



# ACTION KIT FALL 2019



**16**  
DAYS

OF ACTIVISM AGAINST  
GENDER-BASED VIOLENCE  
CAMPAIGN



COMMISSION ON  
GENDER EQUITY

MAYOR'S OFFICE TO END DOMESTIC AND  
GENDER-BASED VIOLENCE



Dear Friends,

Over the past years, many brave women, men, transgender and gender non-binary people have publicly shared their stories of persistence and survival in the face of misogyny, sexual violence, and harassment. Their courage is contagious, giving others permission to raise their hands and say “Me Too,” and it powers a movement for lasting change.

In New York City, we are meeting this historic moment with our own action and leadership. Every day, we work to uplift survivors, connect them to the support they need, and prevent violence. But no city or government can do this work alone. Gender-based violence touches all of us in some way, and everyone must be part of the solution. That’s why we are asking for your help.

Since 2015, the City of New York has participated in a yearly global campaign: 16 Days of Activism Against Gender-Based Violence. Last year, nearly 12,000 New Yorkers joined the campaign. This year, we want to reach many more. Please, join us from November 25<sup>th</sup> to December 10<sup>th</sup> to help end gender-based violence.

There are a variety of ways to participate in the 16 Days campaign. The enclosed Action Kit was developed in collaboration with City agencies and community partners to help you take action in your own community. Please take time to read the information provided and then pass it on! We ask that you teach your friends, neighbors and loved ones by hosting an event and rallying your communities for change.

Thank you for stepping up as a leader in your community, and for joining hands with activists across the globe. By working together, we can end gender-based violence in New York City – and beyond.

Onward!

Chirlane McCray

First Lady of New York City



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## What is the 16 Days of Activism Against Gender-Based Violence campaign?

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16 Days of Activism Against Gender-Based Violence (“16 Days of Activism”) is an annual global campaign founded in 1991 by the Rutgers University Center for Women’s Global Leadership Institute. The campaign mobilizes action to end Gender-Based Violence (GBV) by:

- raising awareness at the local, national and international levels regarding violence against girls and women and strengthening local networks;
- linking local and global activism;
- providing a forum for dialogue and strategy-sharing;
- pressuring governments to implement the commitments they have made in national and international legal instruments;
- demonstrating the solidarity of activists around the world to end GBV.

The global campaign convenes activists, government leaders, students, academia, and the private sector to raise awareness and call for an end to GBV. The campaign runs 16 days each year, from **November 25** (International Day for the Elimination of Violence against Women) through **December 10** (International Human Rights Day), to stress that GBV is a fundamental human rights violation that must end.

The Mayor’s Office to End Domestic and Gender-Based Violence and the NYC Commission on Gender Equity oversee the New York City campaign which raises awareness around GBV, with a focus on mobilizing local activists from various sectors (non- and for-profit, corporate, faith-based, etc.) to sustain the campaign and its message to end GBV. New York City expands the global campaign’s “girls and women” focus and specifically highlights that the campaign must push to end GBV against all people, regardless of their ability, age, ethnicity/race, faith, gender identity or expression, immigrant status, sexual orientation, and socioeconomic status.

Reflecting the New York City’s campaign core belief that all New Yorkers play a role in ending GBV, this year’s campaign theme and focus will be:

**“NYC Takes Action  
Against Gender-Based Violence”**

## What is Gender-Based Violence?

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Gender-based violence is a general term used to capture any type of violence that is rooted in exploiting unequal power relationships between genders. This can include gender norms and role expectations specific to a society as well as situational power imbalances and inequities. Gender-based violence can impact anyone, and can include intimate partner and family violence, elder abuse, sexual violence, stalking and human trafficking.

**Sexual violence** is any action that results in the loss or removal of sexual autonomy for a person. Sexual violence includes sexual harassment, sexual assault, sex trafficking, non-consensual distribution of intimate images, and any other non-consensual, forced, or drug-facilitated sexual action.

**Human trafficking** is the use of power and control to force, defraud or coerce someone into engaging in labor or services, including commercial sex. Traffickers use tactics including violence, emotional manipulation, and psychological threats, exploiting social and economic inequity for their benefit.

**Stalking** is a pattern of harassing behavior or course of conduct directed at a specific person that would place that person in reasonable fear. Stalking behaviors include, but are not limited to, monitoring someone's activities, following someone, leaving unwanted gifts and notes, and making repeated phone calls to someone and/or their family, friends, or workplace.

