

# **ENDGBV in Focus: Outreach Campaigns and Activities (2018-2019)**

**January 2021**

# ENDGBV in Focus: Outreach Campaigns and Activities (2018-2019)

## Key Takeaways:

- ENDGBV Outreach Coordinators more creatively engaged audiences and communities using strength-based, celebratory events, and art-based practices.
- We are using social media and photo campaigns as a way to engage people when out in community.
- We enhanced our long-standing relationships in target communities by undertaking new and innovative programming, with the resources, expertise, and interests of a wide array of community and City partners.

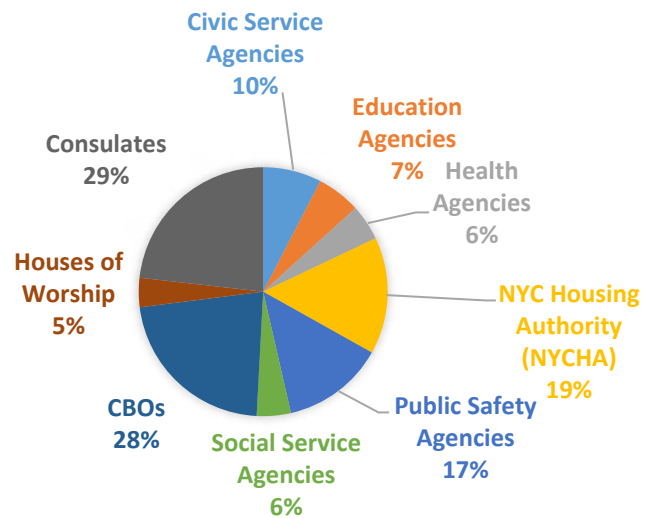
## Highlights:

- In 2018 and 2019, our Outreach Coordinators conducted 1,129 outreach events.
- In 2018 and 2019, our Outreach Coordinators conducted 20% of their outreach activity in the 10 precincts with the highest numbers of Domestic Incident Reports (DIRs).<sup>i</sup>
- Our Outreach Coordinators targeted outreach to vulnerable survivors most in danger of domestic and gender-based violence, and those who are difficult to reach through mass outreach campaigns and events. In 2018 and 2019, the neighborhoods where our Outreach Coordinators conducted the most outreach events had:
  - a higher percentage of Black or African American residents (an average of 10.3 percentage points higher) compared to the overall population of New York City;
  - a higher percentage of Hispanic or Latino residents (an average of 6.4 percentage points higher) compared to the overall population of New York City;
  - a higher rate of unemployed residents (an average of 5 percentage points higher) compared to the overall population of New York City; and
  - a higher rate of residents living in poverty (an average of 12.2 percentage points higher) compared to the overall population of New York City.
- In 2018-2019, 11% of FJC new clients came from the neighborhoods where our Outreach Coordinators conducted the highest number of events. Further, one out of every 11 new foreign-born clients seeking services at the FJCs also resided in the neighborhoods where the most outreach events took place.

# ENDGBV Outreach Coordinators

Outreach Coordinators (“Outreach”) at the Mayor’s Office to End Domestic and Gender-Based Violence (ENDGBV) raise awareness about resources and services for survivors of domestic and gender-based violence in New York City, and conduct public engagement and education events to build community capacity to recognize, respond to, and prevent domestic and gender-based violence. ENDGBV Outreach builds community partnerships, situates ENDGBV’s work within City and community initiatives, and keeps its finger on the pulse of domestic and gender-based violence crime trends and survivor needs.

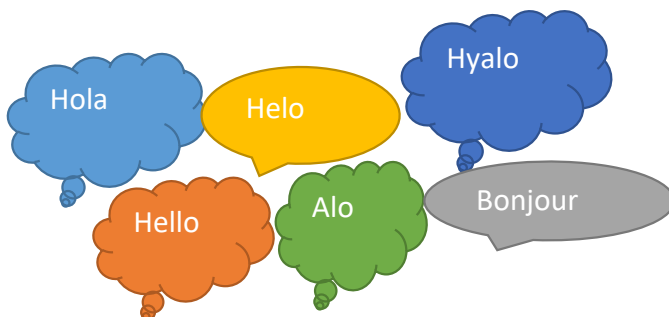
Figure 1: Unique Outreach Partners (2018-2019)



ENDGBV Outreach conducts most of ENDGBV’s public awareness and outreach activity, and it works closely with colleagues across our Policy, Training, the Healthy Relationship Training Academy, Family Justice Center (FJC), and Executive teams to engage communities across the city.

ENDGBV Outreach hosts and participates in events across the city, and uses a data-informed approach to perform outreach and public engagement, with a particular focus in immigrant, youth, vulnerable, and underserved communities.<sup>ii</sup>

ENDGBV Outreach often leads grassroots advocacy efforts and gathers support for public awareness initiatives at the local level by participating in task forces and working group meetings citywide and nationwide, including with Peace Over Violence, the United Nations (UN), and diplomatic offices. ENDGBV Outreach collaborates with a diverse range of partners, including its New York City sister agencies, community-based organizations (CBOs), and houses of worship, on outreach and public engagement campaigns and events. In 2018 and 2019, ENDGBV Outreach worked with more than 350 unique NYC agencies, CBOs, and houses of worship (see Figure 1<sup>iii</sup>).

