Commission on Gender Equity

The Commission on Gender Equity addresses issues of inequity and discrimination facing girls, women, and transgender and gender non-conforming persons in New York City regardless of ability, age, ethnicity/race, faith, gender expression, immigrant status, sexual orientation, and socioeconomic status.

The Commission conducts it work by engaging in:
1. policy, legislation, and advocacy,
2. inter-agency and cross-sector collaborations,
3. research, analysis, and publications, and
4. public education and engagement.

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).

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. Read more about the NYC Family Justice Centers.
Dear NYC Action Kit User,

The #MeToo and #TimesUp movements to combat sexual violence, abuse, and harassment have created daily reminders of how vulnerable girls, women, and transgender and gender non-conforming people (as well as boys and men) are to gender-based violence. Each day people bravely step forward and identify themselves as victims and survivors of sexual assault and harassment, and are increasingly also identifying themselves as victims and survivors of other forms of gender-based violence, which can include among many other types of violence, sexual violence, human trafficking, intimate partner violence, and stalking.

The NYC Commission on Gender Equity (CGE) and the Mayor’s Office to End Domestic and Gender-Based Violence stand with all victims and survivors of all forms of gender-based violence. Since 2014, CGE, ENDGBV and the Office of the First Lady of NYC Chirlane McCray have participated in the annual global campaign: 16 Days of Activism Against Gender-Based Violence, which runs from November 25 (International Day for the Elimination of Violence against Women) – December 10 (International Human Rights Day). Our agencies have worked to shine a light on this critical global human rights campaign so that, together, we can end gender-based violence across New York City.

In 2018, we want to elevate the 16 Days of Activism Against Gender-Based Violence campaign and the important movements to end gender-based violence to reach even more New Yorkers. To do that we have developed an Action Kit, in partnership with City agencies and community partners, that you can use to mobilize your communities to Take Action Against Gender-Based Violence. This Action Kit provides information on: the complexities of gender-based violence; the history of the 16 Days of Activism Against Gender-Based Violence campaign; how to effectively support a victim or survivor of gender-based violence; and how to effectively leverage your resources to develop an event or program to end gender-based violence in your local community.

Our goal is to rally more people to join this important cause and motivate communities to host at least one event in each of NYC’s 59 community districts. You can help us reach this goal by using and sharing the information, resources and tools in this Action Kit to educate yourselves and others about gender-based violence and learn how to develop events and programs to mobilize your communities during the campaign period, and beyond.

Together, we can end gender-based violence in New York City. We thank you for your engagement, and we sincerely appreciate your partnership.

Jacqueline M. Ebanks
Executive Director
Commission on Gender Equity

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Mayor’s Office to End Domestic and Gender-Based Violence
Acknowledgements

The Commission on Gender Equity and the Mayor’s Office to End Gender-Based Violence would like to acknowledge our NYC agency and community partners who have participated in our 16 Days of Activism Against Gender-Based Violence workgroup, and have been invaluable in our efforts to elevate this campaign citywide.

- Crime Victims Treatment Center
- Department for the Aging
- Department of Consumer Affairs
- Department of Education
- Department of Health and Mental Hygiene
- Department of Youth and Community Development
- Girls for Gender Equity
- Housing Preservation and Development
- Human Resources Administration
- Man Up! Campaign
- Mayor’s Office of International Affairs
- Mount Sinai Sexual Assault and Violence Intervention Program
- New York City Anti-Violence Project
- New York Police Department
- Office of the First Lady of New York City
- Sakhi for South Asian Women
- UN Women Metro-NY Chapter
- YWCA Brooklyn

We would also like to especially acknowledge the Center for Women’s Global Leadership for developing the 16 Days of Activism against Gender-Based Violence campaign in 1991, and for developing a wealth of resources and tools that remain crucial to ending gender-based violence.
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What is Gender-Based Violence?

Gender-based violence (GBV) is violence that a perpetrator directs towards an individual based on their actual or perceived assigned sex at birth, gender identity, or gender expression. Acts of gender-based violence may include sexual violence, human trafficking, stalking, intimate partner and family violence. Forms of gender-based violence include: physical, sexual, verbal, emotional, and psychological abuse, threats, and/or coercion.

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

Gender-based violence 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. These gender inequalities in turn, prevent these populations from exercising their basic human rights to health and a livelihood, and make them more vulnerable to experiencing higher rates of interpersonal and systemic violence.

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

Global Campaign

16 Days of Activism Against Gender-Based Violence campaign is an annual global campaign that mobilizes action to end gender-based violence 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, and
- demonstrating the solidarity of activists around the world to end violence against women.1

1 See 16 Days of Activism against Gender-Based Violence FAQ page. See 16dayscwgl.rutgers.edu/faqs. As noted in the ‘Local Campaign’ section, NYC has expanded some the scope of victims and survivors it aims to assist in its campaign efforts.
The global campaign convenes activists, government leaders, students, academia, and the private sector to bring awareness to, and call for an end to gender-based violence. 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 gender-based violence is a fundamental human rights violation that must end.

Local Campaign
As with the larger 16 Days of Activism campaigns, the New York City campaign raises awareness around gender-based violence, with a targeted focus on mobilizing local activists to sustain the campaign and its message to end gender-based violence. New York City expands the global campaign’s “girls and women” focus and specifically stresses that the campaign must push to end gender-based violence against girls, women, boys, men, transgender and gender-non conforming persons, regardless of their ability, race, age, ethnicity, faith, gender expression, immigration status, sexual orientation, or socioeconomic status.

Since 2014, NYC has deepened its involvement in the campaign, and engaged in various activities to mobilize the city to end gender-based violence. This includes turning City Hall and Gracie Mansion orange (the campaign’s official color) each year since 2014, and leveraging the First Lady of New York City’s social media account to highlight the voices of activists, survivors, and government workers on the impact of gender-based violence.

