

**Domestic Violence  
Awareness Month  
DVAM Toolkit 2022**





## **2022 Domestic Violence Awareness Month (DVAM) Toolkit**

### **October is Domestic Violence Awareness Month or DVAM.**

It is an annual month-long commemoration to bring awareness to domestic violence (DV) and highlight resources. Awareness is one of the greatest tools we have in interrupting domestic and gender-based violence (GBV), and we hope you can join us in sharing information across New York City.

**We hope this kit will help you amplify DVAM 2022 and survivor resources on your social media, newsletters, and with your networks.**

### **DVAM Events**

#### **NYC Go Purple is on October 20, 2022**

On October 20<sup>th</sup>, we raise awareness about DV and mark **NYC Go Purple Day** by sharing the resources and services available to survivors throughout New York City by dressing in purple, and by lighting local buildings and landmarks, including: City Hall, the David Dinkins Municipal Building, 1 World Trade Center, the Bank of America Tower, 4 Times Square, Gracie Mansion, the Parachute Jump (Coney Island), the Arsenal in Central Park, the Bronx County Courthouse, Queens Borough Hall and Staten Island Borough Hall in purple.

Do you know of a location that would light up purple to support survivors? Let us know or connect us with the location at [general@endgbv.nyc.gov](mailto:general@endgbv.nyc.gov)

### **DVAM Calendar**

To find other important DVAM dates and events out check ENDGBV's DVAM 2022 events calendar on our home page, [www.nyc.gov/endgbv](http://www.nyc.gov/endgbv) or here: [DVAM 2022 calendar of event \(pdf.\)](#)

Partners that would like to list their free and public DVAM events can add them to our calendar by [completing this online form](#).





## Resource Guide for Domestic Violence Survivors in New York City

If you or someone you know is experiencing domestic and gender-based violence:

- Call 311 and ask to be connected to the nearest NYC Family Justice Center
- Visit NYC's **HOPE Resource Directory** online at [www.nyc.gov/NYCHOPE](http://www.nyc.gov/NYCHOPE) to find resources and support
- Call the City's 24-hour Domestic Violence Hotline: [800-621-HOPE](tel:800-621-HOPE) (4673) for immediate safety planning, shelter assistance, and other resources. TTY: [866-604-5350](tel:866-604-5350)
- **Dial 911 in an emergency.**

### NYC Family Justice Centers (FJC)

Family Justice Centers provide free & confidential assistance if you are experiencing domestic or gender-based violence, which can include intimate partner violence, family violence, elder abuse, sexual violence, stalking, and human trafficking. City agencies, ENDGBV's community-based partner organizations, social and civil legal service providers, and District Attorney's Offices are located on-site at FJCs, to make it easier for survivors to get help.


FJCs are open and providing services and support by phone or in person with guidance on immediate safety planning, shelter assistance, and community resources. For in-person services, clients can call FJCs to make an appointment or walk in if they cannot engage in remote services safely or effectively. Call 311 and ask to be connected to the nearest NYC Family Justice Center.

All are welcome regardless of language, income, gender identity, or immigration status. Interpretation services are available at every FJC, and locations are wheelchair accessible. Call ahead to request other accommodations.

### What types of services and assistance do Family Justice Centers provide survivors of Gender-Based Violence?

- Case management
- Counseling services to support emotional well-being for you and your children
- Civil legal and criminal legal assistance
- Planning for your safety
- Assistance applying for public benefits, shelter, housing, and other support services



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- Economic empowerment support
  - Legal help for orders of protection, custody, visitation, child support, divorce, housing, and immigration
  - Connection to law enforcement, such as NYPD, NYC Sheriff's Office, and District Attorney's Office [if desired]
  - Childcare for children age 3+ while you receive services at the FJC
  - Information on job training programs, including help with resume writing and interviewing skills
  - Referrals to education programs, including workshops to help with budgeting, credit repair, and English as a Second Language (ESL) classes

### Family Justice Centers Information

FJCs are located in all five boroughs. Their hours are 9am-5pm Monday to Friday.