**Domestic Violence** is an umbrella term that encompasses both Intimate Partner Violence and Family Violence.

**Intimate Partner Violence** is a pattern of coercive and abusive behavior used by one partner to maintain power and control over another partner in an intimate relationship. This includes people with any current or former romantic involvement, for example dating, previously dating, on again/off again, married, divorced, living together or apart. Intimate partner violence can occur between people of any gender identity or sexual orientation and can include manipulation, threats, or the actual use of physical, sexual, emotional, verbal, psychological, or financial abuse.

**Family Violence** is any abusive behavior that occurs between members of a family or household who are not involved in a romantic relationship. This includes chosen family as well as people related by blood, marriage, foster care, adoption or any other familial relationships. Family violence can include threats or the actual use of physical, sexual, emotional, verbal, psychological, or financial abuse.

Acts of gender-based violence may include: physical, sexual, verbal, emotional, and psychological abuse, threats, and/or coercion.

Any person, from any background is susceptible to GBV, although girls, women, transgender and gender-non conforming persons are disproportionately impacted.

GBV is rooted in discrimination that creates and perpetuates inequalities for people based on their actual or perceived assigned sex at birth, gender identity, or gender expression. Gender inequalities prevent these populations from exercising their basic human rights to health and well-being, and make them more vulnerable to interpersonal and systemic violence. Below are a few examples of other forms of GBV.

**Hate Crimes** are violent crimes that are motivated by prejudice on the basis of race, gender, gender identity, religion, disability, sexual orientation, or ethnicity.

**Technological Abuse** is the use of technology to as a tool to maintain power and control over another partner in an intimate relationship. Instances of harassment, emotional abuses that occur through social media, text messages, and other digital spaces fall under technological abuse.

**Female Genital Mutilation/Cutting (FGM/C)** refers to all procedures involving partial or total removal of female genitalia or other injury to female genital organs for any cultural, religious or otherwise nontherapeutic reasons

**Street Harassment** is primarily sexual harassment in the form of unwanted comments, gestures, and actions forced on a stranger in a public place without their consent. Street harassment is directed at individuals because of their actual or perceived sex, gender, gender expression, or sexual orientation and can include honking, whistling, catcalling, exposure, following, persistent sexual advances, and touching.

**Gendered State Violence** is when an agent(s) of the government abuses power and directs acts of physical, sexual, verbal, emotional, and psychological violence towards an individual based on their actual or perceived assigned sex at birth, gender identity, or gender expression.

# The Four Campaign Steps

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In New York City, we envision a City that is free of violence based on a person's gender identity, gender expression, sexual orientation, or background. To ensure that citywide mobilization efforts have the reach and impact needed to end gender-based violence, we want to elevate a campaign effort that is informed about the scope of GBV, consistent in its messaging, supportive, and sustainable. We encourage our diverse and cross-sector partners to hold events that center survivor voices and create solutions to end gender-based violence, and using the four steps below as a guide.

## Four Steps to Join the Campaign:

- **Step I: Get Informed**

Learn more about gender-based violence and how it affects girls, women, transgender and gender non-conforming individuals in their homes, schools, workplaces, and communities.

- **Step II: Listen/Believe/Support**

**Listen** to survivors' stories without judgement.

**Believe** their experiences and encourage survivors to believe their own voices.

**Support** survivors when they speak up.

*Let all survivors know: We see you. We hear you. We believe you.*

- **Step III: Take Action**

Use the resources you have to mobilize your community to end gender-based violence. If you find yourself or someone else in a vulnerable situation and in need of assistance, seek help. Throughout this guide you will find resources to support survivors of gender-based violence.

Remember, you can always call 911 or the City's 24-Hour Hotline at 1-800-621-HOPE (4673).

- **Step IV: Join the Campaign**

Sign up to host an event at [on.nyc.gov/2D7TenK](https://on.nyc.gov/2D7TenK)

If you have questions about the Campaign, you can email:

[genderequity@cityhall.nyc.gov](mailto:genderequity@cityhall.nyc.gov)

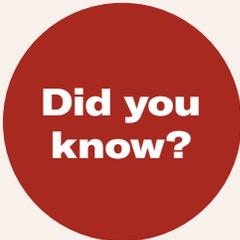
## Step I: Get Informed

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We encourage you to educate yourself and communicate to others about the campaign and its core goals to end GBV across New York City. In this section, you will find useful background information on GBV, including the role intersectionality plays, persons most vulnerable to GBV, and the settings where GBV is statistically more likely to occur.