Key Stakeholders
Rutgers University's Center for Women's Global Leadership Institute created the 16 Days of Activism campaign in 1991, in an effort to mobilize global activism at the local level. The initial convening of global and local activists included 23 participants. As of 2018, the campaign has expanded more widely, and approximately 5,100 organizations from approximately 187 countries have participated in the campaign.

At the city government level, NYC’s Commission on Gender Equity (CGE) has managed the campaign, in partnership the Mayor’s Office to End Domestic and Gender Based Violence (formerly the Mayor’s Office to Combat Domestic Violence) and other key City agencies whose work intersects with violence. Since 2017, CGE has convened a cross-sector workgroup made up of these City agencies as well as community-based organizations that work with victims and survivors of gender-based violence. The workgroup regularly convenes to develop strategies, programs, and events for the 16 Days campaign period, and also seeks to identify year-round opportunities to engage New Yorkers to end gender-based violence.

2 Center for Women’s Global Leadership, Rutgers School of Arts and Sciences. See cwgl.rutgers.edu. The Center for Women’s Global Leadership remains the campaign’s global coordinator.
What Information is in this Action Kit?

The 16 Days of Activism Against Gender-Based Violence Action Kit provides you the knowledge and tools to develop your own 16 Days of Activism Against Gender-Based Violence local-level campaign in your NYC community district.

This Action Kit provides you:

- background information that will help you define the scope and frame your campaign message;
- information on key facts and myths around gender-based violence;
- tools to learn how to educate others about gender-based violence in a way that is meaningful to them;
- a guide on how to engage with someone who a victim or survivor of gender-based violence; and
- effective strategies on how to develop your own campaign to mobilize your community.

Campaign Goals

During the 16 Days of Activism campaign period (from November 25 – December 10), CGE will mobilize its cross-sector workgroup and community partners to develop and run at least one activity around the 16 Days of Activism campaign in each of NYC’s 59 community districts. As a result of these efforts, CGE envisions the campaign will:

- increase and maintain community engagement in creating peaceful communities;
- reduce crimes against girls, women, boys, men, transgender, and gender non conforming persons;
- increase fundraising for nonprofits addressing gender-based violence in community; and
- build and maintain a citywide cross-sector coalition to eliminate the culture of gender-based violence

Campaign Theme

Similar to other cities, New York City has developed a 16 Days of Activism campaign theme that underpins all community advocacy efforts:

“Take Action Against Gender-Based Violence”

In selecting this campaign theme, NYC emphasizes the need for community to mobilize to translate the global 16 Days of Activism's campaign message to their local context. The NYC campaign encourages community leadership, and community members to prevent, reduce, and eliminate gender-based violence where they live, learn and work.
Campaign Steps

In NYC, we envision a City that is free from gender and race-based violence. To ensure that citywide mobilization efforts have the reach and impact needed to end gender-based violence, we need a collective campaign effort that is informed, consistent across the City, supportive, and ongoing. As such, we encourage our community partners to hold events that center survivor voices and create community solutions to end gender-based violence, using the four steps below:

• **STEP I: GET INFORMED**
  Learn more about gender-based violence and how it affects girls, women, transgender and gender non-conforming individuals.

• **STEP II: LISTEN/BELIEVE/SUPPORT**
  Listen to survivors’ stories without judgement.
  Believe survivors’ experiences.
  Support survivors in the ways they need and when they speak out about their experiences.
  Let 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.

• **STEP IV: REPEAT STEPS I-III**
  Continue to raise awareness to prevent, reduce, and eliminate violence against women, girls, transgender and gender non-conforming individuals.

The next sections of this Action Kit provide detailed guidance on how to carry out each step noted above. Although we strongly urge all community mobilizers to engage in each step of the campaign during the 16 day campaign period, we recognize that groups may not have that capacity. Through review of this Action Kit your organization may find ideas on how to deal with existing capacity and resource constraints so that you can carry out more than one step of the campaign.
STEP I: GET INFORMED

In this first step of the 16 Days of Activism campaign, we encourage you to educate yourself and communicate to others about the campaign. In this section, you will find key information needed to become a credible messenger who can mobilize your community to take action to end gender-based violence.

Types of Gender-Based Violence

Gender-Based violence can occur in many forms. In an effort to provide a holistic view of the myriad forms of gender-based violence, we provide the list below, which is not meant to be exhaustive or all encompassing.

Please also note that these definitions provide a plain language, and not a legally-binding, understanding of the type of gender-based violence. For New York City and State law enforcement purposes, a stricter and more detailed definition of the type of violence may come into play in order to formally charge a person for having perpetrated one of the types of gender-based violence listed below.

• **Assault:** an unlawful physical attack or threat of attack.

• **Child Abuse/Child Maltreatment:** any act or series of acts of commission or omission by a parent or other caregiver that results in harm, potential for harm, or threat of harm to a child.

• **Digital Abuse:** any behavior that uses technology (including but not limited to texting, social media platforms, or the Internet) to harass, stalk, intimidate, or cause harm to another person for the purpose of controlling them.

• **Economic/Financial Abuse:** any behavior that uses finances and/or employment or education to control another person, separating the victim from their own resources, rights and choices, restricting the victim from current or future funds, and isolating the victim financially and creating a forced dependency for the victim.

• **Emotional Abuse:** any behavior that causes another person emotional harm or trauma in order to control them.

• **Family Violence:** violence between members of a family or household who are not involved in a romantic or intimate relationship. This can include people related by blood (e.g., siblings, aunts/uncles), marriage (e.g., in-laws, step-siblings), foster care, adoption, or any other familial relationship.

• **Hate Crime:** a criminal incident motivated by prejudice based on actual or perceived race, gender or gender identity, religion, disability, sexual orientation, or ethnicity.

• **Homicide:** the case in which one human being causes the death of another.

• **Human Trafficking:** the use of force, fraud and coercion to exploit a individuals
– often among society’s most vulnerable – into engaging in labor or services, including commercial sex. There are two types of trafficking:

- **Labor Trafficking** – when individuals are compelled to perform work by force, fraud, or coercion.