- **NYC Family Justice Center, Bronx**  
Call [718-508-1220](tel:718-508-1220)
- **NYC Family Justice Center, Brooklyn**  
Call [718-250-5113](tel:718-250-5113)
- **NYC Family Justice Center, Manhattan**  
Call [212-602-2800](tel:212-602-2800)
- **NYC Family Justice Center, Queens**  
Call [718-575-4545](tel:718-575-4545)
- **NYC Family Justice Center, Staten Island**  
Call [718-697-4300](tel:718-697-4300)

### Additional Resources for Domestic Violence Survivors in New York City

**National Domestic Violence Hotline:** 1-800-799-SAFE (7233) / TTY: 1-800-787-3224 / Chat online: [www.thehotline.org](http://www.thehotline.org)

**National Dating Abuse Helpline:** Call 1-866-331-9474 or text "LOVEIS" to 22522 / visit: [www.loveisrespect.org](http://www.loveisrespect.org)

You may also do the following:

- CHAT on a secure website with a Safe Horizon advocate who can offer information, advocacy and support through [SafeChat](https://www.safehorizon.org/safechat/) from Monday to Friday, 1 p.m. to 6 p.m. (except for holidays) at <https://www.safehorizon.org/safechat/>
- TEXT confidentially with an advocate with the **NYS Domestic and Sexual Violence Hotline** at [1-844-997-2121](tel:1-844-997-2121), or CALL the NYS State DV hotline, 24/7: 1-800-942-6906
- Call NYC Well for help with stress and anxiety at [1-888-NYC-Well \(1-888-692-9355\)](tel:1-888-NYC-Well) or text "WELL" to 65173.



## SOCIAL MEDIA

Some hashtags you may see during DVAM 2022:

#DVAM2022 #ENDGBV #AwarenessHelpHope #GoPurple #NYCGoPurple #DVAM

You can also tag NY State's campaign: #StartTheConversation #NYGoesPurple4dv

Please consider tagging the [Mayor's Office to End Domestic and Gender-Based Violence](#) on your content! You can find our DVAM 2022 social media graphics here:

<https://on.nyc.gov/NYCDVAM2022>



<https://twitter.com/nycendgbv>



<https://www.facebook.com/NYCendgbv>



<https://www.instagram.com/nycendgbv/>

### **Samples of Generic Language for Social Media Posts**

Below you will find samples of generic language you can use for your DVAM social media posts.

#### **Generic Post #1 (273 characters)**

- Awareness is one of the greatest tools we have in interrupting domestic violence. Join us all month and on 10-20-2022, **NYC Go Purple Day**, and show support for survivors by spreading awareness. Wear purple & post your photos on @nycendgbv **#DVAM2022 #GoPurple #NYCGoPurple**


#### **Generic Post #2 (273 characters)**

- During Domestic Violence Awareness Month spread awareness, help, and hope for survivors. If you are experiencing domestic violence, call 311 and ask for nearest FJC, or visit [www.nyc.gov/NYCHOPE](http://www.nyc.gov/NYCHOPE) @nycendgbv **#DVAM2022 #ENDGBV #AwarenessHelpHope #GoPurple #NYCGoPurple #DVAM**

#### **Generic Post #3 (280 characters)**

- During Domestic Violence Awareness Month help spread awareness, and let survivors know they are not alone, they are never alone. If you're experiencing domestic violence, call 311 and ask for nearest FJC, or visit [www.nyc.gov/NYCHOPE](http://www.nyc.gov/NYCHOPE) @nycendgbv **#DVAM2022 #GoPurple #NYCGoPurple**





#### **Generic Post #4 (227 characters)**

- During Domestic Violence Awareness Month show your support for survivors by spreading awareness, sharing resources. Wear purple and post your photos @nycendgbv **#DVAM2022 #ENDGBV #AwarenessHelpHope #GoPurple #NYCGoPurple #DVAM**

#### **Generic Post #5 (269 characters)**

- Let's spread awareness, help, and hope together for survivors during Domestic Violence Awareness Month. Join us all month and on 10-20-2022, **NYC Go Purple Day**, and show support for survivors. Wear purple & post your photos @nycendgbv **#DVAM2022 #GoPurple #NYCGoPurple**

#### **ENDGBV Branded DVAM 2022 Social Media Posts**

Below you will find ENDGBV branded DVAM 2022 social media tiles with captions which you can use and share with your networks.