### Gender-Based Violence in NYC and Nationally

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**Did you know?**

New York City offers Healthy Relationship workshops. In 2018, NYC hosted **over 700** trainings for youth, parents, and professionals

In NYC, **more than one in four (26.8%)** students who identified as gay or lesbian reported being bullied on school property

**27.8%** of students who identified as bisexual reported sexual dating violence in the past 12 months

**More than three-quarters (77%)** of students who were out or perceived as transgender at some point between Kindergarten and Grade 12 experienced some form of gender-based violence in school

**More than half (54%)** of students who were out or perceived as transgender in K-12 schools reported being verbally harassed

## Gender-Based Violence in NYC and Nationally

### Did you know?

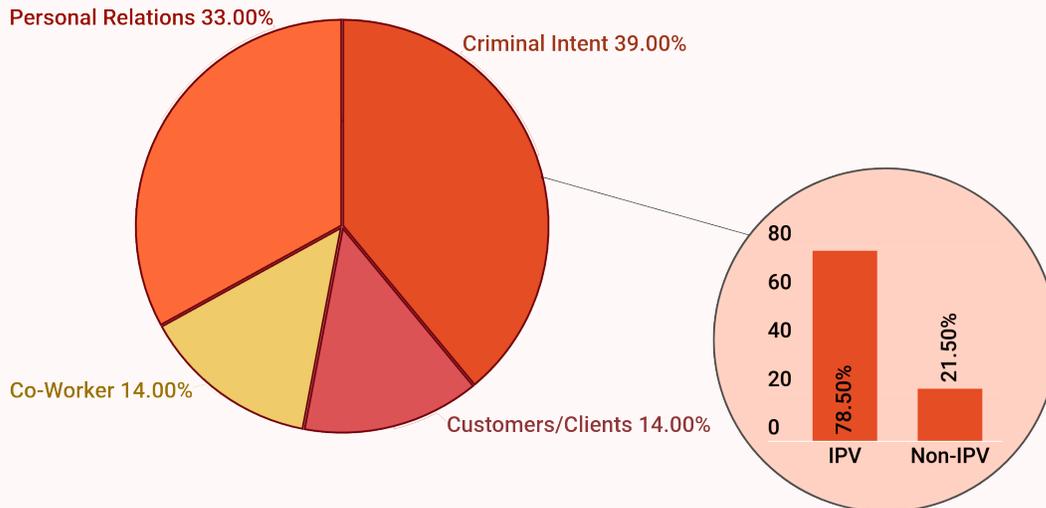
**Nearly one in four men (24.8%)** in the U.S. have experienced some form of contact sexual violence in their lifetime

**Nearly half (47%)** of transgender adults reported being sexually assaulted at some point in their lifetime

Hate violence against LGBTQ people rose sharply in 2017, with **52 recorded reports of hate violence** related homicides across the U.S.

## When GBV spills into the workplace, the results can be fatal.

Out of the 648 workplace homicides that occurred among US women from 2003-2008, 84% fall into the following categories<sup>1</sup>:



**In 10 of the 11 deadliest shootings in the US, the gunmen had also reportedly threatened, stalked, or physically abused a loved one.<sup>2</sup>**

[1] Tiesman, Hope M, et al. "Workplace Homicides Among U.S. Women: The Role of Intimate Partner Violence." *Annals of Epidemiology*, vol. 22, no. 4, Apr. 2012, pp. 277-284. doi: <https://doi.org/10.1016/j.annepidem.2012.02.009>

[2] Bruck, Hilary. "The men behind the US's deadliest mass shootings have something in common -- and it's not mental illness." *Business Insider*. Nov 2017. And Jeltson, Melissa. "I Have Written The Same Story On Mass Shootings A Dozen Times." *Huffington Post*. Feb 19, 2018.

## Intersectionality and Gender-Based Violence

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GBV can occur in many forms including (but not limited to): intimate partner violence, child abuse, elder abuse, mental or physical abuse, financial abuse, stalking, and/or sex or labor trafficking. GBV can impact **anyone**: girls, women, boys, men, transgender, gender non-conforming and non-binary people regardless of their status in life. Often, a person impacted by GBV will identify themselves as having more than one status. For example, a person could simultaneously identify as Asian-American, transgender, and living in poverty, among a number of other possible identity combinations. As Dr. Kimberlé Crenshaw, the leading authority on this concept of intersectionality, expressed:

**“ Intersectionality is a lens through which you can see where power comes and collides, where it interlocks and intersects. It’s not simply that there’s a race problem here, a gender problem here, and a class or LGBTQ problem there. Many times that framework erases what happens to people who are subject to all of these things. ”**

When we understand Dr. Crenshaw’s concept of intersectionality, we understand that an individual holds multiple intersecting identities that society may marginalize. Intersectionality occurs when these multiple systems of power intersect to create its own unique form of oppression.