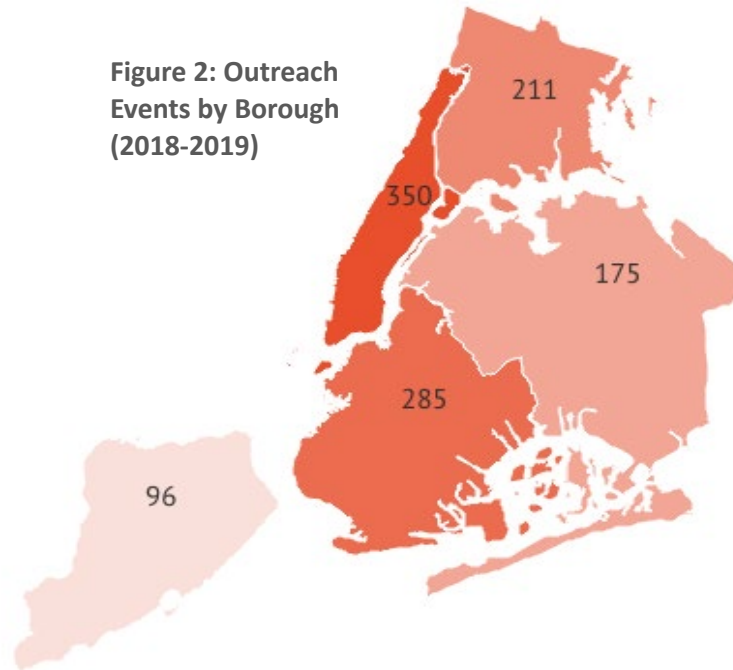


ENDGBV Outreach reflects the diversity of NYC’s population. Outreach Coordinators are multi-lingual and represent the communities they serve. ENDGBV Outreach has conducted initiatives in several languages and across multiple media, including English, Spanish, Bangla, Arabic, French, and Haitian Creole. ENDGBV also produces and disseminates outreach materials in over 10 languages<sup>iv</sup> as required by NYC Local Law 30.<sup>v</sup>

# Outreach by the Numbers

In 2018 and 2019, ENDGBV Outreach conducted 1,129 outreach events, including 350 (31%) in Manhattan, 285 (25%) in Brooklyn, 211 (19%) in the Bronx, 175 (16%) in Queens, and 96 (9%) in Staten Island (see Figure 2).

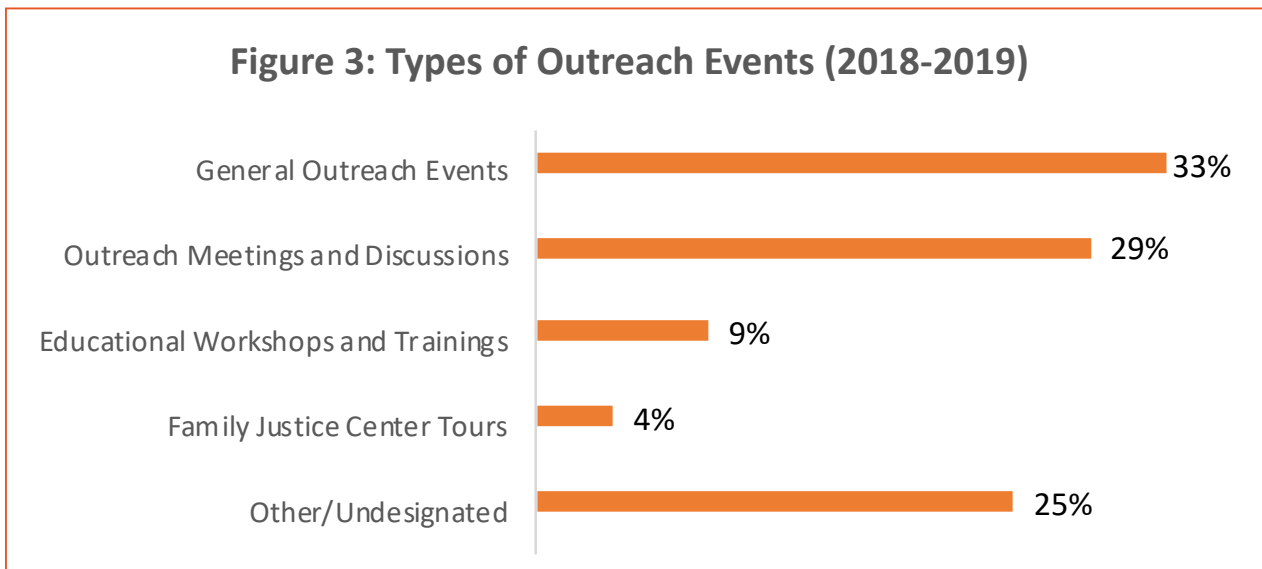
**Figure 2: Outreach Events by Borough (2018-2019)**



ENDGBV outreach and public engagement can take several forms – outreach events, meetings and discussions; trainings and workshops; and Family Justice Center (FJC)<sup>vi</sup> tours that introduce the community to the services available at the FJCs.