**Caption:** October is National Domestic Violence Awareness Month and the color of DV awareness is PURPLE. **For HELP:** 1-800-621-HOPE (4673) 24 hours a day for immediate safety planning and shelter assistance. Visit <https://on.nyc.gov/2XxYJC5> or

#DVAM2022 #ENDGBV #awarenesshelphope #GoPurple

**Image description:** Lilac and purple inset square with text that states: October is National Domestic Violence Awareness Month and the color of DV awareness is PURPLE. **For HELP:** 1-800-621-HOPE (4673)



**Caption:** If you are survivor of Domestic Violence and are looking for resources and info visit <https://on.nyc.gov/2XxYJC5> or call 1-800-621- HOPE (4673)

For more info about our office and its services visit: <https://on.nyc.gov/3jb2WIW>

#ENDGBV #DVAM2022 #AWARENESSHELPHOPE

**Image description:** Purple background with white rectangle in the center of image. Text states, “Domestic Violence [duh-mek-stuhk vai-uh-luhns] noun. A pattern of abusive behavior committed by one partner in any kind of relationship in order to maintain control over the other. Domestic violence can happen to anyone regardless of age, sex, gender, etc. see also: intimate partner violence and family violence.





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

## Gender-Based Violence

[jen-dr-bayst vai-uh-luhns] noun.

Any type of violence that takes advantage of people by using unequal power relationships and situational power imbalances that are rooted in society's gendered expectations.

**See also: physical, sexual, verbal and emotional abuse**

**#DVAM2022 #AWARENESSHELPHOPE  
#NYCHOPE**

**Caption:** If you are survivor of Gender-Based Violence and are looking for resources and info visit <https://on.nyc.gov/2XxYJC5> or call 1-800-621- HOPE (4673)

For more info about our office and its services (ENDGBV) visit: <https://on.nyc.gov/3jb2WIW>

#ENDGBV #DVAM2022 #AWARENESSHELPHOPE

**Image description:** Purple background with white rectangle in the center of image. Text states, Gender-Based Violence [jen-dr-bayst vai-uh-luhns] noun. Any type of violence that takes advantage of people by using unequal power relationships and situational power imbalances that are rooted in society's gendered expectations. See also: physical, sexual, verbal, and emotional abuse.

## NYC'S FAMILY JUSTICE CENTERS

Call 311 to be connected to the  
nearest NYC Family Justice Center

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**City's 24-Hour Domestic Violence Hotline**  
**800-621-HOPE (4673)**

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**Manhattan, Queens, Brooklyn, Bronx, Staten Island**

### MANHATTAN LOCATION

**NYC Family Justice Center, Manhattan**  
80 Centre Street, 5th Floor  
**212-602-2800**

Subway: 4,5, and 6 to Brooklyn Bridge-City Hall  
J and Z to Chambers Street  
N,Q, and R to Canal Street  
1,2,3,A, and C to Chambers Street  
Bus: M5, M9, M22, and M103

**Caption:** If you or someone you know is experiencing domestic or gender-based violence, help is available. Call 311 and ask to be connected to the nearest NYC Family Justice Center or walk-in between Monday-Friday, 9AM-5PM. NYC's 24-hour Domestic Violence Hotline: 1-800-621-HOPE (4673)

#ENDGBV #DVAM2022 #awarenesshelphope

**Image description:**

**NYC Family Justice Center, Manhattan**

80 Centre Street, 5<sup>th</sup> Floor

212-602-2800





## NYC'S FAMILY JUSTICE CENTERS

Call 311 to be connected to the nearest  
NYC Family Justice Center

City's 24-Hour Domestic Violence Hotline  
800-621-HOPE (4673)

Manhattan, Queens, Brooklyn, Bronx, Staten Island

### QUEENS LOCATION

NYC Family Justice Center, Queens

126-02 82nd Avenue

718-575-4545

Subway: E and F to Kew Gardens-Union Turnpike

Bus: Q10, Q37, Q46, and Q60

**Caption:** If you or someone you know is experiencing domestic or gender-based violence, help is available. Call 311 and ask to be connected to the nearest NYC Family Justice Center or walk-in between Monday-Friday, 9AM-5PM. NYC's 24-hour Domestic Violence Hotline: 1-800-621-HOPE (4673)