### Outreach Tip

Victims and survivors of gender-based violence are not one-dimensional. Work to engage others in an open way that recognizes that people are often multi-layered, regardless of how they may physically present on the surface.

## Persons and Settings Most Vulnerable to Gender-Based Violence

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Although any person from any background may be a victim of GBV, there are a number of factors noted below that, if present, may make a person more vulnerable.

### **People Most Vulnerable to Gender-Based Violence**

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- Women and girl -identifying people
- LGBTQ folks
- Children and youth (especially those living in foster care , who are homeless, and/or who identify as LGBTQ)
- People of color
- People affected by domestic or international conflict or crisis
- People with a physical and/or intellectual disability
- Ethnic and religious minorities
- People living in poverty (including those who are homeless)
- People currently or previously involved in an abusive relationship
- People who have previously been victims of violence or abuse
- People working in informal sectors
- Migrants and Refugees
- Elderly persons
- People under the influence of drugs or alcohol
- People with low self esteem
- People with a history of mental illness

### **Settings Where Gender-Based Violence May be More Likely to Occur**

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- Digital and online spaces
- Educational settings and schools
- Homes
- Workplaces
- Nightlife venues (bars, clubs)
- College campuses

## Step 1: Get Informed

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- Locations with presence of alcohol and/or drugs
- Transit hubs/stations
- Communities stricken by:
  - Poverty
  - Lack of employment opportunities
  - Lack of institutional support from police and judicial system
  - General tolerance of sexual violence within the community

### Step II: Listen/Believe/Support

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On the pages that follow, the Action Kit provides you guidance on how you can support a victim or survivor of gender-based violence. Supporting someone in the gender-based violence space can indicate that although you have not personally experienced gender-based violence, you support efforts to end it nonetheless.

#### How to Listen to and Support a Victim of Gender-Based Violence

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- Believe the person who tells you they are experiencing or have experienced gender-based violence.
- Be supportive and listen actively, without judgment.
- Use supportive language and statements.
  - It's not your fault; anyone could find themselves in this situation."
  - "What can I do to support you today?"
  - "It must be very painful when someone you care about is frightening you."
  - "I am worried about your safety; what do you think would help you feel safe?"
- Check your biases.
  - Use gender neutral language; don't assume that all gender identities are visible.
  - Be mindful of your facial expressions and other non-verbal cues.
  - Avoid blaming or defending the person's religion or culture.
- Avoid victim-blaming statements.
  - Why would you let them treat you that way?
  - What did you do to make this happen to you?
  - Why didn't you seek help?
- Encourage them to talk to people who can help and provide guidance.
  - Respect the person's privacy and personal concerns for their safety.
  - Respect the person's right to make their own choice. Let the person experiencing the abuse decide what is best for them.

## Step 2: Listen/Believe/Support

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- Be patient, and continue to offer support if they remain in a situation in which the violence may occur again.
- Connect them to additional resources available at NYC Hope: [www1.nyc.gov/nychope/site/page/home](http://www1.nyc.gov/nychope/site/page/home) or 1-800-621-4673 (HOPE)

### Common Myths about Gender-Based Violence

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To effectively support victims of GBV, it is important to recognize and dispel myths.

#### **1. GBV only affects women, and women who come from marginalized or lower socioeconomic backgrounds.**

False – Although people from vulnerable backgrounds are impacted at higher rates, GBV can impact anyone regardless of their gender identity, gender expression, age, race, religion, immigration status, ability, socioeconomic status or other traits they may possess.

#### **2. A stranger is more likely to perpetrate gender-based violence against someone.**

False – Most often, GBV is committed by someone the victim knows, and in many cases this person can be a family member, intimate partner or acquaintance.

#### **3. Survivors of rape and sexual assault must have been asking for it.**

False – No action, words, choice of dress, or other physical presentation renders a victim responsible for their own assault. Rape and sexual assault are about power, not sex. The person causing the harm is solely responsible for the violence.

#### **4. Boys and men shouldn't be held responsible for acting according to their "nature."**

False – Boys and men (and all people regardless of their gender identity) can and should be held accountable for any act of violence they commit against another person.

