



Feel the Magic Social Impact Report 2023

The Wellbeing of Children
and Teens who Attend
Camp Magic

February 2024

Prepared by





Huber Social acknowledges the traditional owners and custodians of country throughout Australia and acknowledges their continuing connection to land, waters and community. We pay our respects to the people, the cultures and the elders past, present and future.

.....

This report was prepared and written on the lands of the Bediagal people of the Dharug Nation, and the Gumbaynggirr people. Data was collected across Aboriginal lands.



Contents

Acknowledgement of Country	2
Executive Summary	4
Why Measure Social Impact	5
Program Summary	6
Feel the Magic Social Impact Model	7
Key Findings	8
The Impact of Feel the Magic	9
Predictors of Wellbeing	10
Key Program Outcomes	12
• All Campers (7-19 years old)	
• Children (7-12 years old)	
• Teens (13-17 years old)	
Opportunities to Maximise Wellbeing	16
Challenges and Strengths Facing Campers	17
Camper Feedback and Suggestions	19
Get Involved	22
Get in Touch	23
Appendices	24
1. The Huber Social Wellbeing Measurement Framework	
2. The Measurement Approach	
3. Data Transparency Page	
4. Predictors of Wellbeing Table	
5. Reference List	

Disclaimer

This document has been produced solely for use by Feel the Magic and is to be shared at their discretion. Huber Social does not accept any responsibility for any loss or damage whatsoever occasioned to any other party resulting from the unauthorised circulation, reproduction or use of this document. This report is apolitical and ethical approval has been granted through a human research ethics committee. Individual sections of this report should not be read in isolation, and should be interpreted within the context of the entire report.



Executive Summary

The grief of a family member can profoundly impact children and teenagers, often leading to confusion, sadness, and a sense of loss. Children and teenagers often struggle to process their emotions and understand the situation, which can manifest in changes in behavior, school performance, and social interactions.

In response to this need, Feel the Magic is dedicated to aiding children and families throughout the grieving process. Their mission revolves around delivering tools, resources, and access to a supportive community comprising individuals who share similar experiences. This initiative aims to cultivate a safe environment that fosters hope for the future.

Camp Magic is Australia's top grief education and support program for children and teenagers aged 7 to 17. Over three days, it offers activities, resilience-building sessions, storytelling, and chances to make lasting connections. By the end, campers usually feel better about handling their grief and have made lasting friendships.

Since 2018, Feel the Magic has partnered with Huber Social to undertake an annual impact measurement of the Camp Magic program. The findings provide the organisation with key insights into the wellbeing of its campers, as well as changes in outcomes important to Camp Magic. This data allows Feel the Magic to assess the effectiveness of their program, identify areas for improvement, and tailor their support services to better meet the needs of the campers.

The key highlights from this year's evaluation include:

- **Feel the Magic Maintains the Wellbeing of Campers Experiencing Grief.** The average wellbeing score across all campers is 3.46 on a scale of 1 to 5. This

demonstrates the positive environment in which Feel The Magic has created to sustain campers wellbeing.

- **Mental Wellness, Self-Acceptance and Resilience Drive The Wellbeing of All Campers:** Campers who have more positive mental wellness and a stronger skill set related to resilience are more likely to have higher overall wellbeing.
- **Opportunity to Improve Campers' Wellbeing Through Building Confidence to Ask For Help When Needed:** Helping campers build the confidence to ask for help when needed will statistically increase their overall wellbeing the most.
- **Campers Have an Increased Ability to Communicate Their Feelings and Express Emotions:** Findings show a 14% increase in the ability of campers to communicate thoughts and feelings with others easily.
- **Campers Learn Tools and Strategies, and Feel Connected at Camp Magic:** Campers express great gratitude for Camp Magic, for feeling connected and accepted, and for learning new tools and strategies.

Response rates were lower than desired, with the impact of Feel the Magic being determined by comparing group averages before and after camp. With low response rates the results should be interpreted with caution. Future measurement should focus on increasing the participation rate to pair individual camper responses in analysis and maximise the rigour of findings, to ensure the impact of Feel the Magic is most effectively measured.

However, this year's report still contributes to the growing evidence base for the success of the Camp Magic program in supporting grieving children and provides Feel the Magic with guidance for implementing program design changes to even better support the wellbeing of its campers.



Why Measure Social Impact?

Huber Social has been engaged to measure the social impact of Feel the Magic's programs on children, teen and parent wellbeing. This is in order to understand the effectiveness of the Camp Magic and Graduation Camp programs, as well as the Parent and Guardian Workshops in addressing childhood grief and trauma. Measurement also identifies areas of strength and opportunities for Feel the Magic to better direct its resources to maximise its impact on the wellbeing of all participants.

1. Measure

To measure the impact of Feel the Magic, Huber Social measures the shift in overall wellbeing and outcomes for campers and carers.

Measurement provides a data-driven approach for Feel the Magic to articulate their social impact to internal and external stakeholders as well as inform investment to maximise program outcomes going forward.

Why Wellbeing?