#ENDGBV #DVAM2022 #awarenesshelphope

### Image description:

#### NYC Family Justice Center, Queens

126-02 82nd Avenue

718-575-4545

## NYC'S FAMILY JUSTICE CENTERS

Call 311 to be connected to the nearest  
NYC Family Justice Center

City's 24-Hour Domestic Violence Hotline  
800-621-HOPE (4673)

Manhattan, Queens, Brooklyn, Bronx, Staten Island

### BROOKLYN LOCATION

NYC Family Justice Center, Brooklyn

350 Jay Street, 15th Floor

718-250-5113

Subway: A, C, F, and R to Jay Street or 2, 3, 4,  
and 5 to Borough Hall

Bus: B25, B26, B38, B54, B57, B61, B62, B65,  
B67, B75, and B103

**Caption:** If you or someone you know is experiencing domestic or gender-based violence, help is available. Call 311 and ask to be connected to the nearest NYC Family Justice Center or walk-in between Monday-Friday, 9AM-5PM. NYC's 24-hour Domestic Violence Hotline: 1-800-621-HOPE (4673)

#ENDGBV #DVAM2022 #awarenesshelphope

### Image description:

#### NYC Family Justice Center, Brooklyn

350 Jay Street, 15<sup>th</sup> floor

718-250-5113



## NYC'S FAMILY JUSTICE CENTERS

Call 311 to be connected to the nearest  
NYC Family Justice Center

City's 24-Hour Domestic Violence Hotline  
800-621-HOPE (4673)

Manhattan, Queens, Brooklyn, Bronx, Staten Island

### STATEN ISLAND LOCATION

NYC Family Justice Center, Staten Island  
126 Stuyvesant Place  
718-697-4300

Staten Island Railroad to St. George Ferry Terminal  
Bus: S40, S42, S44, S46, S48, S51, S52, S61, S62, S66,  
S74, S76, S78, S81, S86, S90, S91, S92, S94, S96, and S98

**Caption:** If you or someone you know is experiencing domestic or gender-based violence, help is available. Call 311 and ask to be connected to the nearest NYC Family Justice Center or walk-in between Monday-Friday, 9AM-5PM. NYC's 24-hour Domestic Violence Hotline: 1-800-621-HOPE (4673)

#ENDGBV #DVAM2022 #awarenesshelphope

### Image description:

#### NYC Family Justice Center, Staten Island

126 Stuyvesant Place

718-697-4300

## NYC'S FAMILY JUSTICE CENTERS

Call 311 to be connected to the nearest  
NYC Family Justice Center

City's 24-Hour Domestic Violence Hotline  
800-621-HOPE (4673)

Manhattan, Queens, Brooklyn, Bronx, Staten Island

### BRONX LOCATION

NYC Family Justice Center, Bronx  
198 East 161st Street, 2nd Floor  
718-508-1220

Subway: 4, B, and D to Yankee Stadium  
Bus: BX1, BX2, BX6, and BX13

**Caption:** If you or someone you know is experiencing domestic or gender-based violence, help is available. Call 311 and ask to be connected to the nearest NYC Family Justice Center or walk-in between Monday-Friday, 9AM-5PM. NYC's 24-hour Domestic Violence Hotline: 1-800-621-HOPE (4673)

#ENDGBV #DVAM2022 #awarenesshelphope

### Image description:

#### NYC Family Justice Center, Bronx

198 East 161st Street, 2nd Floor

718-508-1220





**Caption:** October 4, 2022, is World Animal Day. Let us remember the important role pets hold in survivors' lives. Urban Resource Institute's PALS program offers 50 animal friendly units over 4 shelters, so survivors don't have to leave their pets @URI\_NYC. For more info visit: <https://on.nyc.gov/2WOWDYH>

#DVAM2022 #ENDGBV #AWARENESSHELPHOPE

**Image description:** Graphic of a black cat on the left side and a tan and white dog on the right side of the image. Paw prints on top and bottom of image. Text states, "Did You Know? Pets often experience abuse and survivors are forced to leave pets behind when fleeing for shelter."