- **Sex Trafficking** – when adults are compelled to engage in commercial sex by force, fraud, or coercion...when minors are compelled to perform a commercial sex act regardless of the presence of force, fraud, or coercion.

- **Hypersexualization**: Unwanted sexual attention that does not involve physical contact. Some examples include verbal sexual harassment (e.g., making sexual comments) or unwanted exposure to pornography and nonconsensual pornography. This occurs without a person’s consent and sometimes, without the victim’s knowledge. This type of sexual violence can occur in many different settings, such as school, the workplace, in public, or through technology.

- **Intimate Partner Violence**: a pattern of coercive and abusive behaviors that one partner uses to gain and maintain power and control over another in an intimate relationship

- **Rape**: forced sexual intercourse, which may be accomplished by psychological coercion and physical force, via vaginal, anal, or oral penetration by the offender(s).

- **Sexual Violence**: any unwanted sexual contact, separate from rape or attempted rape including but not limited to forcible touching, forced sexual acts, forced sexual acts with other people, denial of the right to adopt measures to protect against sexually transmitted diseases, mandatory inspections for virginity/fidelity, reproductive coercion, female genital cutting/mutilation, etc.

- **Stalking**: ongoing behavior directed at a specific person that is likely to cause fear in that person.

- **Street Harassment**: unwanted comments, gestures, and actions forced on a person in a public place without their consent and directed at them because of their actual or perceived sex, gender, gender expression, or sexual orientation.

- **Institutional/Structural Violence**: oppressive social structures, in the economic, political, legal, religious, and cultural spaces, that can hinder individuals, groups, and societies from meeting their basic needs.
**Key Terminology**

This section provides definitions that will help you understand the nuances of gender-based violence and the various gender and sexual identities and expressions it can impact.

**INTERSECTIONALITY AND GENDER-BASED VIOLENCE**

The types of gender-based violence discussed in the prior section can impact anyone: girls, women, boys, men, transgender and gender non-conforming people regardless of their status in life. Furthermore, it is often the case that the person impacted by gender-based violence would identify themselves as having more than one status – the person could, for example, simultaneously be Asian-American, disabled, and living in poverty, among a myriad other possible identity combinations a person could have. As Dr. Kimberlé Crenshaw, the leading authority on the 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 multiple systems of power intersect to create its own unique form of oppression.

As you conduct your outreach, bear in mind that victims and survivors of gender-based violence are not one-dimensional people. Accordingly, in your outreach you should work to engage others in an open way that recognizes that people are often multi-layered and should be met from a vantage point that recognizes the intersectional nature of their identity.

**MANDATED REPORTERS**

Mandated reporters are persons who, through their professional work, come into frequent contact with children. They are required to report suspected child abuse or maltreatment when, in their professional capacity, they are presented with reasonable cause to suspect child abuse or maltreatment. If you are a mandated reporter, then you must advise the appropriate authority whenever you suspect a child is the victim of any kind of abuse or maltreatment by a parent or guardian, including gender-based violence. If you unsure of your status as a mandated report or what steps to take to report child abuse or mistreatment against a child, you can consult New York State’s Mandated Reported Resource page. [nysmandatedreporter.org](http://nysmandatedreporter.org).

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3 Definitions are from the Trans Student Educational Resources webpage, see [www.transtudent.org/definitions](http://www.transtudent.org/definitions) and were compiled by The Mayor’s Office to Combat Domestic Violence (OCDV): Glossary of LGBTQ + Terminology.
1. TERMINOLOGY – GENDER IDENTITY AND EXPRESSION

Below is a list of useful terminology that will help you understand the various terminologies that capture the array of sexual orientations and genders with which a person might identify. It is important to keep in mind that terms are always changing and evolving, and a best practice is to let each individual decide which identities they take on and how they define specific terms for themselves.

Agender or No Gender: An umbrella term encompassing many different genders of people who commonly do not have a gender and/or have a gender that they describe as neutral. As a new and quickly-evolving term, it is best you ask how someone defines agender for themselves.

Assigned Sex: An infant’s sex as determined at birth, often based an examination of the infant’s physical genitalia.

Cisgender: A person whose gender identity typically aligns with the sex they were assigned at birth. An example of a cisgender person is an individual who was assigned the female sex at birth, and who identifies and lives as a woman.

Cis-sexism: Describes a social categorization that favors and empowers people who are cis-gender while disfavoring and disempowering those who are transgender. Often the oppression, violence and/or discrimination against trans people is discussed using the term transphobia, however this suggests a dislike of or prejudice against trans people rather than a broader, systemic oppression.

Gender: The social construct that codifies characteristics on a spectrum from feminine to masculine – these characteristics are assigned to people based upon the interpretation of their bodies, and more specifically, their sexual and reproductive anatomy.

Gender Binary: The classification of gender into two distinct, opposite and disconnected forms of man or woman/masculine or feminine. This system is oppressive to anyone who defies their sex assigned at birth, but particularly those who are gender-variant or do not fit neatly into one of the two standard categories.

Gender Identity: One’s innermost understanding of who they are with regard to their gender.
Gender Non-Conforming or "Genderqueer/Gender Variant": An identity commonly used by people who do not identify or express their gender within the gender binary. The individual may identify as neither male nor female, may see themselves as outside of or in between the binary gender boxes, or may simply feel restricted by gender labels.. Many genderqueer people are cisgender and identify with it as an aesthetic. Not everyone who identifies as genderqueer identifies as trans or nonbinary.

Transgender: An umbrella term used to describe people for whom their binary sex (male or female) assigned at birth is a misleading or incomplete description of themselves. While many identities fall under this umbrella, not all genderqueer, non-binary and non-conforming people identify with the word transgender or trans.

Transitioning: The social, legal and/or medical path a transgender individual might take to align their gender identity, gender expression, and/or sex characteristics. Not all transgender people choose to transition in any or all of these paths.

