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## **NEW YORK CITY ANNOUNCES ITS ANNUAL DOMESTIC VIOLENCE AWARENESS MONTH CAMPAIGN**

### ***NYC Go Purple Day and Events to be Hosted Citywide to Spread Awareness and Share Resources with Survivors***

**NEW YORK, NY** - As October begins, the Mayor's Office to End Domestic and Gender-Based Violence (ENDGBV) is launching its annual Domestic Violence Awareness Month (DVAM) campaign and accompanying calendar of events which includes information to alert New Yorkers about the resources and services available to survivors throughout New York City. During DVAM, events are held around the city to raise awareness about domestic violence, uplift survivors, and share critical information about resources available to survivors. On "**New York City Go Purple Day**" (October 17, 2024) local landmarks across the city light up in purple, and New Yorkers are encouraged to wear purple to show support for survivors.

Domestic violence occurs in every part of the city, among people of all races, cultures, religions, and income levels. It can happen to anyone regardless of age, gender, or sexual orientation. While domestic violence is considered one of the most under-reported crimes, in 2023 there were 245,018 domestic violence incident reports filed by the New York City Police Department – an average of 671 a day. In 2023, there were 87,985 calls to New York City's 24-hour Domestic Violence hotline at 1-800-621-HOPE (4673), with 4,789 unique requests for shelter. The NYC Hope website of survivor resources had 80,036 visits – an average of almost 219 visits a day – with 37,322 new visitors.

"Domestic Violence Awareness Month is a moment to uplift the stories of survivors of domestic violence, who have turned their pain into purpose, helping others by leading with their lived experience," said **New York City Mayor Eric Adams**. "Our commitment to supporting survivors goes beyond this month thanks to the ongoing work of ENDGBV and their tireless efforts to help all those in need. To those survivors, I want you to know that your city government is here for you today, tomorrow, and every day."

"Domestic violence is a public health crisis that continues to impact far too many New Yorkers," said **Saloni Sethi, Acting Commissioner**, NYC Mayor's Office to End Domestic and Gender-Based Violence. "Let's use this Domestic Violence Awareness Month as an opportunity to evolve our understanding of domestic violence – not just as a private matter that effects those in abusive relationships, but as a universal issue that touches all of us either personally, through our friends and family, or within our communities. Join us as we raise awareness, share resources and stand up for the right to be safe in our relationships and our homes."

"We remain committed to supporting domestic violence survivors and raising awareness — and I am proud of the many resources New York City has to help survivors," said **First Deputy Mayor Sheena Wright**. "This Domestic Violence Awareness Month, we invite all New Yorkers to join us in showing

solidarity and spreading the message that help is available. Together, we can create a community that not only recognizes the signs of domestic violence but actively works to end it.”

"Even one instance of domestic and gender-based violence in our city is one too many, as it can threaten the safety and well-being of individuals, families, and communities," said **Deputy Mayor for Housing, Economic Development, and Workforce Maria Torres-Springer**. "New York City strives to lead the world in increasing opportunities for women by executing innovative strategies, investing in prevention efforts, and supporting survivors with comprehensive resources. Through housing support, legal services, counseling, and economic empowerment programs, we are committed to ensuring every survivor has access to the resources they need to rebuild their lives and thrive."

"This Domestic Violence Awareness Month, we again recognize that domestic violence occurs across our city and can happen to anyone. We are committed to pursuing innovative strategies that support survivors on their journey to healing while addressing the root causes of violence in relationships," said **Deputy Mayor for Health and Human Services Anne Williams-Isom**. "I encourage all New Yorkers to join us during this month to raise awareness of domestic violence, share resources, and uplift the stories of survivors. And to all survivors -- we see you, we believe you, and support is available."

"As we commence Domestic Violence Awareness Month, we stand united in our unwavering commitment to support survivors and shine a light on this important issue and crucial resources available across the city," said **New York City Chief Equity Officer and Mayor's Office of Equity and Racial Justice Commissioner Sideya Sherman**. "This month, let's seize the opportunity to break the silence surrounding domestic violence, eradicate stigmas, and engage in meaningful conversations. Together, we can work year-round towards a future where everyone can live free of fear and harm."