Measures overall progress and supports the systematic solving of social issues

Ultimately, the goal of all social impact is to put people in the best position to fulfil their potential and achieve wellbeing. It is therefore important to measure wellbeing to ensure that overall, programs are having a positive impact. To measure social impact, Huber Social therefore measures a shift in overall wellbeing and the specific program outcomes that contribute to it.*

Taking a wellbeing approach also provides a whole-of-life understanding of a person's needs. Instead of starting with the issue at hand, which tends to focus on the crisis end of a problem and place artificial limitations on the needs of people, strengthening wellbeing supports building a person's capability and opportunity to fulfil their potential, thus working to systematically address social issues.

2. Maximise

Beyond a focus on outcomes, Huber Social's approach considers the holistic needs of a person to be in the best position to fulfil their potential.

Through this measurement approach, opportunities are identified for improved resource allocation to maximise the potential impact that Feel the Magic can have on the overall wellbeing of children, teens and parents experiencing grief.





Camp Magic Program Summary

Camp Magic is Australia's largest and leading grief education and support program for bereaved children and teenagers between the ages of 7-17. Children who are currently grieving a parent, sibling or legal guardian are supported by attending a transformational weekend-long program that combines fun, physical challenges with grief education, and emotional support. The two camp program streams are designed for children aged 7-12 and teenagers aged 13-17.

Camp Magic provides bereaved children the opportunity to meet others who are in a similar situation, and to support one another by listening to and sharing their stories. Campers often leave with lifelong friends, who can relate to them on a level that few others can. In addition to a new support network, campers are equipped with the tools, language and strategies they need to cope with their loss and restore hope to them on a level that few others can.

Camp Magic is held over a three-day weekend and is currently offered in Sydney, Regional NSW, ACT and Victoria. In 2023, four camps were held with all camps being involved in measurement.

MISSION

To create a world where children who are experiencing grief are **supported to reach their full potential.**





Feel the Magic

Social Impact Model

The Feel the Magic Social Impact Model below outlines how the organisation impacts campers who attend Camp magic. Through measuring each level of impact, Feel the Magic can use a data-driven approach to demonstrate what works and what is needed to maximise impact and outcomes.

1. Impact

The impact of Feel the Magic is to put youth who are experiencing grief in the best position to reach their full potential and achieve wellbeing.



2. Outcomes for Campers

The Camp Magic program achieves this impact by targeting outcomes across the following areas:

- Resilience
 - Emotional intelligence
 - Connection
 - Safe spaces
 - Life skills
 - Understanding and acceptance of grief
 - Positive mental health
-



3. Outputs

The program delivers the following outputs:

- Children and teens who have been through the Camp Magic program
 - Mentors who attend training
 - Mentors who attend Camp Magic
-



4. Activities

To achieve the impact, Feel the Magic run the following activities:

- Weekend camps
 - Workshops
 - Training days for mentors
 - Program design and improvements
 - Fundraising activities and events
-



5. Resources

To create their impact, Feel the Magic require the following inputs:

- Staff and medical practitioners
 - Volunteers
 - Physical space for camps and office
 - Funding
-



Key Findings: The **Impact** of Feel the Magic

1. Feel the Magic Maintains the Wellbeing of Campers Experiencing Grief.

After Camp Magic, campers have a wellbeing score of 3.46 on a scale of 1 to 5. This shows that campers have satisfaction with their lives and demonstrates the positive environment in which Feel the Magic has created to sustain campers to be in a great position to fulfil their potential.

2. Mental Wellness, Self-Acceptance and Resilience Drive The Wellbeing of All Campers

Campers who have more positive mental wellness and a stronger skill set related to resilience are more likely to have higher overall wellbeing. These are two key outcomes of both Camp Magic indicating that these Feel the Magic programs are well-aligned with the needs that matter most to their campers' wellbeing. Self acceptance was also found to be a significant driver of wellbeing. As this is currently out of the scope of Feel the Magic's target outcomes there may be opportunity to adjust programs to suit or develop a partnership with an organisation working in this area.

3. Opportunity to Improve Campers' Wellbeing Through Building Confidence to Ask For Help When Needed

Findings show that as a group, campers are struggling to ask for help when needed. Individually, feelings of anxiety presented the biggest challenge for teens and self-acceptance presents the biggest challenge for children. These findings help to inform how Feel the Magic may develop its programs targeting more specific areas of mental wellness in the future. Positive shifts in these areas would statistically increase the wellbeing of campers the most.

4. Campers Have an Increased Ability to Communicate Their Feelings and Express Emotions

Feel the Magic's is successfully supporting campers to increase their emotional intelligence and build life skills in relation to communications. Findings show a 14% increase in the ability of campers to communicate thoughts and feelings with others easily, and children in particular are more adept at getting through difficult times.

5. Campers Learn Tools and Strategies, and Feel Connected at Camp Magic

In the open feedback, campers express great gratitude for Camp Magic. Their feedback centers around not feeling alone in their grief, feelings of connection and community, and learning new tools and strategies. Constructive feedback highlights that campers are wanting more physical activities and highlights the different needs of campers where some suggest greater mentor one-on-one time and others share how they appreciate it when there are lots of kids to connect with.



