

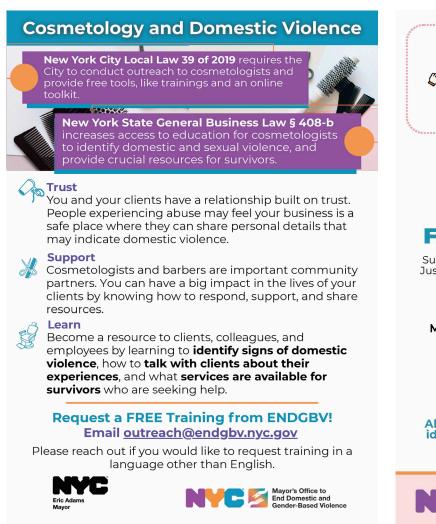
2025 Annual Report on Outreach to Cosmetologists

The Mayor's Office to End Domestic and Gender-Based Violence (ENDGBV) develops policies and programs, provides training, conducts research and evaluations, preforms community engagement, and operates the Family Justice Centers (FJCs). The FJCs 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.

This is the sixth report to be provided in compliance with Local Law 39 of 2019, covering fiscal year 2025 – July 1, 2024 to June 30, 2025.

Outreach to Cosmetologists

In this reporting period, ENDBGBV developed a new palm card to support outreach to cosmetologists effort. The palm card is available in multiple languages and lists the applicable laws and requirements, why cosmetologists are in a unique position to spot potential abuse and support community members, contact information to schedule free workshops with ENDGBV, a QR code that links to the free and downloadable toolkit, and resources and supports for people who are experiencing abuse.





Outreach to Cosmetologists (cont.)

Prior to the reporting period, ENDGBV reorganized its outreach team to take on additional responsibilities that better align with the office's strategic goals. During this time, outreach staff members staff underwent training for their new responsibilities and focused on other outreach activities. In the previous reporting period, our outreach team experienced lower engagement with cosmetologists and beauty schools. This was in part because as of June 17, 2020, all salon operators and individuals seeking a New York State cosmetology license or re-licensing are required to complete a 1-hour course on Domestic Violence and Sexual Assault Awareness. As a result, many corporate offices, chambers of commerce, and community-based organizations have incorporated domestic violence workshops into their staff training following the City's lead. Therefore, during this reporting period, we directed our outreach efforts toward other areas where additional engagement was appropriate.

Cosmetology outreach was not conducted during this reporting period but was recommenced citywide in July 2025.

Online Domestic Violence Toolkit for Cosmetologists

ENDGBV has created a Domestic Violence Toolkit for cosmetologists that is available on the ENDGBV website. The toolkit provides information on how cosmetologists can recognize signs of an abusive relationship and help by safely referring clients to information and resources.

From July 1, 2024 through June 30, 2025, the toolkit has been downloaded 26 times from the ENDGBV website.