In 2018 and 2019, ENDGBV Outreach conducted 370 (33%) outreach events, including tabling, participating in community fairs and festivals, and distributing materials in public transit and beauty salons; 328 (29%) outreach meetings and discussions, including participating in advisory and community board meetings,<sup>vii</sup> precinct councils, and various task force meetings; 103 (9%) educational workshops and trainings;<sup>viii</sup> and 39 (4%) FJC tours, introducing the public to the resources available at the FJCs (see Figure 3).<sup>ix</sup>

**Figure 3: Types of Outreach Events (2018-2019)**



# Targeted Outreach

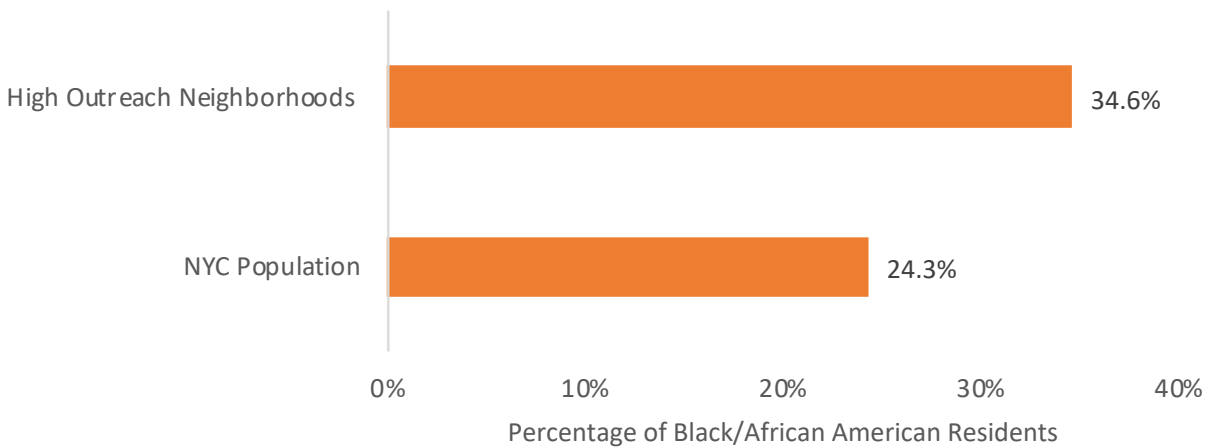
ENDGBV Outreach employs its knowledge of NYC communities, FJC client data, and the City's crime data to reach vulnerable survivors who are most in danger of domestic and gender-based violence or, on account of circumstance (e.g., language proficiency, immigration status, social isolation, etc.), are difficult to reach through mass outreach campaigns and events. Specifically, ENDGBV Outreach focuses on:

**1. Neighborhoods Experiencing the Highest Rates of Reported Domestic Violence: In 2018 and 2019, Outreach conducted 20% of its activity (231 events) in the 10 precincts<sup>x</sup> with the highest numbers of Domestic Incident Reports (DIRs).<sup>xi</sup>**

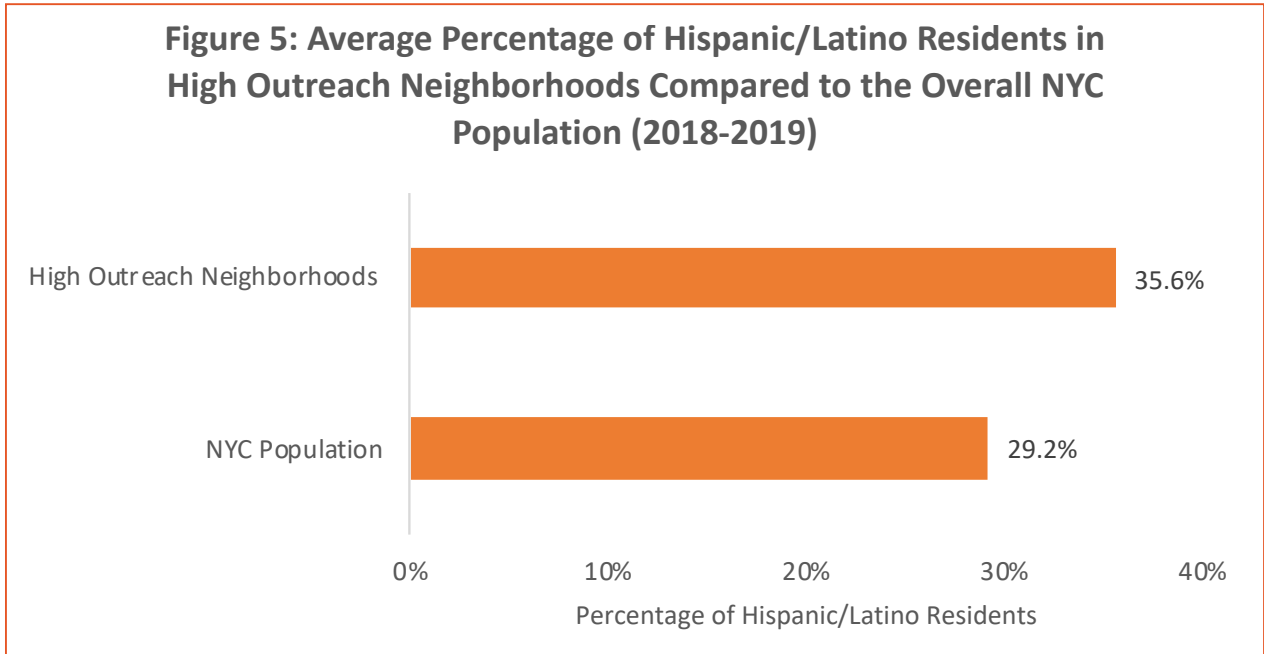
**2. Communities Disproportionately Affected by Domestic Violence:**