Feel the Magic Maintains the Wellbeing of Campers Experiencing Grief

To measure overall wellbeing, Camp Magic attendees were asked about their satisfaction with life before and after attending a camp.

Across all children and teenagers, there were no shifts in wellbeing observed before and after camp. This shows that the wellbeing of campers was maintained across camp. However, further findings in outcomes, as seen on pages 14-15, show shifts in key outcome areas.

At the end of camp, children have an average wellbeing of 3.62 on a scale of 1 -5, which was higher than teenagers who had an average wellbeing of 3.24. Combined, campers had an average overall wellbeing of 3.46. This outcome is comparable to, and only falls slightly short of, the average overall wellbeing of 3.63 of Australian youth aged 9-14 years.¹

Considering the circumstances and experiences of campers, the finding that campers have a comparable wellbeing to Australian youth, should be celebrated. This is a positive outcome that shows campers have satisfaction with their lives and demonstrates the positive environment in which Feel The Magic has created to sustain campers to be in a great position to fulfil their potential.



Camper Wellbeing

3.46

On a Scale of 1-5

Average wellbeing of all campers
aged 7-17.





Mental Wellness, Self-Acceptance and Resilience Drive The Wellbeing of All Campers

Statistical analysis was used to identify which of all program outcomes measured have the strongest relationship with overall wellbeing. This can both demonstrate how Feel the Magic addresses what matters most to campers' wellbeing and identify opportunities for improvement within their camp models to ensure that the program is best designed and delivered to maximise camper wellbeing.

Of all outcomes measured, the most significant drivers of wellbeing across all groups centralised under three key themes of **mental wellness, self acceptance and resilience**. Despite the survey sample for children being higher, it is clear that factors driving mental wellness were found to be most important to the wellbeing of the group as a whole. The need for self acceptance emerged more strongly in teens than children and hope for the future was particularly significant for children.

In looking at the individual factors that contribute to each outcome measured, the following were identified as being the most important to each age group:*

All Campers

I enjoy life
and have fun

I like
who I am

Hope for the
future

Children 7-12 Years Old

I enjoy life
and have fun

Hope for the
future

I am happy
with myself

Teens 13-17 Years Old

I like
who I am

I am friends
with myself

Experiencing
feelings of
guilt

Outcomes



Resilience



Self Acceptance



Mental Wellness

*All above factors have a moderate to strong positive relationship with overall wellbeing ($p < 0.001$).
See Appendix 4: Significance Tables for a complete list of Predictors of Wellbeing.



“After I went to the camp I didn't feel alone in my grief, and it was nice to know that there are other kids that have similar experiences.”

- Camper, Camp Magic
(not pictured)



Top Program Outcomes

To understand how Feel the Magic creates its positive social impact, participants' wellbeing was assessed across different outcomes where each outcome has multiple associated factors.

We measured campers before the camp (baseline survey) and after the camp (shift survey). Baseline and shift survey scores are compared to create a before and after comparison. Factors are scored on scales of 1-5 for campers. The difference between scores is referred to as a 'shift' and is represented as an average percentage difference for all participants.

For example, for the factor of *enjoyment* (enjoying life and having fun) , if a teen scored 2 out of 5 for the baseline survey, and then 4 out of 5 for the shift survey, then their score of *enjoyment* increased by 50%, as it had a shift from 2 to 4 (out of five). We then report on the average percentage shift across participants.

The following pages outline the specific factor areas with the highest shifts thereby indicating where each participant group is making the most progress:

- | | |
|---------------|----|
| • All Campers | 16 |
| • Children | 17 |
| • Teens | 18 |





Feel the Magic

Outcomes for All Campers

To understand the impact of Feel the Magic camps on youth as a whole, analysis looked at the areas where significant shifts occurred for all campers.

The largest shift was seen with campers finding it easier to share their thoughts and feeling with others showing and improvement in the communication. The next largest shifts were seen with campers experiencing more anxiety and instability. This speaks to Feel the Magic's goal to support campers with emotional intelligence skills. It is important to note that the increase in ability to communicate is also likely to support campers in dealing with the experiences around change and anxiety.

One of the focuses of Camp Magic is to create a space where youth are able to experience the emotions they feel in relation to their grief. For some youth, who have typically been pushing these emotions away or may not otherwise feel safe to feel these emotions, Camp Magic may become the place where they can become attuned with their grief and the associated feelings. Attending camp, learning about oneself, learning about grief, and connecting with others can further instigate a feeling of change and growth within campers. The below findings suggest that with greater emotional intelligence and communication, youth are becoming more attuned with the anxiety and instability they are feeling in their grieving journey. This provides an opportunity for Camp Magic to explore and support campers in their feelings of anxiety and instability.



Communication*

+14%

Finding it easy to share thoughts and feelings with others



Anxiety^

+13%

Frequency in feelings of anxiety



Instability^

+9%

Feel like their lives are constantly changing

*"It's made a huge difference, I feel better knowing **it's okay if I feel sad or down about my brother, and I will always have/find others that are the same at camp.**"*

- Camper, Camp Magic (not pictured)

*Indicates a finding that is statistically significant ($p < 0.05$) meaning we are confident that 99% of the time an observed difference in these factors is true.