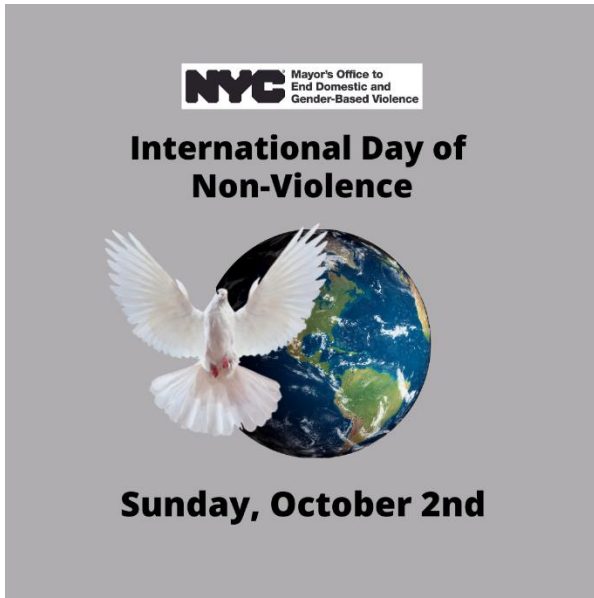


**Caption:** Abuse can happen to anyone in any relationship. If you are experiencing abuse, please visit: <https://on.nyc.gov/2BqhBe8> or call 1-800-621-HOPE (4673) for more information, support, and resources.

#DVAM2022 #ENDGBV #awarenesshelphope

**Image description:** Illustrations of two women embracing in conversation talking. Boxes containing text. Text states, "Controlling finances in the households without discussion, including taking your money or refusing to provide money for necessary expenses. Pressuring you to use drugs or alcohol. Pressuring you to have sex or perform sexual acts that you are not comfortable with. Destroying your belongings or your home. Showing extreme jealousy of your friends. Forcing you to spend time away from your friends. Preventing or discouraging you from spending time with friends, family members, or peers."



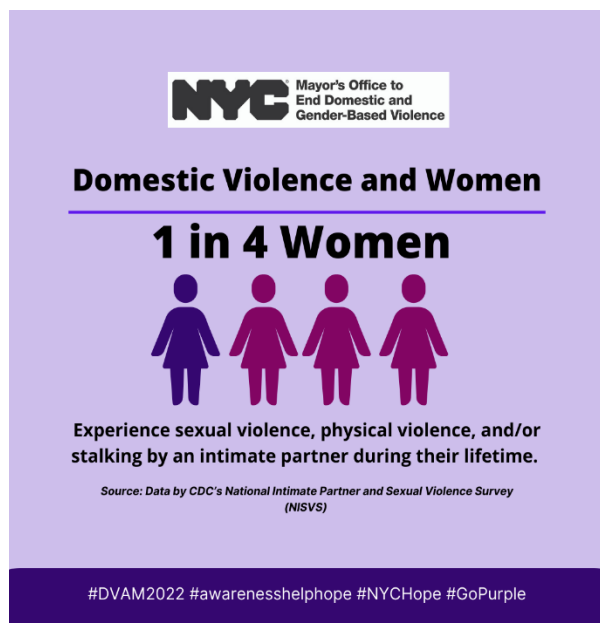


**Caption:** The International Day of Non-Violence is observed on October 2<sup>nd</sup> and promotes to “disseminate the message of non-violence, through education and public awareness.” To learn more, visit: <https://on.nyc.gov/3iAH5vm>

#DVAM2022 #ENDGBV #AWARENESSHELPHOPE

**Image description:** Grey background with large dove image of world/globe behind it with text reading “International Day of Non-Violence,” and “Sunday, October 2nd.”





**Caption:** Domestic violence affects EVERYONE. 1 in 4 women experience violence, physical violence, and/or stalking by an intimate partner in their lifetime. Help is available! Call 1-800-621-HOPE (4673) or visit <https://on.nyc.gov/2BqhBe8> for resources.