- a. In 2018 and 2019, 42% of domestic violence victims<sup>xii</sup> in New York City were Black and 36% were Hispanic.
  - i. In 2018 and 2019, the neighborhoods<sup>xiii</sup> where ENDGBV Outreach conducted the highest number of events had a higher percentage of Black or African American residents (an average of 10.3 percentage points higher<sup>xiv</sup>) compared to the overall population of New York City.

**Figure 4: Average Percentage of Black/African American Residents in High Outreach Neighborhoods Compared to the Overall NYC Population (2018-2019)**

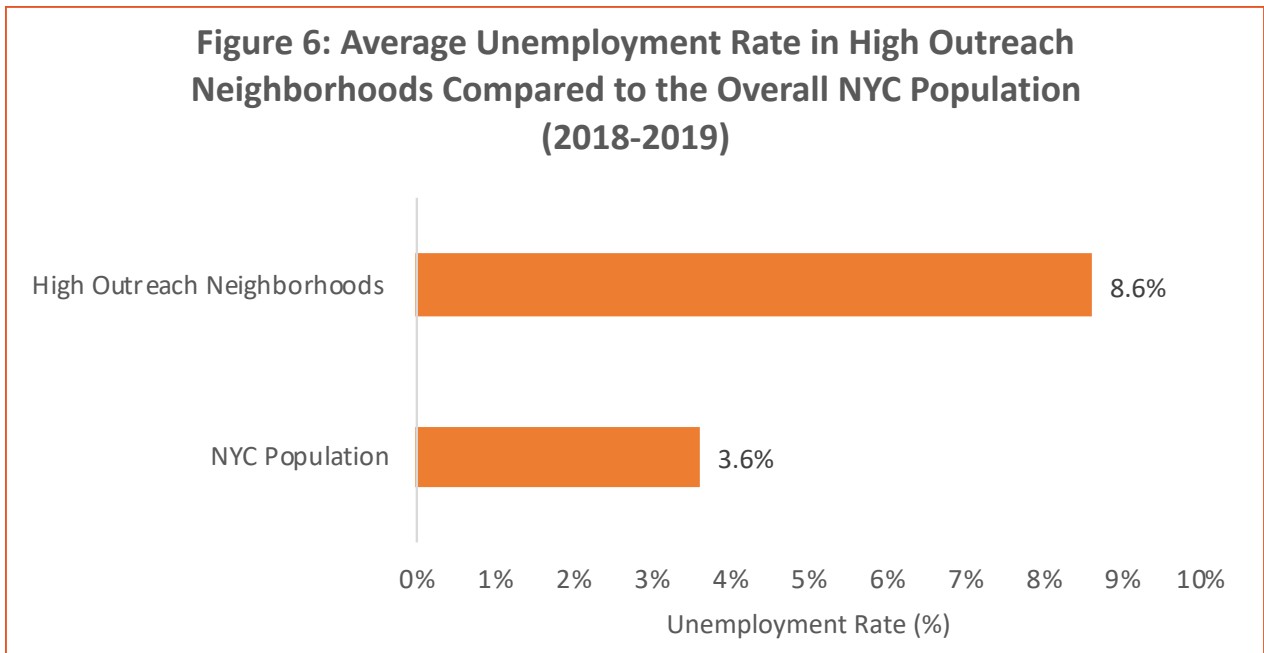


- ii. Between 2018 and 2019, the neighborhoods<sup>xv</sup> where ENDGBV Outreach conducted the highest number of events had a higher percentage of Hispanic or Latino residents (an average of 6.4 percentage points higher<sup>xvi</sup>) compared to the overall population of New York City.