^Findings are not statistically significant, however they indicate a trend.



Feel the Magic Outcomes for Children

To understand the impact of Feel the Magic camps on children, analysis looked at the factors where significant shifts occurred for youngest campers aged 7-12.

Findings show that children have the greatest improvements in the broad outcome of resilience and emotional intelligence. This is seen with campers improving their ability to calm down when upset (+16%), having reduced trouble in believing their loved one is really gone (-16%), and increasing their toolkit of ways to help them get through difficult times (+10%). These findings demonstrate that by attending Camp Magic, children are increasing acceptance of their situation. This reflects the importance of the core work Feel the Magic undertakes around grief education and support.

Despite a trend for determination to decrease by 12% on a scale of 1-4, a total of 84% of children indicate that they have determination and have confidence that they practice hard to get good at what they are doing. Though this negative shift in determination occurred, Feel the Magic is successfully increasing the capacity of children to manage difficult emotions and experiences, which will assist campers in managing their reduced determination.

The following represent the 4 factors with the most significant shifts for Camp Magic teen campers:



Resilience*

+16%

Ability to calm down when upset



Emotional Intelligence^

+10%

Learnt ways to help get through difficult times.



Trouble Understanding and Accepting Grief*

-16%

Trouble believing that their loved one is really gone



Determination^

-12%

I like to practice hard to get good at what I'm doing.

**Indicates a finding that is statistically significant ($p < 0.05$) meaning we are confident that 99% of the time an observed difference in these factors is true.*

^Findings are not statistically significant, however they indicate a trend.



Feel the Magic Outcomes for Teens

Teen campers reported a decline in the broad outcome of mental wellness overall 2023. However, this may be reflective of other findings that show an increase in ability to communicate and express thoughts and feelings, where teens are feeling more confident in sharing the extent of challenges related to their mental wellness. This is important as having a safe space to share and communicate with peers is necessary for healthy grieving, can build a supportive network for youth, and can assist with managing the emotions related with grief.²

It should be noted that teen campers reported feeling less confused about their roles within their families and more are feeling as though people can rely on them in emergencies. This speaks to the ongoing impact of Feel the Magic's target outcomes in supporting teens to strengthen feelings of connection and building resilience.

The following represent the 6 factors with the most significant shifts for Camp Magic teen campers:



**Understanding and
Accepting Grief[^]**

+34%

Having trouble believing
that their loved one is
really gone



Depression^{*}

+27%

Experiencing feelings
associated with depression



Anxiety^{*}

+24%

Experiencing feelings
associated with anxiety



Connection^{*}

-10%

Feeling confused about
their role in their family



Hope[^]

-6%

Believe good things will
happen in their future.



Resilience[^]

+2%

People can rely on me in
an emergency

^{*}Indicates a finding that is statistically significant ($p < 0.05$) meaning we are confident that 99% of the time an observed difference in these factors is true.

[^]Findings are not statistically significant, however they indicate a trend.



Priority Wellbeing Needs for Children and Teens

The following factors are priority needs for campers. That is, they have been identified as having a strong relationship with the overall wellbeing of campers but are also areas where campers have scored quite low. These findings present areas of opportunity for Feel the Magic to focus their resources, as improvements in these areas will statistically improve the wellbeing of campers the most.

In 2022, having the ability to ask others for help was a priority need for teenagers. In 2023, this has remained a challenge for all campers, with less than a quarter of children and teenagers feeling confident in their ability to ask for help when needed.



Asking Others for Help

24%

Of all campers feel they can't ask for help when needed.



Anxiety

28%

Of children feel their heart beats fast when they have a problem.



Self Acceptance

21%

Of teens like who they are.

28% of children are reporting physical experiences relating to anxiety when they are faced with a problem. This may speak to the ability of campers to notice what is happening within themselves in challenging moments. This presents an opportunity for Feel the Magic to work with children on exploring and managing the physical manifestation of anxiety.

Though self-acceptance is not a specific target outcome of the Camp Magic program, it can help teens with managing emotions and strengthen connection, which are a part of Feel the Magic's goals for campers.³ Currently 21% of teenagers experience self-acceptance. By increasing focus on self acceptance, Feel the Magic can have an even greater impact on the overall wellbeing of teens.



Feelings of Anxiety are a Prominent Challenge for Campers

Identifying challenges of campers offer an opportunity to understand which areas campers are facing the greatest difficulties. Results indicate that feelings associated with anxiety have emerged as the lowest scoring outcomes across all three groups. Again, these feelings are more prominent for teens than children.

Another prominent theme is campers feeling like their lives are constantly changing. Changes with family income, parental employment, family structure, housing, and the out-of-home contexts of school and child care, can disrupt usual structure in life and can therefore lead to an increased struggle with feelings of instability.⁴

The following represents the three lowest-scoring outcomes campers are having difficulty with and the percentage of campers who experience challenges with the factor:

All Campers



My life is constantly changing



I feel distant from other people



I feel afraid



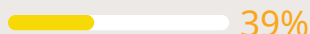
Children (7-12 years old)



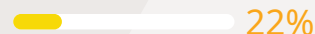
My life is constantly changing



When I have a problem I feel shaky



I feel afraid



Teens (13-17 years old)



I worry about things



When I have a problem I get a funny feeling in my stomach



Difficulty concentrating





Feeling Safe at Home Continues to be a Strength for Campers

Strengths are identified by assessing the highest-scoring factors at the post-camp measurements, and celebrate the areas campers feel most confident in. Of all factors measured, feeling safe at home emerged as a consistent finding for teens, children and all campers combined. Though outside the scope of Feel the Magic's impact goals, it is encouraging to find that 100% of children reported feeling safe at home.