2. TERMINOLOGY – SEXUAL ORIENTATION

    Ally: Describes someone who does not identify as LGBTQ+ yet supports the lesbian, gay, bisexual, queer, questioning, transgender, and gender non-conforming communities.

    Bisexual: An umbrella term that describes people who are physically, emotionally and/or romantically attracted to more than one gender.

    Gay: Describes a person of one gender who is physically, emotionally and/or romantically attracted to person of the same gender. The term gay is often equated to and used by people who identify as men, though it can be used by people of any gender.

    Heteronormativity: A social, institutional, ideological, or organizational setting that promotes heterosexuality as the norm, or the ideal sexual orientation.

    Heterosexism: Describes a system of attitudes and beliefs that heterosexual relationships and people are the norm and superior to LGBQ relationships or people. Often the oppression, violence and/or discrimination are discussed using the term(s) homophobia and bi-phobia, however these terms suggest a dislike of or prejudice against homosexual and bisexual people rather than a broader, systemic oppression.
**Heterosexual**: Describes people who are attracted to people of the opposite gender. Also referred to as “straight.”

**Intersex**: An umbrella term used for a variety of conditions in which a person is born with a reproductive or sexual anatomy that doesn’t seem to fit the typical definitions of “male” or “female.”

**Lesbian**: Describes women who are physically, emotionally and/or romantically attracted to other women.

**LGBTQ+**: An abbreviation and umbrella term often used to refer to the lesbian, gay, bisexual, transgender, queer, and questioning community and/or an identified person.

**Pansexual**: A term that describes people who are physically, emotionally and/or romantically attracted to more than one or all genders.

**Queer**: An umbrella term for people who identify with marginalized gender identities and/or sexual orientations. It is also used to refer to people who are attracted to all or many gender expressions, similar to “pansexual”. Queer is a reclaimed term with formerly derogatory connotation, and should not be used unless a person identifies that way.

**Questioning**: Describes someone who isn’t sure about their sexual orientation or gender identity, or is learning more.

**Same-Gender Loving**: A term, more predominantly used in communities of color, for people who may not identify with the terms gay or lesbian but engage in same-sex behavior.

**Sexual Orientation**: A person’s physical, romantic, emotional, aesthetic, and/or other form of attraction to others.

**Two-Spirit**: An umbrella term that describes those who identify with more than one gender identity used in many First Nations/American Indian communities.
Persons and Settings Most Vulnerable to Gender-Based Violence

Although any person from any background may be a victim of gender-based violence, there are a number of factors that, if present, may make a person more vulnerable to the various types of gender-based violence. Below are key factors that you should bear in mind as you consider with what populations and in what locations, to target your campaign.4

Persons Most Susceptible to Gender-Based Violence

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

Settings Where Gender-Based Violence Can Occur

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

4 United States Strategy to Prevent and Respond to Gender-Based Violence Globally 2016 Update state.gov/documents/organization/258703.pdf and CDV Violence Prevention Resource Page cdc.gov/violenceprevention
• Locations with presence of alcohol and/or drugs
• Transit hubs/stations
• Communities experiencing:
  o Poverty
  o Lack of employment opportunities
  o Lack of institutional support from police and judicial system
  o General tolerance of sexual violence within the community
**STEP II: LISTEN/BELIEVE/SUPPORT**

In this Step, the Action Kit provides you guidance on how to be an ally to a victim or survivor of gender-based violence. Similar to being an ally to persons who identify as LGBTQ and/or gender-non-conforming, being an ally in the gender-based violence space may indicate that you have not personally experienced gender-based violence, but that you support efforts to end it nonetheless.

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

Below are tips to bear in mind if you would like to provide support to a victim or survivor of gender-based violence. **NOTE:** Each tip is not applicable in all situations but some combination of one or all may prove useful to you as you support the person in your life.\(^5\)

- **Believe the person who tells you they are experiencing or have experienced gender-based violence.**
  - Recall that if you are a mandated reporter, you may have a duty to notify authorities about the 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?

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• 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.
    • Be patient, and continue to offer support if they remain in a situation in which the violence may occur again.

• Provide them and/or connect them to the resources that start on page 18.
Common Myths about Gender-Based Violence

To effectively support and listen to someone you suspect or know to be a victim of gender-based violence, it is important to recognize and dispel certain myths about gender-based violence. Throughout your 16 Days of Activism against Gender-based Violence campaign, we encourage you to dispel these myths as you conduct your outreach.

1. **Gender-based violence only affects women, and women who come from marginalized or lower socioeconomic backgrounds.**
   
   False – Although it is true that persons from vulnerable backgrounds are impacted at higher rates by gender-based violence, gender-based violence impacts not just women, but also girls, boys, men, transgender, and gender non-conforming people regardless of their 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, gender-based violence 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 are responsible for their assault.**
   
   False – No action, words, choice of dress or other physical presentation on the victim's side renders a victim responsible for their own assault. It is important to keep in mind that rape and sexual assault are about power and not sex, and that 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, men, and women, girls, transgender and gender non-conforming persons 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 them.**
   
   False – Even if a couple if 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 gender-based violence, including rape or other acts of sexual violence, against their spouse or partner. Consent is freely given, reversible, informed, enthusiastic, and specific.

   This means that a person can freely and comfortably choose to whether or not engage in a specific sexual activity with their partner and that they are conscious, informed, and able to stop the activity at any time during sexual contact.
6. **Human trafficking doesn’t happen in the United States…or to men.**
   False – Both sex and labor trafficking take place within the United States, and can impact people who are born and raised here as well as people who are trafficked into the US from other countries. Further, men and boys are also likely to be victims of both sex and labor trafficking – especially those who come from more vulnerable populations.

7. **Men have no role in ending gender-based violence.**
   False – Men are crucial allies in helping end gender-based violence, because men can be victims, as well as perpetrators. Men play a key role in spreading the message to others people who cause harm must be held accountable for acts of violence they commit.

8. **Gender-based violence is always physical in nature.**
   False – Gender-based violence takes many forms, including emotional and financial abuse.