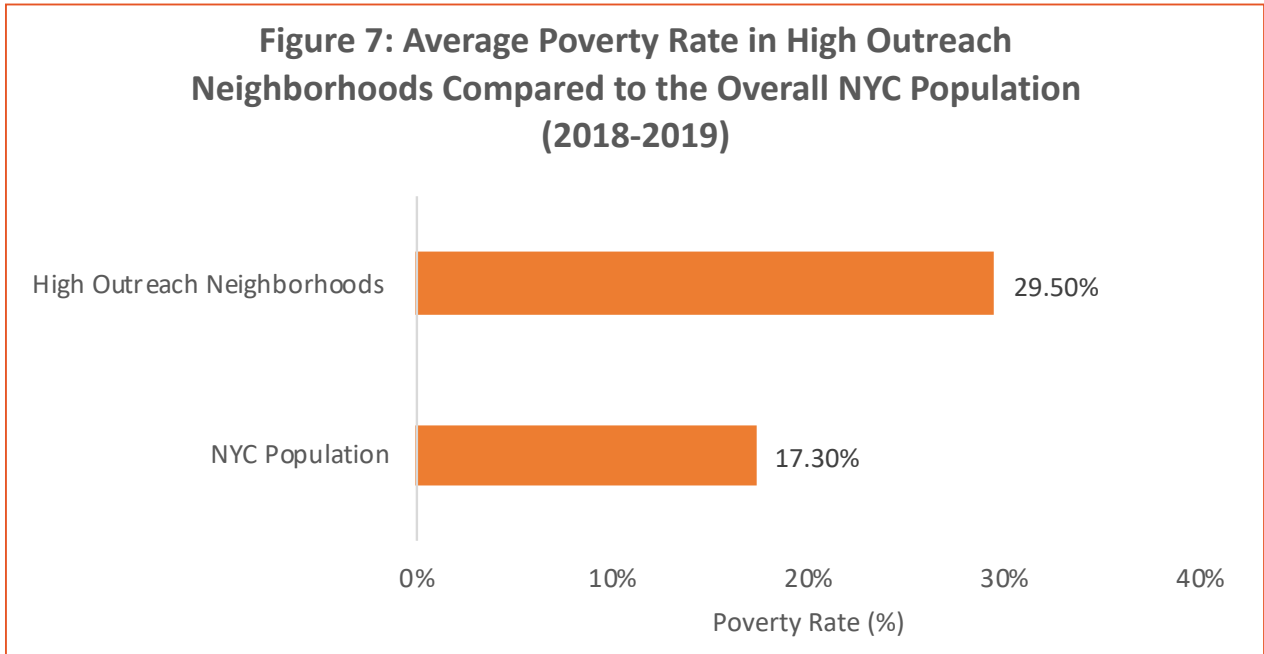


- b. Poverty and unemployment are widely recognized risk factors for domestic violence.<sup>xvii</sup>

- i. In 2018 and 2019, the neighborhoods<sup>xviii</sup> where ENDGBV Outreach conducted the highest number of events had a higher rate of unemployed residents (an average of 5 percentage points higher<sup>xix</sup>) compared to the overall population of New York City.



- ii. Between 2018 and 2019, the neighborhoods<sup>xx</sup> where ENDGBV Outreach conducted the highest number of events had a higher rate of residents living in poverty (an average 12.2 percentage points higher<sup>xxi</sup>) compared to the overall population of New York City.



- c. Between 2018 and 2019, 72% of domestic violence victims<sup>xxii</sup> in NYC were female.

- i. Shine the Light Harlem is an annual Domestic Violence Awareness Month (DVAM) event from the Manhattan District Attorney’s office that takes place at the Adam Clayton Powell Jr. State Building on 125th Street. The event draws large crowds, featuring a main stage for performances and speakers. It brings together multiple agencies and community-based organizations from the area and Upper Manhattan for resource sharing, tabling, and networking directly with community members. CBO representation includes the Northern Manhattan Improvement Corporation (NMIC) and VIP Mujeres, two CBO’s with service expertise in Latina/x communities.



Although the weather during the 2019 Shine the Light event was rainy, staff from the Manhattan FJC were joined by members of the National Council of Negro Women (NCNW) on a commemorative walk from downtown Manhattan to Harlem; and, the event was still very well attended.

**Indhira Castro, Manhattan FJC Director of Programs and Community Partnerships marches with the ENDGBV banner and members of the NCNW**



**Indhira Castro and George Espinal, former ENDGBV Community Coordinator, are joined by service partners and NCNW members for a photo in front of the NYPD DVAM vehicle**

- d. The youth are disproportionately vulnerable to family and community violence.<sup>xxiii</sup> Additionally, young people who witness domestic violence face immediate and long-term health, academic, and behavioral challenges.<sup>xxiv</sup>
  - i. February is Teen Dating Violence Awareness Month; and, ENDGBV Outreach places special focus on raising awareness about teen dating violence, prevention and education resources, such as the NYC Healthy Relationship Training Academy, through activities that engage youth, parents and staff. The Polo Grounds NYC Housing Authority (NYCHA) community in upper Manhattan is a place where ENDGBV has invested several years' of targeted outreach and maintained a consistent presence. Outreach has cultivated an active and interested community network, including the Polo Grounds Women's Auxiliary, community center staff from the Police Athletic League (PAL), and the Mayor's Action Plan for Neighborhood Safety (MAP) team, comprised of staff from the Center for Court Innovation and the Mayor's Office of Criminal Justice (MOCJ).