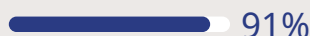
It is also encouraging to see areas of resilience as strengths for teens. Whilst believing good things will happen in the future is represented here as a strength for all campers, mental wellness overall actually decreased for campers and for teens in particular. Skills in resilience will be of great support as they navigate mental wellness challenges.

The following represent the three highest-scoring factors for each camper age group and the percentage of campers who feel confident in the factor:

All Campers



Safe at Home



91%



My life is important



82%



Believing good things
will happen in the future

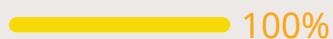


79%

Children (7-12 years old)



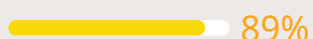
Safe at home



100%



My physical health is good



89%



My life is important

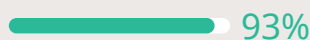


84%

Teens (13-17 years old)



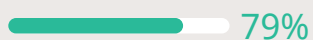
People can rely on me



93%



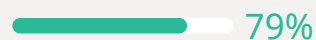
I have self discipline



79%



Safe at Home



79%



Feel the Magic's Tools and Resources Are "Very Helpful" for Campers

Campers actively use tools and strategies that they learn at Camp Magic:

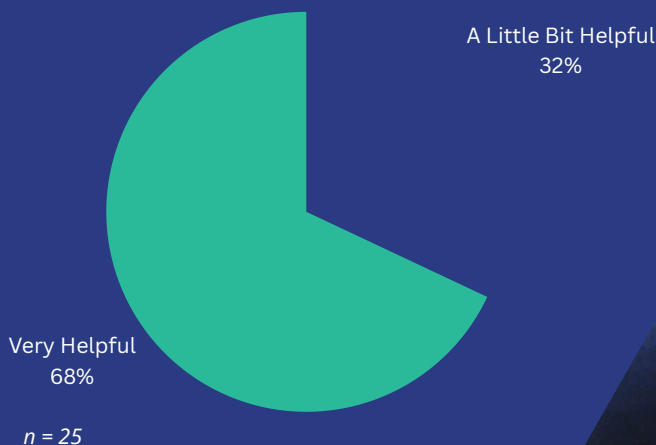


n = 31

Out of campers who indicated their use of tools and strategies, 29% reported they use them a lot and 55% reported using them a little.

Campers find these tools and strategies very helpful in their life after camp:

Of campers who use tools and strategies taught at Camp Magic, over two-thirds of respondents (68%) found these tools and strategies "very helpful" for their day-to-day lives, and the other 32% found them "a little bit helpful". This demonstrates the utility of the practical skills taught to campers at both Camp Magic and Graduation Camp.



A Little Bit Helpful
32%

Very Helpful
68%

n = 25





Positive Feedback and Recommendations

76%

Positive
Feedback

At the end of the survey, campers were given the opportunity to share feedback and a story from Camp Magic. 76% of comments were positive and centered around campers expressing their gratitude for community and not feeling alone in their grief, feelings of connection, and learning new tools and strategies.

11% of responses consisted of constructive feedback. All other feedback was neutral. Camper-suggested areas for improvement clustered around wanting more physical activities, more one-on-one time, and more community. This demonstrates the different needs of campers where some campers truly benefit from one-on-one time with mentors, and others prefer the time to connect with other campers.

“

*"I liked the talk time groups because it helped me **find new strategies to cope with grief.**"*

*"It has made a difference because I made **friends who understand what I'm going through!**"*

*"It made a difference because **I know strategies** and I know there are kids like me. I know **I am not the only one who feels like this**"*

*"After attending camp magic camps i feel like i'm not alone and **it has become like a home to me.**"*

*"it has helped me not only get to **feel closer to my dad but also closer but also with a whole community of children and mentors** who have lost there loved ones"*

”

Camper Recommendations



Activities

*"I was hoping to do more of the other **activities like archery and flying fox.**"*

*"I would've liked to do **more physical activities** not related to grieving."*

*"I was disappointed in camp this year. I was so **looking forward to the activities.** In my group it was a bit boring and kids were losing interest . In the future the older kids need more things to do . I'm looking forward to camp next year "*



Importance of group activity

"I liked it how there were more kids last year and we got along well, I don't really like the mentor program as much. I like it better with lots more kids it is better to get along with everyone that way."



One-to-One time with Mentors

*"I was hoping to ... get **more time with our mentors**"*



"When ever I go to camp magic I never want to leave, I just feel so connected and safe with all the loving people there.

They help me through so much and make me want to go back every time. It feels like I can talk about anything I want without being judged.