**5. In a marriage or partnership, consent is implied for any sexual act occurring between partners.**

False – Even if a couple is married or partnered, each party must give consent and indicate a willingness to participate in the act occurring. Marital status does not preclude a spouse or partner from committing an act of GBV, including rape or other acts of sexual violence.

**6. Human trafficking doesn't happen in the United States...or to men and boys.**

False – Sex and labor trafficking of both U.S. citizens and foreign nationals takes place within the U.S. Human trafficking also impact people of all gender identities.

**7. Men and boys have no role in ending gender-based violence.**

False – Men and boys are crucial allies in helping end GBV, as they can play a key role in spreading the message to others that people who cause harm must be held accountable for acts of violence they commit.

**8. Gender-based violence is always physical in nature.**

False – GBV takes many forms, including emotional, financial, and mental (e.g. psychological abuse)

**9. The influence of drugs and alcohol can cause someone to commit an act of gender-based violence.**

False – The root cause of GBV is the exploitation of power imbalances, even when drinking or drugs are involved. The impaired judgement cause by substance misuse might escalate or otherwise inform acts of violence, but drinking or misusing drugs does not cause someone to become abusive.

## Engaging Youth and Young Adult Victims and Survivors of Gender-Based Violence

When engaging youth and young adult victims and survivors of gender-based violence, it is important to recognize that your conversations may take a different form than when speaking with an older GBV victim or survivor. Although there may be commonalities of experience, there are often differences in how a fifteen-year old wants to talk about their experience as a victim versus how a fifty-five year old might want to discuss their experience. The charts below provide some guidance on strategies to consider when engaging a youth or young adult victim or survivor.



- Create a physical environment that feels safe and affirming
- Clearly outline restrictions around confidentiality
- Practice active listening
- Ask questions that are open ended and non-blaming
- Validate their experiences
- Support the young person's ability to make meaningful decisions
- Remember that victims and survivors are the experts in their own lives



- Make assumptions about individuals, experiences, or identities
- Blame the young person for the abuse
- Suggest counseling/mediation between individuals experiencing abuse and perpetrators of harm
- Infantilize youth and young adults or minimize their feelings due to their age
- Provide instructions or mandates that do not prioritize the safety and wellbeing of the individual
- Minimize the role that technology plays in the lives of young people

## Step III: Take Action

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### Designing your Campaign and Soliciting Partnership across the 16 Days

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Community mobilizers participating in the 16 Day of Activism Against Gender-Based Violence campaign can use a variety of themes, messages, techniques, activities and partnerships to raise awareness and highlight that Gender-Based violence is a fundamental violation of human rights for all people, regardless of their gender identity, age, ethnicity/race, immigration status, religion, sexual orientation, and socioeconomic status.

As you participate in the 16 Days of Activism campaign, you should consider the following questions to design the type and scope of your outreach. Remember—try to focus on doing what you have the resources, capacity and drive to do well.

- **Why do you want to launch a 16 Days of Activism campaign?**
- **What message do you want to share?**
- **Who do you want to reach?**
- **Where would you like to engage people, and in what community(s)?**
- **When should your outreach occur?**
- **How can you most effectively take action to end gender-based violence?**

### Why

do you want to launch a 16 Days of Activism campaign?

- What is motivating you to engage in this campaign? Do you have a personal story or experience that you want to share with others? Do you know someone who was a victim of gender-based violence? Or, are you simply committed to ending gender-based violence because it is a fundamental human rights violation?
- Having a meaningful connection to the issues surrounding gender-based violence that you can credibly convey to others will not only make your campaign efforts more worthwhile to you, but also make your message to others more authentic. Taken together, this will increase the chances of you truly being able to shift mindsets through your advocacy.

### What

message do you want to share?

- The 16 Days of Activism campaign's core message is that advocates need to conduct deep outreach to educate and mobilize others to end gender-based violence.
- Ask yourself: What changes do you want to encourage others to make to end gender-based violence? Do you want to lobby for certain legislation? Do you want to raise money to support a local nonprofit that works with domestic violence survivors? Do you want to push change through educating young boys about gender-based violence in schools? Once you answer this question, you can start to more effectively design your outreach strategy.

### Who

do you want to reach?

- Who is your target audience? Who can you reach in a meaningful way?
- Consider reaching out to groups that may be excluded from the gender-based violence conversation including people who are: pregnant, younger, senior citizens, physically or intellectually disabled, people with a non-visible disability.
- Consider extending your reach beyond the public space by contacting private organizations that have patterns of restricting women, girls, trans and gender non-binary individuals of all backgrounds.
- If you work in government, for example, you may find that you can leverage an internal campaign within your office or across your agency.