ENDGBV Community Coordinator, Flore Baptiste, organized these partners to craft a fun and educational, intergenerational prom-style event called "Love Should Not Hurt." In shaping this event, the Women's Auxiliary expressed a desire to bridge the gap between the neighborhood youth and seniors, so special care was given to ensuring the event was accessible and included activities and resources for all ages. The event was hosted at the PAL Community Center located within Polo Grounds and included food, a DJ, a photo booth, tabling with interactive crafts, activities by partners, including the Human Resource Administration (HRA) and the Department of Aging (DFTA), and presentations and mini-workshops by the Healthy Relationship Training Academy team. This particular event was a great success because it engaged youth around strength-based themes of healthy relationships, celebration, resources, fun, and positive activities.

**Polo Grounds resident dances with NYPD Neighborhood Community Officer during the "Love Should Not Hurt" prom-style event**





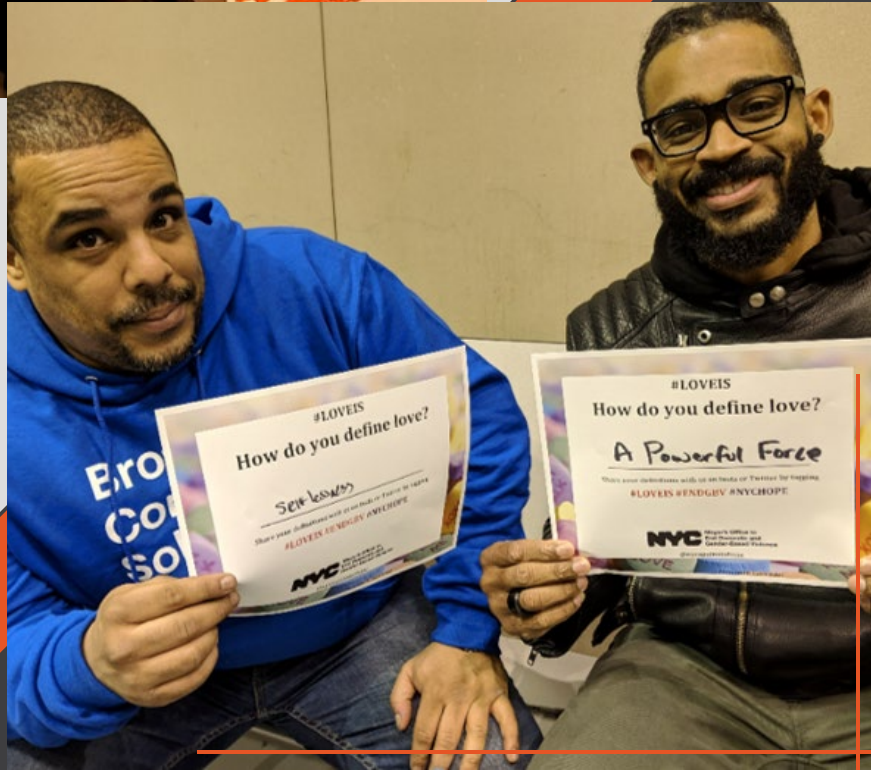
ENDGBV Outreach staff pose with the Polo Grounds Women's Auxiliary



Polo Grounds resident writes out healthy relationship habits on heart-shaped post for a community-sourced message board during "Love Should Not Hurt" at the DFTA resource table



MAP team staff from CCI and MOCJ engaging in ENDGBVs social media campaign during "Love Should Not Hurt"



- e. Over the past few years, foreign-born survivors have faced an environment that is increasingly hostile to immigrants—creating additional barriers to accessing services.<sup>xxv</sup>
  - i. ENDGBV has conducted salon and barbershop outreach since 2013, as a safe and effective way to connect to small business owners, immigrant business owners, and survivors across the City. Staff and patrons often disclose that they know someone in need of FJC services and are happy to learn about the resources.

## Salon Outreach (2019)

**87** Cosmetologists trained

**128** Salons and barbershops reached

**645** Outreach events Citywide

Whenever possible, ENDGBV Outreach engages local elected officials and CBOs to join the events. Outreach Coordinators go door-to-door to hand out ENDGBV promotional items, such as compact mirrors and nail files emblazoned with the NYC domestic violence hotline number and agency website, along with flyers and palm cards with information about the FJCs. ENDGBV Outreach also offers additional training to salon staff in how to recognize and respond to domestic and gender-based violence. ENDGBV Outreach often works with networks of salon and barber shop owners, via the Chamber of Commerce, and community partners to recruit cosmetologists for training.

## FJC Client Trends

In 2018-2019, **11%** of FJC new clients came from the neighborhoods<sup>xxvi</sup> where ENDGBV Outreach conducted the highest number of events. Further, **1 out of every 11** new foreign-born clients seeking services at the FJCs also resided in the neighborhoods<sup>xxvii</sup> where the most outreach events took place.

# Pride Fest

Throughout the month of June, in honor of Pride month, ENDGBV Outreach focuses on raising awareness about services and supports for the LGBTQ+ community and participates in a wide variety of traditional offerings, such as conferences, webinars, information sessions, etc. Among those, the borough-based Pride fests and parades offer fun and festive spaces to connect and engage. ENDGBV Outreach features positive, supportive and celebratory messages to raise awareness about ENDGBV and the FJCs.