Camp magic really does make me feel magical"

- Camper, Camp Magic
(not pictured)





Help Make Some **Magic**

DONATE

This is the fifth Annual Social Impact Report that tracks the progress of Feel the Magic as it aims to contribute to the wellbeing of all the young people and families they work with. This measurement provides evidence of the wellbeing impact your donations are used to achieve. It also provides guidance to optimise the programs so your donations are directed for greatest effect.

VOLUNTEER

Feel the Magic welcomes new volunteers to help change the lives of young people through participating in mentoring opportunities, volunteering at specific community and fundraising events, or even providing administrative support to the organisation. Please reach out via the contact details found on page 25.



Get in Touch



Feel the Magic

1300 602 465
www.feelthemagic.org.au



Huber Social

Huber Social is an independent third party and expert in social impact measurement. Recognising the goal of all social impact is the Wellbeing of people, Huber Social has developed a universally applicable framework that measures not only overall Wellbeing but also the driving factors to maximise it.

info@hubersocial.com.au
www.hubersocial.com.au





Report Appendices

1. Huber Social Wellbeing Measurement Framework
2. Measurement Approach
3. Data Transparency Page
4. Predictors of Wellbeing
5. Significance Tables



1. Huber Social Wellbeing Measurement

To be able to fulfil their potential and achieve Wellbeing, each individual needs to have the capability and the opportunity to do so. Everyone has different needs within these categories depending on their context.

When it comes to measuring the social impact of a service, Huber Social measures the change the service creates in terms of wellbeing and the specific programs outcomes achieved to create this. Results are then consolidated at a sector, community and global level.

Longitudinal measurement monitors effectiveness of programs to meet these needs; ensuring resources are directed to have the greatest impact. The vision is a wellbeing measurement system that delivers us the whole picture, to put each of us in the best position to achieve wellbeing and leave no one behind.

The goal for each of us is the same; wellbeing. The part that differs are our individual needs.

The Huber Social Wellbeing Measurement Framework

IMPACT

Wellbeing

To be in the best position to fulfil your potential and live a life of value. The overall goal for all services working with people.

OUTCOMES

Through building Capability

Resilience
Life skills
Wellness - mental,
physical and spiritual

OUTCOMES

and providing Opportunity

Resources
Self development
Societal structures
Relationships



2. The Measurement Approach

Feel the Magic has been working with Huber Social to embed a measurement system for Camp Magic since 2018. This report summarises findings based on data collected from Camp Magic programs and workshops in 2023.

To determine the overall impact of the Camp Magic program, Huber Social measures the change in the wellbeing of all program participants using the Satisfaction with Life Scale. To understand what contributes to the camp's impact, changes in campers' and carers' levels of personal capabilities and access to opportunities are also assessed. To do this, Huber Social collects data from the participants using self-report surveys. Surveys are built and tested in collaboration with Feel the Magic, and contain a combination of relevant validated scales and original questions. These surveys are completed according to the timelines indicated in the figure below.

Figure 1. Camp Magic Measurement Timings 2023



2023 Response Rates

	Age group	Total # of respondents	# pre-camp surveys	# post-camp surveys
	Children (7-12 years)	61	42	19
	Teens (13-17 years)	47	33	14
	Total	108	75	33

Key Limitations

All campers were issued a unique ID so that baseline and follow up survey responses could be linked for paired analysis. There were 19 paired responses for children and 9 paired responses for teens. Analysis was therefore conducted on group averages, rather than paired data, as group averages provided stronger statistical power. As each camper has their own unique grief journey, future measurement should focus on increasing paired responses, to be able to conduct paired analysis and ensure the impact of Feel the Magic is most effectively measured.

Change in Methodology

In 2023 Huber Social made an adjustment to the way shifts are presented to allow for standardisation with other scales. It is important to note, this doesn't change the substantive findings, but rather the presentation of the results. Results from this year's report should therefore not be directly compared to previous years. Future reports will continue to utilise the updated methodology and results can be directly compared moving forward. If you would like to know more about Huber Social's methodology please contact us.



3. Data Transparency Page

To ensure the integrity of findings always, Huber Social includes a Transparency Page for every project. This ensures both the rigour of evidence and rigour of analysis is clear for each project, across every stage of the data lifecycle.