#DVAM2022 #ENDGBV #awarenesshelphope #GoPurple

**Image description:** Illustration of one purple silhouette next to 3 white silhouettes. Text states, "Domestic Violence and Women. 1 in 4 women experience sexual violence, physical violence, and/or stalking by intimate partner during their lifetime." #DVAM2022 #AwarenessHelpHope #NYCHope #GoPurple



**Caption:** Domestic violence affects EVERYONE. 1 in 10 men experience sexual violence, physical violence, and/or stalking by an intimate partner in their lifetime. Help is available. Call 1-800-621-HOPE (4673) or visit <https://on.nyc.gov/2BqhBe8> for resources.

#DVAM2022 #ENDGBV #awarenesshelphope #GoPurple

**Image description:** Illustration of one purple silhouette next to 9 white silhouettes. Text states, "Domestic Violence and Men. 1 in 10 men experience sexual violence, physical violence, and/or stalking by an intimate partner during their lifetime." #DVAM2022#AwarenessHelpHope #NYCHope #GoPurple





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

**October 10th is  
World Mental Health Day 2022**

Survivors suffer both physically and mentally.

Mental Health Effects of Survivors

- PTSD
- Depression
- Anxiety

Mental Health is just as important as physical health.

Tools/Tips to Combat Mental Health Struggles

- Develop a Self-Care Plan
- Learn more about setting personal boundaries
- Seek Professional Mental Help

#DVAM2022 #awarenesshelphope #NYCHope #GoPurple #worldmentalhealthday

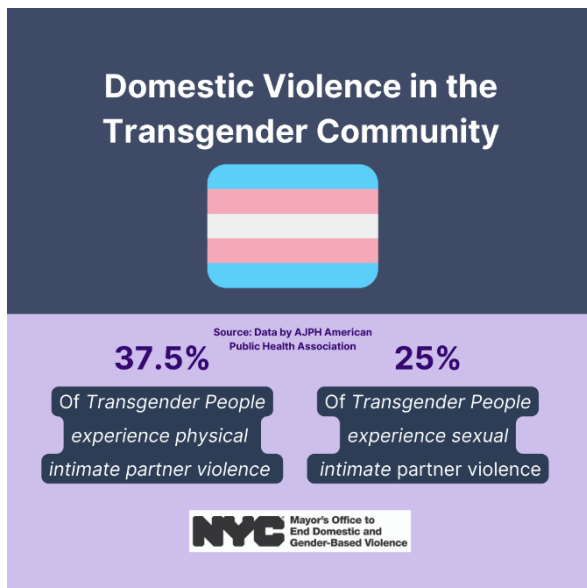
**Caption:** Today, October 10th is World Mental Health Day. Let us remember to support our survivors of domestic violence. If you or someone you know are struggling with mental health because of violence call 1-800-621-HOPE (4673) or visit <https://on.nyc.gov/2BqhBe8> for help and resources.

#DVAM2022 #ENDGBV #awarenesshelphope  
#GoPurple #worldmentalhealthday

**Image description:** Woman hugging herself in self-comfort. Text says, "October 10<sup>th</sup> is World Mental Health Day. Survivors suffer both physically and mentally. Mental Health Effects of survivors. PTSD, Depression, Anxiety. Mental Health is just as important as physical health. Tools/Tips to Combat Mental Health Struggles. Develop a self-care plan. Learn more about setting personal boundaries. Seek Professional Mental Help."