During Pride 2018, ENDGBV Outreach created message boards festgoers could personalize for social media pictures.<sup>xxviii</sup> ENDGBV Outreach created rainbow, Pride edition promotional items and palm cards, which drew people to the table and attracted excitement.

**“What I love about these photos are the faces. It reminds us how personally we get to connect with community members; it feels great when people get excited about engaging with our campaigns, and their faces and responses are beautiful!”**

*- Tesa Arozqueta , Director of Outreach*

ENDGBV Outreach reaches many people at these annual events, including members of the LGBTQ+ community and their allies in the outer boroughs in the specific ways they each celebrate and honor Pride month. For example, Staten Island holds an event at Snug Harbor. This creates the ability for service providers and vendors to table while audiences get a full agenda of activities throughout the day, including a pet parade (pets in costume) and performances in one large open space.



## Art-Based Initiatives

Over the last several years, ENDGBV has ventured into art-based spaces and engagements as a way to connect to communities by working with several partners. Some examples include the Public Artist in Residence program (PAIR) in collaboration with the New York City Department of Cultural Affairs (DCLA) to host NYC artist, Ebony Golden, for a yearlong residency. Together, ENDGBV Outreach and Ebony worked to create and facilitate art-based workshops focused on concepts like respect, communication and power, as a alternate ways to have conversations with communities about healthy and unhealthy relationships, available resources, general awareness, and ways that community members can support each other.



**Art Gallery with installations by the youth of Boulevard Houses**

On Saturday, February 23, 2019, ENDGBV partnered with the Center for Court Innovation (CCI), Brownsville Community Justice Center, Church Avenue Merchant Block Association (CAMBA), and Boulevard Cornerstone to host an event called, "This Is Us: More Social Than Media." The event was a recognition of Teen Dating Violence, held in celebration of Black History Month to allow the youth of Boulevard Houses to express themes around the prevention of teen dating violence, community pride, and Black identity through the arts. Young people from Boulevard Houses showcased their artistic abilities through paintings, collages, spoken word, song, dance, and musical performances.

ENDGBV Outreach also partnered with Theater of War, whose model uses ancient and classic theater pieces read by prominent/famous TV, theater and film actors in community to spark conversations about gender-based violence-related issues and experiences. This brings the arts out to the community, and allows community members to connect with experiences similar to theirs through space and time while providing meaningful opportunities to discuss the help that exists.

## Looking Ahead

On March 17, 2020, ENDGBV moved to a work-from-home model due to COVID-19. ENDGBV Outreach quickly pivoted to a remote model and focused on telephone and email notifications to City and community stakeholders about FJC operations going remote, and additional services and support still operating at the beginning of NYS on PAUSE.<sup>xxix</sup> These notifications reached elected officials' offices, hospitals, police precincts, and essential businesses. The language skills of the Outreach Coordinators connected ENDGBV with business owners in immigrant communities. Later, ENDGBV Outreach strategized ways to reach people outside of online spaces—delivering flyers in bulk to food pantry sites and mailing bulk print orders to partners for distribution and public posting.

As social distancing and remote work plans extended into summer then fall, ENDGBV Outreach moved in-person community engagement into virtual spaces and online forums. This involved utilizing new videoconferencing tools, leveraging virtual spaces to build audience and interest in campaigns and initiatives, and expanding social media outreach. ENDGBV Outreach also joined community meetings to continue to share resources and information directly with local communities.

In 2020, with limited capability to be physically present in the community due to ever evolving COVID-19 restrictions, ENDGBV Outreach was pressed to connect with communities and partners in more creative ways. From our experiences, we have learned valuable lessons about online spaces and events, including the importance of ensuring that virtual events are accessible, particularly to those without access to technology, that will remain with us long after the pandemic ends and we are able to reenter community spaces safely.



### ABOUT ENDGBV:

The NYC 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 (FJCs). ENDGBV collaborates with City agencies and community stakeholders to ensure access to inclusive services for survivors of domestic and gender-based violence (GBV).