9. **The influence of drugs and alcohol can cause someone to commit an act of gender based violence.**
   False – Although the impaired judgment caused by drinking or drugs might play a role in someone to committing an act of gender-based violence, persons who are sober and have no mental or physical impairment can also perpetrate an act of gender-based violence. Additionally, the presence of drugs or alcohol in someone’s system does not cause power-based violence that is often at the root of gender-based violence – the root causes of the violence are often deeper.
Engaging Youth and Young Adult Victims and Survivors of Gender-Based Violence

When engaging with youth and young adult victims and survivors of gender-based violence, it is important to bear in mind that your conversation with them may look different than it might with a person in their forties or fifties who is a victim or survivor of gender-based violence. Although, there may be commonalities of experience, there may likely exist differences in how a fifteen year old wants to talk about his 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 of gender-based violence.

**TRY:**

- Creating a physical environment that feels safe and affirming
- Clearly outlining restrictions around confidentiality
- To practice active listening
- Asking questions that are open ended and non-blaming
- Validating their experiences
- Supporting the young person’s ability to make meaningful decisions
- Remember that victims and survivors are the experts in their own lives, this does not change dependent upon age

**TRY NOT:**

- To make assumptions about individuals, experiences, or identities
- To blame the young person for the abuse
- To suggest counseling/mediation between individuals experiencing abuse and perpetrators of harm
- To infantilize youth and young adults
- To provide instructions or mandates that do not consider the safety and wellbeing of the individual
- To minimize the role that technology plays in the lives of young people
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.

Please note that this list is not exhaustive of the myriad organizations and institutions that work to end gender-based violence in New York City and New York State. If you would like to add an organization to this list, please email genderequity@cityhall.nyc.gov with a link to the organization, along with any useful background information.

CGE cannot make any assurances regarding the outcome of services each organization is able to provide you or the person(s) to whom you share this list. CGE provides this resource list as a guide that we hope will be of use to you and/or victims and survivors of gender-based violence.

DIRECT SERVICE PROVIDERS

311
www1.nyc.gov/311 311 from NYC numbers, or 212-NEW-YORK, or text 311-692
NYC’s number NYC non-emergency government services.

Crime Victims Treatment Center
www.cvtcny.org (212) 523-4728
Since 1977, The Crime Victims Treatment Center has been helping survivors of interpersonal violence heal. Our support comes in the forms of crisis intervention, individual and group trauma-focused therapy, legal advocacy, complementary therapy and psychiatric consultation. We are available from the moments following an assault, all the way through the culmination of a survivor’s healing process. All of our services are confidential and completely free of charge.

NYC District Attorney’s Crime/Special Victims Bureau
www.manhattanda.org/manhattan-das-special-victims-bureau-witness-aid-services-unit-don-jeans-denim-day
Manhattan (child sexual abuse) 212-335-4300
Brooklyn (sex crimes bureau) 718-250-3170
Brooklyn (counseling) 718-250-3820
Bronx 718-590-2115
Queens 718-286-6505
Staten Island 718-556-7125
DOVE specializes in the treatment of trauma-related symptoms following rape, sexual assault, childhood sexual abuse, intimate partner violence and family violence. All services are confidential, within the confines of the law, and free of charge.

The LGBTQ Center “The Center”
gaycenter.org (212) 620-7310
The Center offers the LGBT communities of NYC health and wellness programs; arts, entertainment and cultural events; recovery, wellness, parenthood and family support services.

National Coalition of Anti-Violence Programs (The Anti-Violence Project)
avp.org 24 Hour NYC Hotline–(212) 714-1141
AVP works to empower lesbian, gay, bisexual, transgender, queer, and HIV-affected communities and allies to end all forms of violence through organizing and education, and supports survivors through counseling and advocacy.

NYC Mayor’s Office to end Domestic and Gender-Based Violence (ENDGBV)
(formerly the Mayor’s Office to Combat Domestic Violence (OCDV))
www1.nyc.gov/site/ocdv/about/about-endgbv.page
The Mayor’s Office to End Domestic and Gender-Based Violence (ENDGBV) oversees the administration of a Family Justice Center in each of the five boroughs. These co-located multidisciplinary domestic violence service centers provide vital social service, civil legal and criminal justice assistance for survivors of intimate partner violence and their children under one roof

NYC Well
nycwell.cityofnewyork.us/en 1-888-NYCWELL or text WELL to 65173
NYC’s connection to free, confidential mental health support – via phone, text or chat. A call, text or chat to NYC Well can connect you to behavioral health service supports that can assist victims of Gender-Based violence.

New York State Office of Victim Services
www.ovs.ny.gov (518) 457-8727
OVS has a three-tiered mission to: provide compensation to innocent victims of crime in a timely, efficient and compassionate manner; fund direct services to crime victims via a network of community-based programs; and advocate for the rights and benefits of all innocent victims of crime.
Sanctuary for Families
sanctuaryforfamilies.org  (212) 349-6009
Sanctuary for Families is New York’s leading service provider and advocate for survivors of domestic violence, sex trafficking and related forms of gender violence. Every year, we empower thousands of adults and children to move from fear and abuse to safety and stability, transforming lives through a range of comprehensive services and advocacy.

Safe Horizons
www.safehorizon.org 24 Hour Hotline – 1-800-621-HOPE
Safe Horizon is the nation’s leading victim assistance organization that provides support, prevent violence, and promote justice for victims of crime and abuse, their families and communities.

LOCAL GOVERNMENT & NON-PROFIT ALLY ORGANIZATIONS

Man Up! Campaign
www.manupcampaign.org  (212) 359-1657
Announced at the Clinton Global Initiative in September 2009 in collaboration with Vital Voices Global Partnership, Man Up is a global campaign to activate youth to stop violence against women and girls. Our call to action challenges each of us to “man up” and declare that violence against women and girls must end.

National Organization for Women NYC (NOW NYC)
nownyc.org  (212) 627-9895
NOW-NYC advocates for the women and girls of New York. We aim to defend reproductive rights, create economic equality, promote women's political representation, and end discrimination and violence against women.