DATA LIFECYCLE

1. Design

2. Data Collection

3. Cleaning

4. Analysis

5. Reporting

Phase	Questions on the Treatment of the Data		Points Allocated	Yes or No
Design	BASELINE	Baseline inferred from time in program (e.g. 1 vs. 3 years)	1	-
		OR Baseline measured pre-intervention	2	Yes
	CONTROL	Control group was measured (independent of the intervention)	1	No
	ACCESSIBILITY	Elements of the project (tools, methods, etc.) have been designed and tested to be accessible for all eligible study participants in the given population	1	Yes
	INCLUSION	Details of people specifically included (or excluded) in the measurement: <i>Insert description</i>	N/A	N/A
Data Collection	SURVEY DISTRIBUTION	Online surveys		Yes
				-
		OR hard copy surveys		
		Data collection supervised by Huber Social consultant	1	No
		Translations or guidance provided	1	Yes
	Details on translation or guidance if provided: <i>Insert if required</i>	N/A	N/A	
SAMPLE	Sample size has achieved 80% statistical power with a medium effect size of Cohen's $d = 0.5$ (t-test) <i>or</i> $d = 0.25$ (ANOVA)	1	No	
Data Cleaning	CLEANING	Partial responses removed or no partial responses	1	Yes
		Details of any responses removed: <i>Insert details</i>	N/A	N/A
Analysis	SHIFT MEASUREMENT	Calculated on group average	1	Yes
		OR Calculated based on paired scores	2	-
	TEST APPLIED	Basic analysis	1	Yes
		Statistical Correlation Test	2	Yes
	STATISTICAL SIGNIFICANCE	Statistical significance cut off at $p < 0.1$ for all findings presented	1	-
		OR Statistical significance cut off at $p < 0.05$ for all findings presented	2	Yes
Reporting	REFERENCING	Understanding findings in the context of prior research/literature (either HS or external)	1	Yes
		Details on external sources referenced: <i>Insert details if required</i>	N/A	N/A
	DEVIATIONS	Details on any deviations from the original measurement approach, as delineated in the Measurement Plan, and their potential effect on data and findings:	N/A	N/A
	REPORTING	Client commits to sharing findings internal to the organisation	1	-
		OR Client commits to sharing findings internally and with stakeholders external to the organisation	2	-
		OR Client commits to sharing findings internally, with stakeholders and the general public	3	Yes
RIGOUR SCORE: LOW (1-9); MED (10-14); HIGH (15-18)			15	HIGH



4. Predictors of Wellbeing

To inform Feel the Magic on how best to support the wellbeing of campers, correlation analysis is used to identify which factors measured have a significant relationship with each group's overall wellbeing; these are known as predictors of wellbeing.

The predictors of wellbeing can be found listed in the following table in order of strength of relationship and statistical significance. The stronger the relationship between an outcome and overall wellbeing, the more confidence there is that a change in the outcome will correspond with a change in wellbeing.

Correlation is based on both the statistical significance (p-value) and beta coefficient value (r). All predictors listed are statistically significant to $p < 0.05$ (unless otherwise noted), meaning there is 95% confidence that the relationship identified between the predictive outcome and wellbeing is true, rather than produced due to sampling error or chance. The beta coefficient (r) describes how closely each outcome and wellbeing are likely to move together in relation to each other.

For the purposes of this study, a strong relationship between an outcome and overall wellbeing is defined as any outcome with a beta coefficient value greater than 0.7; a moderate relationship is between 0.4 and 0.699; a weak relationship less than 0.4. Even though a relationship may be weak, there is still a significant association between the outcome and overall wellbeing.

The following page presents all predictors of wellbeing that have a significant relationship with overall wellbeing of campers combined, as well as for each age bracket of campers (children and teens).





5. Significance Tables

Table 1. Predictors of Wellbeing for Combined Children and Teens (ages 7-17)

Indicator	Outcome	R	p-value	Direction and Strength
I enjoy life and have fun	Mental Wellness	0.645	< .001	Positive, Moderate
I like who I am	Beyond the Theory of Change	0.576	< .001	Positive, Moderate
I believe good things will happen in the future	Mental Wellness	0.546	< .001	Positive, Moderate
My life is important	Beyond the Theory of Change	0.522	< .001	Positive, Moderate
I feel I belong in my family	Connection	0.513	< .001	Positive, Moderate
I worry about things (SCAS Sub-scale)*	Anxiety	-0.494	< .001	Negative, Moderate
I feel safe at home	Beyond the Theory of Change	0.419	< .001	Positive, Moderate
I ask for help when I need it	Life Skills	0.406	< .001	Positive, Moderate
I feel I belong to a community or group	Connection	0.401	< .001	Positive, Moderate

**Indicates a predictor of wellbeing with a negative relationship, where the more someone disagrees with the statement, the higher their overall wellbeing is likely to be.*



5. Significance Tables

Table 2. Predictors of Wellbeing for Children (ages 7-12)

Indicator	Outcome	R	p-value	Direction and Strength
I enjoy life and have fun	Mental Wellness	0.683	< .001	Positive, Moderate
I believe good things will happen in the future	Mental Wellness	0.544	< .001	Positive, Moderate
I am happy with myself.	Resilience	0.503	< .001	Positive, Moderate
When I have a problem, my heart beats really fast (SCAS Sub-scale)	Anxiety	0.496	<0.01	Positive, Moderate
I worry about things (SCAS Sub-scale)*	Anxiety	-0.482	<0.01	Negative, Moderate
I like who I am	Beyond the Theory of Change	0.465	<0.01	Positive, Moderate
I feel I belong in my family	Connection	0.461	<0.01	Positive, Moderate
My life is important	Beyond the Theory of Change	0.424	<0.01	Positive, Moderate
I think I'm okay just the way I am right now.	Resilience	0.406	<0.01	Positive, Moderate

**Indicates a predictor of wellbeing with a negative relationship, where the more someone disagrees with the statement, the higher their overall wellbeing is likely to be.*



5. Significance Tables

Table 3. Predictors of Wellbeing for Teens (ages 13-17)

