and embrace a future filled with hope, dignity and purpose in life.



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The trauma healing participants engaged in interactive group discussions, experiential exercises, and practical business skills development, equipping them with the confidence to thrive in their respective entrepreneurial journeys.

"Before accessing the trauma healing service, I felt stuck in my life and hopless," shared one participant from Mekelle. "Now, I feel more confident in pursuing my business goals and supporting my family." Similar sentiments echoed among young women and marginalized groups who found renewed strength in their personal and carrier aspirations.

Beyond personal healing, the program has sown the seeds for economic resilience. By integrating trauma healing with business capacity-building, the initiative directly contributes to strengthening Ethiopia's SME sector ensuring that those most in need are not only surviving but thriving.

As we celebrate this remarkable achievement, we remain committed to expanding such initiatives, ensuring that more young women and marginalized groups receive the support they deserve.

The success of this program is a powerful reminder that healing and economic empowerment go hand in hand, paving the way for a brighter, more inclusive future of the Young women and Men.