New York City Commission on Gender Equity
www1.nyc.gov/site/genderequity/index.page
The Commission on Gender Equity is an advisory body that supports City agencies in dismantling institutional barriers for women, girls, and New Yorkers of all gender identities and expressions. CGE develops and supports policies that promote opportunities for cisgender and transgender women and girls in all areas including employment, housing, childcare, education, health and reproductive justice, criminal justice, and public safety.

NYC Human Resources Administration
www1.nyc.gov/site/hra/about/about-hra.page  (212) 274-4804
The New York City Human Resources Administration/Department of Social Services (HRA/ DSS) is dedicated to fighting poverty and income inequality by providing New Yorkers in need with essential benefits such as Food Assistance and Emergency Rental Assistance.
NYC Department of Social Services  
[www1.nyc.gov/site/dss/index.page](http://www1.nyc.gov/site/dss/index.page)  (212) 361-8000 (DHS); (718) 557-1399 (HRA)  
The Department of Social Services (DSS) is comprised of the administrative units of the NYC Human Resources Administration (HRA) and the Department of Homeless Services (DHS). Through integrated management for HRA and DHS, client services can be provided more seamlessly and effectively.

NYC Unity Project  
growingupnyc.cityofnewyork.us/generationnyc/topics/lgbtq  
The NYC Unity Project—is a groundbreaking citywide effort commitment to supporting and empowering LGBTQ young people. Statistically, NYC’s LGBTQ youth fare better than their peers in other cities. But even in NYC, many vulnerable LGBTQ young people fall through the cracks and continue to struggle as a result of discrimination, rejection, and mistreatment.

Rutgers Center for Global Women’s Leadership  
cwgl.rutgers.edu  (848) 932-8782  
With feminist values, the Center for Women’s Global Leadership strengthens and bridges voices for human rights towards social justice and self-determination. Working at the intersection of gender, human rights and economic policy, CWGL utilizes an intersectional approach when implementing its strategies for transformation.

ThriveNYC  
thrivenyc.cityofnewyork.us  1-888-NYC-Well  
ThriveNYC is a plan of action to guide the city toward a more effective and holistic system that outlines 54 initiatives, 23 of them new, to support the mental well-being of New Yorkers. Additionally, ThriveNYC creates a model that can be applied nationally and a framework for advocacy.

Trans Student Educational Resource  
transstudent.org  
Trans Student Educational Resources is a youth-led organization dedicated to transforming the educational environment for trans and gender nonconforming students through advocacy and empowerment. In addition to our focus on creating a more trans-friendly education system, our mission is to educate the public and teach trans activists how to be effective organizers. We believe that justice for trans and gender nonconforming youth is contingent on an intersectional framework of activism. Ending oppression is a long-term process that can only be achieved through collaborative action.

UNiTE (United Nations Women)  
Launched in 2008, United Nations Secretary-General Ban Ki-moon's UNiTE to End Violence against Women campaign is a multi-year effort aimed at preventing and eliminating violence against women and girls around the world. UNiTE calls on governments, civil society, women's organizations, young people, the private sector, the media and the entire UN system to join forces in addressing the global pandemic of violence against women and girls.

YWCA Brooklyn
ywcabklyn.org (718) 875-1190
YWCA Brooklyn is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. YWCA Brooklyn furthers its mission by providing affordable, safe, permanent, housing for over 300 women; social justice advocacy, education and activism; and newly renovated conveniently located, subsidized offices, event space, and meeting and training facilities for our nonprofit and civic partners in the Brooklyn community.

The list of NYC-based and/or NYC-serving organizations is organized based on the type of gender-based violence and/or the class of person on which the organization has a target focus.

CHILD ABUSE

NYC Administration for Children's Services
www1.nyc.gov/site/acs/index.page (212) 341-0900
The Administration for Children's Services (ACS) protects and promotes safety and well-being of New York City's children and families by providing child welfare, juvenile justice, and early care and education services.

NY Statewide Central Register
ocfs.ny.gov/main/cps Hotline: 1-800-342-3720
The purpose of the Child Protective Services Act of 1973 is to encourage more complete reporting of child abuse and maltreatment. The law established child protective services (CPS) in each county in New York. Each CPS is required to investigate child abuse and maltreatment reports, to protect children (anyone under 18 years old) from further abuse or maltreatment, and to provide rehabilitative services to children, parents, and other family members involved.
DOMESTIC AND FAMILY VIOLENCE

Womankind (formerly New York Asian Women’s Center) (Woman Kind)
iamwomankind.org 1-888-888-7702

The founders envisioned helping women rise above violence and move beyond trauma. And we have been working to make those dreams a reality. Collectively, Womankind strives towards reducing inequality and inequity in our society—the underpinnings of violence. But, there is still a ways to go.

NYC HOPE – A Resource Portal for Victims of Domestic Violence
www1.nyc.gov/nychope/site/page/neighborhood-resources 1-800-621-HOPE

A directory on the web-based resource portal, NYC Hope, provides comprehensive information of services available to domestic violence survivors throughout the five boroughs. Please note that the borough search produces a list of organizations that provides services to residents in a borough but are not necessarily located in that borough. Before visiting or referring a domestic violence survivor to any of the organizations listed, you should first contact the organization to confirm that appropriate services are available.

NYS Coalition Against Domestic Violence
nyscadv.org 518-482-5465

The New York State Coalition Against Domestic Violence (NYSCADV) monitors and provides input, guidance and leadership in policy and legislative matters affecting victims of domestic violence and their children throughout New York State. NYSCADV educates, trains and advises members and other advocates on legislative and policy changes and processes, and encourages our members to communicate with their legislators. NYSCADV also provides input to various agency policies related to survivors and domestic violence programs, as well as participates on committees and work groups that address a variety of social justice issues.