### Where

would you like to engage people, and in what community(s)?

- Think about reaching out to potential partner organizations who might donate space or time to your effort.
- Also consider hosting events in local parks, conference rooms at your office, or hosting a theatre viewing for an already-established film on gender-based violence or related topics. Such strategies could allow you to mobilize a larger group of people at low to no cost.

### When

should your outreach occur?

- The official campaign period runs November 25th (International Day for the Elimination of Violence against Women) through December 10th (International Human Rights Day).
- You should plan your outreach during this period. Note though that you are encouraged to promote campaign efforts year round, ideally culminating with the official campaign in November.
- In terms of timing for your particular event, consider your target audience and what time of day they would be most likely to access and participate in your event.

### How

can you most effectively take action to end gender-based violence?

- If you have limited time and resources, promote the 16 Days campaign on social media. Share posts on Twitter, Facebook, Instagram, or any other channel you choose.
- Using the tools and resources provided throughout this Action Kit, think creatively about how you can most effectively support the campaign.

## Step IV: Join the Campaign

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Sign up to host an event at [on.nyc.gov/2D7TenK](https://on.nyc.gov/2D7TenK)

### Strategies for Campaign Implementation

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Events organized for the 16 Days Campaign take a variety of forms including, but not limited to, protests, rallies, marches, art exhibitions, political lobbying, theater performances, vigils, roundtable discussions, film screenings, fundraisers for local domestic violence shelters, letter writing campaigns, workshops, support groups, street theater, trainings in schools, media campaigns, and petition signing. For some ideas and inspiration on what you can do, you can check out the [2018 campaign recap](#). Examples of ways to take action are noted below:

#### “Going Orange”

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- UN Women, another global leader in the 16 Days campaign, has identified the color orange as the campaign color at the global and national levels, and has been integrated into marketing materials, projected onto buildings and landmarks, and incorporated into clothing created to promote the campaign. There are a number of ways to seamlessly (and at low to no cost) integrate the campaign color orange throughout your outreach, regardless of the format. You could create campaign materials that include the color orange, wear orange and encourage others in your school, workplace, and/or house of worship to do so, or ask local nonprofit and/or government entities to symbolically display the color orange throughout their office during the 16 days of the campaign.



### Reaching out to Print & News Media and Radio

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- During the 16 Days campaign, consider engaging print and news media outlets to promote the message. Potential ideas include drafting an opinion/editorial piece for publication, pitching a news story related to gender based violence that highlights data and speaks to why this human rights issue is so timely and important, or inviting media to cover campaign-related events.

### Using Social Media

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- Social media (Twitter, Facebook/Facebook live, Instagram, Snapchat) and popular bloggers who use these sites, can be an extremely effective tool to share the 16 Days of Activism message far and wide, with limited effort, and no cost. In using social media though, try to be strategic by reaching out to “high influencers” who have a lot of followers and clout and can share your post widely across their networks.
- You can also post information about gender-based violence each of the 16 days of the campaign on one or more social media formats, bearing in mind the four steps of the campaign. Consider creating hashtags with special significance to your community group, and also use the official campaign hashtags created by NYC and the United Nations to help make sure the campaign’s message to end violence against women spreads far and wide
- Share your events with us using [this link](#), and tag us in your social media posts using **#nycagainstgbv, @GenderEquityNYC, @NYCagainstabuse**

### Your Social Media Guide

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You can be an active member of the Campaign by helping us spread the word about 16 Days of Activism on your own social media channels. Help us turn our social media channels **orange** in 3 easy steps:

#### 1 Follow us:

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



@nycagainstabuse



@NYCagainstabuse



facebook.com/nycendgbv

##### Commission on Gender Equity



@nycgenderequity



@GenderEquityNYC



facebook.com/GenderEquityNYC

#### 2 Amplify our 16 Days posts

We will share daily posts about the 16 Days Campaign from November 25 to December 16 on the social media channels listed above. The best way to help spread the word about ending gender-based violence is to re-post our content on your own social media pages to help educate your followers. Set a phone alarm to remind you each day to share!

#### 3 Share your own message

Write your own posts about why ending gender-based violence is important to you. Please include the campaign hashtag: **#nycagainstgbv**; feel free to use one of the sample posts we've written below or get creative with your own words!