The Adams Administration's commitment to advancing the city's response to domestic and gender-based violence is supported with multiple innovative strategies and initiatives including:

- **Street Harassment Prevention Survey and Resource Guide:** the NYC Street Harassment Prevention Advisory Board (SHPAB) recently launched a citywide outreach effort to conduct a survey on the nature, prevalence, and impact of street harassment on New Yorkers. The SHPAB is co-chaired by ENDGBV and the New York City Commission on Gender Equity, which sits within the NYC Mayor's Office of Equity. This survey will help the advisory board better understand how and where New Yorkers experience street harassment, identify people and communities most at risk, and understand what kind of prevention, education, and training resources city agencies, community members, and individuals can utilize to address this form of violence. The resource guide contains important information on how New Yorkers can prevent and respond to street harassment, including different steps people can take both in the moment and following an incident of harassment, either as a target or as a bystander, as well as resources available to support someone who has been harassed.
- **Respect & Responsibility:** ENDGBV's free, non-mandated Abusive Partner Intervention Program program for individuals who have caused harm in their intimate relationships implements a trauma-informed curriculum that aims to have participants take accountability, stop causing harm, and change behavior. Programming launched in February 2022 with three city-contracted providers facilitating introductory sessions and multi-week groups in community and supporting participants with access to case management and other services.
- **Respect First:** ENDGBV has selected the RISE Project to bring Respect First to the youth of New York City, launching January 2025, Respect First is a trauma-informed and culturally responsive

accountability program for young people ages 13-21 who have exhibited abusive behavior toward their intimate partners or family members. The Respect First program will use curriculum-based groups along with individualized assessments, case management, counseling, and other supportive services. Referrals will be accepted for nonmandated youth through community, schools, or via court mandates.

- **HOME+:** A redesign of New York City Human Resources Administration’s Alternative to Shelter program, HOME+ eliminated requirements for an active order of protection and police response for program participation and moved the city-run program to borough-based, non-profit, contracted providers. First launched in 2021, HOME+ provides survivors with personal emergency-response pendants that they can activate if they are threatened by an abusive person in their home, and connection to additional support services. In October 2022 HOME+ expanded to provide window and door repairs, and lock changes.
- **Women Forward NYC:** “Women Forward NYC: An Action Plan for Gender Equity,” is a more than \$43 million investment aimed at making New York City a national leader on gender equity, including for transgender and gender expansive New Yorkers, with the ambitious goal of becoming the most women-forward city in the United States. Supported through city dollars, private and public partnerships, academic institutions, and federal grant funding, the action plan addresses various issues, including reducing gender-based violence against women and providing holistic housing services, including for domestic and gender-based violence survivors. Further, Women Forward NYC commits to expand interventions to prevent domestic violence and support survivors and reduce felony domestic violence assaults by 25% in 2030.

#### **“NYC Go Purple Day” is October 17, 2024**

On “NYC Go Purple Day” local buildings and landmarks across the city will light up in purple including City Hall, the David N. Dinkins Manhattan Municipal Building, Gracie Mansion, Queens Borough Hall, Staten Island Borough Hall, One Police Plaza, The Parachute Jump in Coney Island, The Arsenal in Central Park, One World Trade Center (formerly Back of America Tower), and One Five One (formerly Four Times Square). New Yorkers can show their support for survivors by wearing purple and posting pictures to social media using the hashtags #DVAM2024 #AwarenessHelpHope and #NYCGoPurple and tagging @nycendgbv and attending one of the many DVAM events listed on ENDGBV’s citywide calendar which can be found at [www.nyc.gov/endgbv](http://www.nyc.gov/endgbv). The public is also encouraged to host events, workshops, trainings or gatherings with other community members and to add those to the citywide calendar using this online [form](#). Additionally, New Yorkers are encouraged to follow @nycendgbv on [Instagram](#) to follow #LetterstoMyFormerSelf - an impactful and personal campaign by ENDGBV’s VOICES Survivor Advisory Committee which shares messages to inspire hope, share support, and raise awareness about resources in New York City.

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#### **About the Mayor’s Office to End Domestic and Gender-Based Violence**

The [Mayor's Office to End Domestic and Gender-Based Violence \(ENDGBV\)](#) develops policies and programs, provides training and prevention education, conducts research and evaluations, performs community outreach, and operates the New York City Family Justice Centers. We collaborate with City agencies and community stakeholders to ensure access to inclusive services for survivors of domestic and gender-based violence (GBV). GBV can include intimate partner and family violence, elder abuse, sexual assault, stalking, and human trafficking. [Read more about the term.](#)

The [NYC Family Justice Centers](#) are co-located multidisciplinary service centers providing vital social services, civil legal, and criminal justice assistance for survivors of domestic and gender-based violence and their children—all under one roof. For more information, visit [nyc.gov/ENDGBV](https://nyc.gov/ENDGBV). Visit us on [Facebook](#), [Instagram](#) or [X](#) (formerly known as Twitter.)