NYS Domestic & Sexual Violence Hotline
opdv.ny.gov/contact.html 1-800-942-6906

Support services for survivors of domestic violence, as well as those who wish to learn more.

SAKHI for South Asian Women
sakhi.org

SAKHI for South Asian Women exists to end violence against women. We unite survivors, communities, and institutions to eradicate domestic violence as we work together to create strong and healthy communities. Sakhi uses an integrated approach that combines support and empowerment through service delivery, community engagement, advocacy, and policy initiatives.
ELDER ABUSE

NYC Department for the Aging
www1.nyc.gov/site/dfta/about/commissioners-message.page Dial 311 and ask for resources regarding the Department for the Aging

Our mission is to eliminate ageism and ensure the dignity and quality of life of diverse older adults. We also work to support caregivers through service, advocacy, and education.

Jewish Association for Services for the Aged—Elder Abuse Services
jasa.org (212) 273-5200

JASA is one of New York’s largest and most trusted agencies serving older adults. Our goal is to keep seniors living safely in their own homes and communities with independence, dignity, and joy.

Legal Services for the Elderly, Disabled and Disadvantaged
elderjusticeny.org (716) 853-3087

We provide free civil legal services to seniors, people with disabilities and low income populations in eight Western New York counties. Our goal is to protect the essentials of life, such as housing, income, access to health care and protection from abuse.

HUMAN TRAFFICKING

National Human Trafficking Hotline
1-888-373-7888 (TTY: 711)

National Human Trafficking Referral Directory Find social and legal services for victims and survivors of human trafficking, and connect with training and volunteer opportunities across the U.S. and its territories.

NYC HOPE – A Resource Portal for Victims of Domestic Violence
www1.nyc.gov/nychope/site/page/neighborhood-resources 1-800-621-HOPE

A directory on the web-based resource portal, NYC Hope, provides comprehensive information of services available to domestic violence survivors throughout the five boroughs. Please note that the borough search produces a list of organizations that provides services to residents in a borough but are not necessarily located in that borough. Before visiting or referring a domestic violence survivor to any of the organizations listed, you should first contact the organization to confirm that appropriate services are available.
NYS Office of Children and Family Services
ocfs.ny.gov/main/humantrafficking 212-383-1788
OCFS is committed to supporting child-serving professionals in identifying and providing services to survivors of human trafficking and preventing human trafficking in New York State.

Girls Education & Mentoring Services (GEMS)
gems-girls.org (212) 926-8089
Girls Educational & Mentoring Services (GEMS) is the only organization in New York State specifically designed to serve girls and young women who have experienced commercial sexual exploitation and domestic trafficking.

RAPE AND SEXUAL ASSAULT

NYC Alliance Against Sexual Assault
svfreenyc.org (212) 229-0345
The New York City Alliance Against Sexual Assault strives to prevent sexual violence and reduce the harm it causes through education, research and advocacy.

New York State Coalition Against Sexual Assault
nyscasa.org 1-800-942-6906
NYSCASA is a private, non-profit coalition of community-based rape crisis programs located throughout New York State.

Safe Horizon Rape & Sexual Assault Hotline
General Number: (212) 227-3000
Crime Victims/Stalking Hotline: (866) 689-4357
Domestic Violence Hotline: (800) 621-4673 (English/Spanish)
Hotline, crisis intervention, domestic violence/immigration (abuse, asylum, VAWA) law projects for low income women, court help, counseling/support groups, referrals, and shelter. Community program in every borough for all victims of violent crime (elder abuse, homicide, sexual assault, domestic violence).

RESOURCES FOR TEENS & PARENTS

Center Against Domestic Violence NY/Urban Resource Institute
www1.nyc.gov/nychope/site/page/home (646) 588-0030
The Center Against Domestic Violence offers support, shelter, and education through counseling, safe houses, and school programs for teens.
Day One
dayoneny.org 1-800-214-4150
Day One's mission is to partner with youth to end dating abuse and domestic violence through community education, supportive services, legal advocacy and leadership development.

NY State Teen Dating Abuse Awareness and Prevention
Information and resources on how to prevent and stop teen dating abuse.

National Teen Dating Abuse Helpline
loveisrespect.org 1-866-331-9474
Loveisrespect's purpose is to engage, educate and empower young people to prevent and end abusive relationships. Highly-trained advocates offer support, information and advocacy to young people who have questions or concerns about their dating relationships. We also provide information and support to concerned friends and family members, teachers, counselors, service providers and members of law enforcement. Free and confidential phone, live chat and texting services are available 24/7/365.

NYC Healthy Relationship Training Academy
The NYC Healthy Relationship Training Academy, a program of the Mayor's Office to End Domestic and Gender Based Violence, trains Community Educators to facilitate workshops on dating violence prevention and healthy relationships for young people ages 11-24 throughout New York City. Workshops take place at a variety of youth-centered programs in all five boroughs. The Academy also offers workshops for parents/care givers and trainings for staff on the topics of youth relationship violence, healthy relationship development, and the dynamics of technology abuse.
STEP III: TAKE ACTION

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 about the campaign, and to highlight that Gender-Based violence is a fundamental violation of human rights for all girls, women, transgender and gender non-conforming people, regardless of their age, ethnicity/race, immigration status, religion, sexual orientation, and socioeconomic status.

As noted earlier, NYC recognizes four steps of its 16 Days of Activism campaign:

- **STEP I: GET INFORMED**
  Learn more about gender-based violence and how it affects girls, women, transgender and gender non-conforming individuals.

- **STEP II: LISTEN/BELIEVE/SUPPORT**
  Listen to survivors’ stories without judgement.
  Believe survivors’ experiences.
  Support survivors in the ways they need and when they speak out about their experiences.
  *Let 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.

- **STEP IV: REPEAT STEPS I-III**
  Continue to raise awareness to prevent, reduce, and eliminate violence against women, girls, transgender and gender non-conforming individuals.