Indicator	Outcome	R	p-value	Direction and Strength
I like who I am	Beyond the Theory of Change	0.746	< .001	Positive, Strong
I am friends with myself (The Resilience Scale RS-14)	Resilience	0.658	< .001	Positive, Moderate
During the past month, how often have you had feelings of guilt?*	Mental Wellness	-0.654	< .001	Negative, Moderate
My life is important	Beyond the Theory of Change	0.645	< .001	Positive, Moderate
When I'm in a difficult situation, I can usually find my way out of it (The Resilience Scale RS-14)	Resilience	0.612	< .001	Positive, Moderate
I enjoy life and have fun	Mental Wellness	0.599	< .001	Positive, Moderate
When I am feeling upset, angry or worried I know where to go to get help	Life Skills	0.597	< .001	Positive, Moderate
I feel I belong in my family	Connection	0.589	< .001	Positive, Moderate
I have trouble believing that my loved one is really gone*	Understanding and accepting grief	-0.586	< .001	Positive, Moderate
I am determined (The Resilience Scale RS-14)	Resilience	0.582	< .001	Positive, Moderate
I found it hard to think properly or concentrate (SMFQ Sub-scale)*	Mood and Feelings	-0.562	< .01	Negative, Moderate
When I have a problem, I feel shaky (SCAS Sub-scale)*	Anxiety	-0.553	< .01	Negative, Moderate
I believe good things will happen in the future	Mental Wellness	0.544	< .01	Positive, Moderate
My life has meaning (The Resilience Scale RS-14)	Resilience	0.538	< .01	Positive, Moderate
I usually manage one way or another (The Resilience Scale RS-14)	Resilience	0.528	< .01	Positive, Moderate
I feel safe at home	Beyond the Theory of Change	0.525	< .01	Positive, Moderate
I feel proud that I have accomplished things in life (The Resilience Scale RS-14)	Resilience	0.513	< .01	Positive, Moderate
I cried a lot (SMFQ Sub-scale)*	Mood and Feelings	-0.509	< .01	Negative, Moderate
I usually take things in my stride (The Resilience Scale RS-14)	Resilience	0.507	< .01	Positive, Moderate
I worry about things (SCAS Sub-scale)*	Anxiety	-0.496	< .01	Negative, Moderate

*Indicates a predictor of wellbeing with a negative relationship, where the more someone disagrees with the statement, the higher their overall wellbeing is likely to be.



5. Significance Tables

Table 3. Predictors of Wellbeing for Teens (ages 13-17) - Continued

Indicator	Outcome	R	p-value	Relationship Strength with OWB
I worry that something bad will happen to me (SCAS Sub-scale)*	Anxiety	-0.486	< .01	Negative, Moderate
I avoid reminders that the person who died is really gone*	Understanding and accepting grief	-0.475	< .01	Negative, Moderate
I feel that I can handle many things at a time (The Resilience Scale RS-14)	Resilience	0.471	< .01	Positive, Moderate
I feel afraid (SCAS Sub-scale)*	Anxiety	-0.463	< .01	Negative, Moderate
I have learnt ways to help me get through difficult times	Emotional Intelligence	0.453	< .01	Positive, Moderate
My belief in myself gets me through hard times (The Resilience Scale RS-14)	Resilience	0.449	0.01	Positive, Moderate
I feel I belong to a community or group	Connection	0.44	0.01	Positive, Moderate
I ask for help when I need it	Life Skills	0.416	< .05	Positive, Moderate
I was very restless (SMFQ Sub-scale)*	Mood and Feelings	-0.416	< .05	Negative, Moderate
I felt so tired I just sat around and did nothing (SMFQ Sub-scale)*	Mood and Feelings	-0.41	< .05	Negative, Moderate
I did everything wrong (SMFQ Sub-scale)*	Mood and Feelings	-0.408	< .05	Negative, Moderate

**Indicates a predictor of wellbeing with a negative relationship, where the more someone disagrees with the statement, the higher their overall wellbeing is likely to be.*



6. Reference List

1. Dumuid, D., Singh, B., Brinsley, J., Virgara, R., Curtis, R. G., Brinkman, S., & Maher, C. A. (2023). Trends in Well-Being Among Youth in Australia, 2017-2022. JAMA network open, 6(8), e2330098. <https://doi.org/10.1001/jamanetworkopen.2023.30098>
2. Duncan, D. A. (2020). Death and dying: A systematic review into approaches used to support bereaved children. Review of Education, 8(2), 452–479. <https://doi.org/10.1002/rev3.3193>
3. Reference: Hayes, L., & Ciarrochi, J. (2015). The Thriving Adolescent: using acceptance and commitment therapy and positive psychology to help teens manage emotions, achieve goals, and build connection. <https://acuresearchbank.acu.edu.au/item/8799q/the-thriving-adolescent-using-acceptance-and-commitment-therapy-and-positive-psychology-to-help-teens-manage-emotions-achieve-goals-and-build-connection>
4. Sandstrom, H., & Huerta, S. (2013). The negative effects of instability on child development: A research synthesis. The Urban Institute.



info@hubersocial.com.au
www.hubersocial.com.au