## Step 4: Join the Campaign

### 4 Tag your friends

Once you've launched your social media campaign on November 25, tag 5 friends to join you! Ask them to help you spread the word about our 16 days campaign and why ending gender-based violence is meaningful to them. Reach out to your friends with large social networks to be most effective!

### 5 Attend an event and post about it

Join us for an in-person event happening during the 16 Days Campaign, and take pictures if you can! Post on social media about what the event meant to you and encourage others to find an event to attend for themselves.

## Sample Posts

Did you know that gender-based violence doesn't have to be physical? GBV can take many forms, including emotional and financial abuse.  
**#nycagainstgbv**

Supportive language can be key when speaking to potential victims or survivors of gender-based violence. Consider using phrases like, "It's not your fault; anyone could find themselves in this situation."  
**#nycagainstgbv**

Gender-based violence is not limited to one space. GBV can take place in digital spaces, schools, homes, workplaces, bars, college campuses, transit stations, or anywhere else.  
**#nycagainstgbv**

**Why I Wear Orange:** 1 in 4 women experience abuse in the U.S. Learn more about how gender-based violence affects girls, women, transgender, and gender-nonconforming individuals by following me for the next  
**#nycagainstgbv**

Did you know that gender-based violence is most commonly committed by someone the victim knows -- a family member, intimate partner or acquaintance?  
**#nycagainstgbv**

Ending Gender-Based Violence means listening, believing, and supporting. LISTEN to survivors' stories without judgement. BELIEVE their experiences. ENCOURAGE them to believe in their own voices. SUPPORT survivors when they speak out.  
**#nycagainstgbv**

Hashtag:  
**#NYCagainstGBV**

### Advocacy Outreach

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Remember that 16 Days of Activism Against Gender-Based Violence is an advocacy effort that mobilizes global action at the local level. Use the resources in this Action Kit to create your own advocacy campaign. Call upon your local community board, legislators, or other elected officials for legislative and policy changes that can contribute to ending gender-based violence.

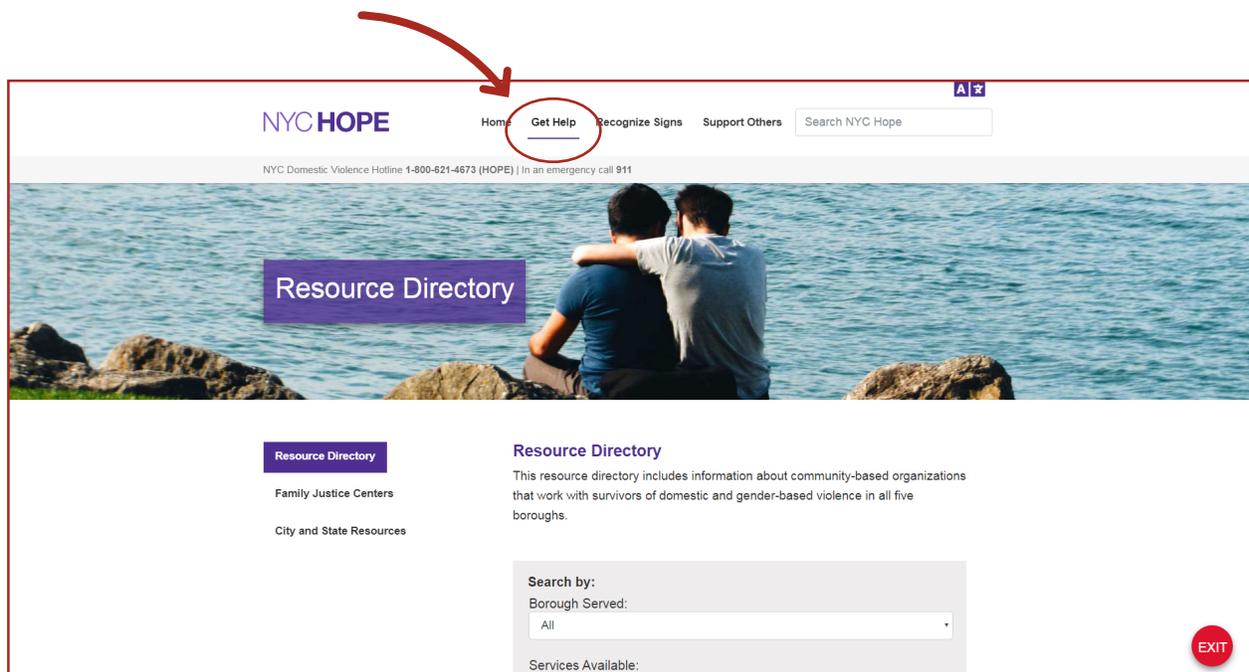
#### **Call on your local representatives and community partners**