As you design your campaign, you can review the section that follows to gain a better sense of how to ensure that the scope and breadth of your campaign aligns with your organizational resources and capacity to host one or more campaign steps.
Designing your Campaign and Soliciting Partnership Across the 16 Days

As you engage in the 16 Days of Activism campaign, you should consider the questions below to design the type and scope of your outreach. Remember – try to focus on doing what you (and your team if you have one), have the resources, capacity and drive to do well.

**WHO do you want to reach?**

- Consider your target audience(s), based on who you have a strong ability to meaningfully engage and/or based on who you would like to engage on a deeper level.
- Consider as part of your outreach populations that may be excluded from the gender-based violence conversation including persons who are: pregnant, younger, senior citizens, physically or intellectually disabled persons, persons with a non-visible disability.
- Consider extending your reach beyond the public space by reaching out to private organizations that may also have patterns of restricting women, girls, trans and gender non-conforming individuals of all backgrounds., Corporations, religious organizations, bars and nightclubs, among others in the private sector can all contribute directly and indirectly to gender based violence.
- For those who work in government, you may find that you can leverage an internal campaign within your office or across your agency.

**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.
- Bearing this in mind, you should 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 these questions, you can start to more effectively design your outreach strategy.

**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).
- As noted earlier, you should plan your outreach during this period, targeting one or
more of the four campaign steps. Note though that you can (and are encouraged to) engage in campaign efforts year round, ideally culminating with the official 16 Days period.

• 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.

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

• Where you choose to target your advocacy and outreach efforts will depend largely on your resources and access to spaces that can accommodate your particular outreach strategy.

• 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.

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

• Before you begin your advocacy and outreach as designed, ask yourself what is motivating you to engage with 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.

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

• Each of us has access to different resources, connections, and time. Tailor your strategy to end gender-based violence during the 16 Days to one that is manageable.

• If you only have resources and time to promote your 16 Days campaign on social media, then limit your contribution to a violence social campaign on Twitter, Facebook, Instagram, or other social channel of your choice. Determine your capacity.

• Using the tools and resources provided throughout this Action Kit, think creatively about how you can most effectively support the campaign.

• Think about how you might take some, if not all, of the strategies recommended below and break them down across the four steps.
Strategies for Campaign Implementation

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.6

Examples of ways to take action are noted below:

“Going Orange”

- The color orange has been identified 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 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.

Creating cross sector partnerships to engage and mobilize

- Work with your local elected officials to encourage them to support and promote 16 Days of Activism across their districts. Reach out to your local elected’s office and share data with them to stress the need, particularly in New York City, for them to support the campaign’s effort to end gender-based violence. Remind them also they can use the color orange in their office and beyond to educate and show support for the campaign. Also consider asking if they would host an event for 16 Days of Activism and/or donate space or other resources so that you can do so yourself.

- Engage various community entities such as: your school, local businesses, churches, 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.

Using Social Media

- 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

6 See 16 Days FAQs. To see a list of events from the most recent or an upcoming campaign. See 16dayscwgl.rutgers.edu/previous-years/2016/campaign-calendar.
have a lot of followers and clout on their social channel.

• 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.

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

• During the 16 Days campaign, you can also 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.

**Hosting Events**

• 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. The type and scale of the event you organize should be within the scope of what you are capable of doing. 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. You can also reach out to local schools and/or art galleries to explore hosting a gallery event to display art of gender-based violence survivors. To spread the word about your event of choice, you can use one of the event templates included in the resources section of this toolkit.

• You can also host panels, discussions and debates with specific groups. Determine your capacity to host one of these events and ensure you have a location secured.

• Another strategy to consider is 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.

**Organizing a March**

• If you are able to galvanize a large group of people, you may consider organizing a march through parts of 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 engaged in similar work. You should first reach out to appropriate City points of contact to learn more about the process to secure a permit, including identifying a date during the 16 day period (November 25 – December 10) and securing a march route. For more information, you can visit New York City’s website on “Street Activity or Parade Permit.” [www1.nyc.gov/nyc-resources/service/2524/street-activity-or-parade-permit](http://www1.nyc.gov/nyc-resources/service/2524/street-activity-or-parade-permit)
**Engaging in Advocacy Outreach**

- Remember that 16 Days of Activism Against Gender-Based Violence is an advocacy effort that mobilizes global action at the local level. Bear this in mind and consider leveraging your own advocacy campaign which you bring to your local community board, legislators, or other elected officials to call for legislative and policy changes that can contribute to ending gender-based violence.

**STEP IV: REPEAT STEPS I, II, III**

As we mentioned at the beginning of this resource guide, efforts to end gender-based violence should never end. CGE views this process as cyclical, and therefore encourages you to repeat Steps I, II, and III as you engage in your campaign efforts.
Partnering with the Commission on Gender Equity During the Campaign Period

Now that you have read through this Action Kit, we hope that you are excited about taking the next steps to launch a 16 Days of Activism campaign in your community! CGE’s role in helping you launch your campaign is to remain an information resource and to connect you to additional partners as needed. CGE will also leverage its City government resources to help you amplify your campaign by posting information about your event and programming to its social media pages, as well as those of other City agency sites.

If you have decided to commit to launching a program or event during the campaign period, we ask that you:

- Email CGE at genderequity@cityhall.nyc.gov, subject: “16 Days of Activism,” if you have any questions about launching an event or program, or would like to learn more about NYC’s participation in the campaign.
- Fill out this form (https://a002-irm.nyc.gov/EventRegistration/RegForm.aspx?eventGuid=740542c9-12b0-42cb-97d0-67693ab19f79) to register your event in our database.
- Provide us any flyers or information that you would like us to promote on our social media channels to publicize your event.
- Participate in our check-in calls as scheduled in the lead up to the 16 Days of Activism campaign start on November 25 and through December 10, a week after the campaign ends (CGE will send you an email invite after you email us to indicate you will host an event).
- Make use of the campaign tools and branding CGE will send you after you sign up indicating you will host an event. CGE will provide you: a campaign logo, a campaign flyer, data on different forms of gender-based violence, and social media and press outreach templates.

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