## Endnotes

- <sup>i</sup> A DIR is a form that police must complete every time they respond to a domestic incident, whether or not an arrest is made.
- <sup>ii</sup> Please see Targeted Outreach (pp.5-10) for more detail.
- <sup>iii</sup> Civic Service Agencies include Mayor’s Community Affairs Unit (CAU), Community Boards, Commission on Human Rights (CCHR), NYC Council members, and New York State (NYS) government representatives (e.g., NYS Senators, Office of the NYS Attorney General, etc.). Education Agencies include City University of New York (CUNY), Department of Education (DOE), and Commission on Gender Equity (CGE). Health Agencies include Department of Health and Mental Hygiene (DOHMH), Health and Hospitals Corporation (HHC), and ThriveNYC. Public Safety Agencies include Fire Department of the City of New York (FDNY), New York City Police Department (NYPD), and Department of Probation (DOP). Social Service Agencies include Department for the Aging (DFTA), Administration for Children’s Services (ACS), Department of Homeless Services (DHS), Human Resources Administration (HRA), Mayor’s Office for Economic Opportunity (MOEO), Mayor’s Office for People with Disabilities (MOPD), Young Men’s Initiative (YMI), and Department of Veterans’ Services (DVS). Community-based organizations (CBOs) include organizations like Sanctuary for Families, Safe Horizon, etc.
- <sup>iv</sup> Arabic, Bengali, Chinese, English, French, French Creole, Korean, Polish, Russian, Spanish, and Urdu.
- <sup>v</sup> For more information about NYC Local Law 30, please see: <https://www1.nyc.gov/assets/home/downloads/pdf/311/Local-Law-30.pdf>.
- <sup>vi</sup> FJCs are co-located multidisciplinary service centers, situated in the five boroughs, providing vital social services as well as civil legal and criminal justice assistance for survivors of domestic and gender-based violence and their children.
- <sup>vii</sup> ENDGBV collaborates with City agencies and CBOs in advisory meetings and events such as Community Health Fairs, and holiday and school events. ENDGBV also serves on Anti-Violence Community Advisory Boards to provide a gender-based violence lens.
- <sup>viii</sup> ENDGBV Outreach conducts workshops and trainings to raise community awareness, at times collaborating with ENDGBV’s Training team, responsible for design and implementation of trainings to support service providers within New York City sister agencies and CBOs. Learn about the Training team and its offerings at [www.nyc.gov/endgbvtraining](http://www.nyc.gov/endgbvtraining).
- <sup>ix</sup> 289 (25%) of outreach events were designated as “Other” (207) or as missing a designation (82).
- <sup>x</sup> The 10 precincts include precincts 40, 43, 44, 46, 47, 48, 67, 73, 75, and 42.
- <sup>xi</sup> A DIR is a form that police must complete every time they respond to a domestic incident, whether or not an arrest is made.
- <sup>xii</sup> This figure represents NYPD data for the following offenses—murder, rape, sex offenses, felony assault, strangulation, and stalking.
- <sup>xiii</sup> The 10 zip codes where ENDGBV Outreach conducted the highest number of events between 2018 and 2019, were: 11206, 10451, 10456, 10027, 11415, 10035, 10301, 11201, 11212, and 10029.
- <sup>xiv</sup> 34.6% as compared to 24.3% for the city.
- <sup>xv</sup> The 10 zip codes where ENDGBV Outreach conducted the highest number of events between 2018 and 2019, were: 11206, 10451, 10456, 10027, 11415, 10035, 10301, 11201, 11212, and 10029.
- <sup>xvi</sup> 35.6% as compared to 29.2% for the city.
- <sup>xvii</sup> Miles-Doan, R., & Kelly, S. (1997). Geographic concentration of violence between intimate partners. *Public Health Reports*, 112(2), 135. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1381860/pdf/pubhealthrep00041-0049.pdf>.
- <sup>xviii</sup> The 10 zip codes where ENDGBV Outreach conducted the highest number of events between 2018 and 2019, were: 11206, 10451, 10456, 10027, 11415, 10035, 10301, 11201, 11212, and 10029.

- <sup>xix</sup> 8.6% as compared to 3.6% for the city.
- <sup>xx</sup> The 10 zip codes where ENDGBV Outreach conducted the highest number of events between 2018 and 2019, were: 11206, 10451, 10456, 10027, 11415, 10035, 10301, 11201, 11212, and 10029.
- <sup>xxi</sup> 29.5% as compared to 17.3% for the city.
- <sup>xxii</sup> This figure represents NYPD data for the following offenses—murder, rape, sex offenses, felony assault, strangulation, and stalking.
- <sup>xxiii</sup> Voisin, D. R. (2007). The effects of family and community violence exposure among youth: Recommendations for practice and policy. *Journal of Social Work Education*, 43(1), 51-66. Available at: <https://eric.ed.gov/?id=EJ987982>.
- <sup>xxiv</sup> Warner, B. S., & Weist, M. D. (1996). Urban youth as witnesses to violence: Beginning assessment and treatment efforts. *Journal of Youth and Adolescence*, 25(3), 361-377. Available at: <https://link.springer.com/article/10.1007/BF01537390>.
- <sup>xxv</sup> Muchow, A. N., & Amuedo-Dorantes, C. (2020). Immigration enforcement awareness and community engagement with police: Evidence from domestic violence calls in Los Angeles. *Journal of Urban Economics*, 103253. Available at: <https://www.sciencedirect.com/science/article/pii/S0094119020300243>.
- <sup>xxvi</sup> The 10 zip codes where Outreach conducted the highest number of events between 2018 and 2019, were: 11206, 10451, 10456, 10027, 11415, 10035, 10301, 11201, 11212, and 10029.
- <sup>xxvii</sup> Ibid.
- <sup>xxviii</sup> The campaign featured the Mayor’s Office to Combat Domestic Violence (OCDV) logo. In 2018, OCDV’s mandate expanded and it was re-launched as the Mayor’s Office to End Domestic and Gender-Based Violence (ENDGBV).
- <sup>xxix</sup> Governor Andrew M. Cuomo’s “New York State on PAUSE” executive order included a directive for all non-essential businesses statewide to close in-person operations starting 8pm on Sunday, March 22, 2020.



**NYC** Mayor's Office to  
End Domestic and  
Gender-Based Violence