- Work with your local elected officials to promote 16 Days of Activism across their districts. Remind them to use the color orange in their office and beyond to educate and show support for the campaign. Ask local officials to host an event for 16 Days of Activism and/or donate space or other resources so that you can do so yourself.
- Engage your community. Reach out to your school, local businesses, churches, synagogues, mosques, local clubs, and/or the local community boards. In these settings, education is key to enlighten people who may be unaware of the scope of gender-based violence in New York City. We encourage you in these settings to educate and advocate not only with data, but perhaps useful infographics that quickly tell a compelling story about the urgent and timely need to end gender-based violence. If you or someone you know is a survivor of some form of gender-based violence, consider telling that story to the group if you or the person you know is comfortable doing so.

## Step 4: Join the Campaign

### Directory of Local Resources

During your outreach, you may find it useful to connect with allied organizations and institutions in the effort to end gender-based violence. Linking with these organizations, large and small, can help you expand the breadth of your efforts, learn more about discreet areas of Gender-Based violence, learn how to effectively communicate with victims and survivors of Gender-Based violence. You can find the NYC based organizations working in GBV by visiting [nyc.gov/NYCHOPE](https://nyc.gov/NYCHOPE) as shown below.



### Host an Event

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- Bringing people together around one or more areas of gender-based violence is a great way to spur conversations on the topic while educating people on how they can help end it. You can invite classmates to attend a film screening with you or read a book pertaining to 16 Days of Activism. Also consider hosting an open mic/spoken word event to allow those impacted by gender-based violence to share a message. Reach out to local schools and/or art galleries to explore hosting a gallery event to display art of gender-based violence survivors.
- Host panels, discussions and debates with specific groups. Determine your capacity to host one of these events and ensure you have a location secured.
- Consider engaging pre-existing groups depending on your target outcome. You could engage: a young adults' group, a group for persons with disabilities, a senior citizens group, or a local sorority chapter – among many other options.
- If you are able to galvanize a large group of people, consider organizing a march through New York City to publicly demonstrate your commitment to end gender-based violence. Marches can be an effective way to bring together various coalitions who may also be doing similar work.

### 16 Days Campaign Countdown Checklist

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#### Early to Mid November

- Create your campaign plan
- Secure a space for the event
- Confirm your participation with the Commission on Gender Equity
- Create marketing materials
- Advertise across all social media platforms
- Send invitations to all participants, confirming details
- Create a program for the event
- Check in with all event partners
- Print programs or handouts for attendees
- Event Kick-Off (November 25 – December 10)

#### December

- Host your events and amplify the campaign through your social media and other networks
- Send photos and any feedback to the Commission on Gender Equity and the Mayor's Office to End Domestic and Gender-Based Violence

### Partner with ENDGBV and CGE to Launch your Campaign

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We hope you are excited about taking the next steps to launch a 16 Days of Activism campaign in your community. The Mayor’s Office to End Domestic and Gender-Based Violence and the Commission on Gender Equity are here to help you launch your campaign, provide resources, and connect you to additional partners as needed. Share your efforts with us and we will help amplify your campaign across the City by posting information about your event and programming on our social media pages, as well as those of other City agency sites.



**Ready to launch  
your own program  
or event and join the  
16 Days of Activism  
campaign to End  
Gender-Based  
Violence?**

- 1** Email CGE at [genderequity@cityhall.nyc.gov](mailto:genderequity@cityhall.nyc.gov), subject: “16 Days of Activism.” Provide your name, organization, date(s) of your event(s), your community district, and a description of your event
- 2** Fill out this form ([on.nyc.gov/2D7TenK](https://on.nyc.gov/2D7TenK)) to register your event
- 3** Send us any flyers or materials you would like us to promote on our social media channels
- 4** Participate in our scheduled check-in calls leading up to the 16 Days of Activism campaign start on November 25 and through December 17, a week after the campaign ends
- 5** Promote your event! and don’t forget to tag the campaign at **#nycagainstgbv** on social media. We will send you a campaign logo, a campaign flyer, and social media templates.

**Thank you for partnering with ENDGBV and CGE to take action to end gender-based violence in NYC!**

## Step 4: Join the Campaign

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**NYC** Commission on  
Gender Equity

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