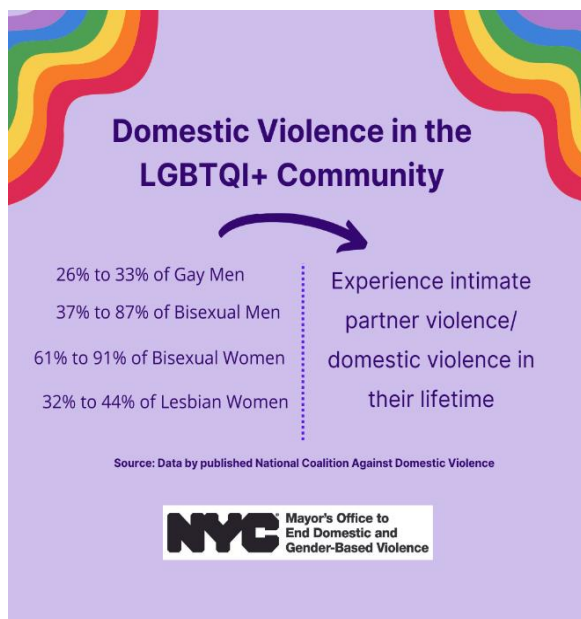




**Caption:** Domestic violence affects EVERYONE. 37.5% of transgender people experience physical violence by an intimate partner in their lifetime. 25% of transgender people experience sexual intimate partner violence. Call 1-800-621-HOPE (4673) or visit <https://on.nyc.gov/2BqhBe8> for resources and help

#DVAM2022 #ENDGBV #awarenessshelphope #GoPurple

**Image description:** A graphic of Transgender Pride flag. Text states, "37.5% of Transgender People experience physical intimate partner violence. 25% of Transgender People experience sexual intimate partner violence."



**Caption:** Domestic violence affects EVERYONE. Members of the LGBTQ+ community experience domestic violence/intimate partner violence at alarming rates. Help is available! Call 1-800-621-HOPE (4673) or visit <https://on.nyc.gov/2BqhBe8>

#DVAM2022 #ENDGBV #awarenessshelphope #GoPurple

**Image description:** Rainbow on left- and right-hand corners. Text states "26% to 33% of Gay Men, 37% to 87% of Bisexual Men, 61% to 91% of Bisexual Women, 32% to 44% of Lesbian Women experience intimate partner violence/domestic violence in their lifetime."



## NYC 24-Hour Domestic Violence Hotline: 1-800-621-HOPE (4673)

Survivors of domestic violence may receive temporary housing emergency shelter and supportive services for themselves and their children. All programs provide a safe environment as well as counseling, advocacy, and referral services.

### Domestic violence and abuse can include:

- Hitting, slapping, kicking or using any other kind of physical violence against you
- Forcing you to have sex when you do not want to. Forcing you to do sexual things you do not want to do.
- Threatening to hurt you, your children, or someone else you care about including your pets.
- Constantly insulting and criticizing you
- Stalking, oppressively checking up on you or trying to control your behavior

If you or someone you know is experiencing this kind of behavior from a partner, please call New York City's 24 hour Domestic Violence Hotline, 1-800-621-HOPE (4673)

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

**Caption:** If you are a survivor of Gender-Based Violence or Domestic Violence and are looking for resources and info visit <https://on.nyc.gov/2XxYJC5> or call 1-800-621-HOPE (4673) for help.

#DVAM2022 #ENDGBV #awarenessshelphope  
#GoPurple

**Image description:** Background graphic of a group of people hugging. Text states, "Survivors of domestic violence may receive temporary housing emergency shelter and supportive services for themselves and their children. All programs provide a safe environment as well as counseling, advocacy, and referral services. Domestic violence and abuse can include hitting, slapping, kicking, or using any other kind of physical violence against you. Forcing you to have sex when you do not want to. Forcing you to do sexual things you do not want to do. Threatening to hurt you, your children, or someone else you care about including your pets. Constantly insulting and criticizing you. Stalking, oppressively checking up on you. Or trying to control your behavior. If you or someone you know is experiencing this kind of behavior from a partner, please call New York City's 24-hour Domestic Violence Hotline, 1-800-621-4673.





**Caption:** Today marks the end of Domestic Violence Awareness Month. Our office continues to support and provide services for survivors of domestic and gender-based violence. Call the NYC Domestic Violence Hotline at 1-800-621-HOPE (4673) 24 hours a day for immediate safety planning and shelter assistance. Visit <https://on.nyc.gov/2XxYJC5>

#DVAM2022 #ENDGBV #awarenessshelphope  
#GoPurple

**Image description:** Purple background with text that states: "Our office continues to support and provide services for survivors of domestic and gender-based violence. Call the NYC Domestic Violence Hotline at 1-800-621-HOPE (4673) 24 hours a day for immediate safety planning and shelter assistance. Visit <https://on.nyc.gov/2XxYJC5>."