



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

ENDGBV COVID Response Work Group

Meeting #4 Notes

Friday, June 5, 2020 10:00am-11:30pm

Work Group Member and City Agency Attendees

<i>Administration for Children's Services, Shanelle Bolton, Dale Joseph & Rachael Jensen Anti-Violence Project, Darlene Torres Arab American Family Support Center, Nancy Albilal Barrier Free Living, Paul Feuerstein Columbia University Medical Center, Betsy Fitelson Connect, Sally MacNichol Crime Victim Treatment Center, Christopher Bromson CUNY Law, Julie Goldscheid Department of Health of Mental Hygiene, Catherine Stayton Her Justice, Anna Maria Diamanti Human Resources Administration, Annette Holm Mayor's Office to End Domestic and Gender-Based Violence staff Mayor's Office of Criminal Justice, Shekera Algarin New York City Council, Helen Rosenthal and Brenda McKinney</i>	<i>New Destiny Housing, Carol Corden New York Legal Assistance Group, Amanda Beltz Office of Deputy Mayor Perea-Henze, Megan Tackney Office of First Lady Chirlane McCray, Grace Choic & Dabash Negash Safe Horizon, Liz Roberts Sanctuary for Families, Jennifer Friedman Shalom Task Force, Shoshannah Frydman STEPS, Anne Patterson Sunshine in my Living Room, Doreen Lesane Urban Justice Center, Madeline Bigelow Garcia Urban Resource Institute, Nathaniel Fields Voices of Women, Raquel Singh VOICES, Doreen Jones Violence Intervention Program, Carmen Beltre Weinberg Center for Elder Justice, Tristan Sullivan- Wilson Womankind, Yasmeen Hamza</i>
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1. Welcome and check-in
2. Text to 911 update
 1. Question was asked about ENDGBV/DOITT collecting data points on text to 911 usage connected to DV/GBV. ENDGBV will connect with DOITT on that question.
2. Review and discussion of ENDGBV COVID-19 Paid Advertising
 - a. We Understand image used for paid social media advertising feedback and questions
 1. Can ENDGBV look into using images for individuals with low literacy and whether the images can be posted on WhatsApp or other social media sites used regularly by immigrants?
 2. What are the keywords going into the google search?
 3. Consider images not just of women; consider images of people with a visible disability
 4. Add images with people with different abilities and needs.
 5. Question about what contact information/resources are being shared on the We Understand ads



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1. It might be helpful to shift from "we understand" to some sort of offer, like "we can help" or "we're here to support you" and highlight the resource that's being offered
2. Consider instead using "we know home isn't safe" or similar language. Thinks resource cloud could be bigger to make info stand out more
6. The advertising seems focused around leaving. Consider language that is broader that might say something about what services people will get, e.g., resources, someone to talk to, safety planning, etc.
 1. Many of our survivors can't leave due to their immigration status tied to their abusers.
 2. The message can't reinforce the narrative that leaving is the only answer.
 3. What is the plan for people who chose to stay?
 4. Is there messaging targeting people who abuse?
- b. NYC HOPE multilingual poster used for paid print advertising/NYC Hope graphic for Link kiosks feedback and questions
 1. What solutions are we offering immigrants who can't leave due to immigration status on the poster itself? There has to be a special poster for individuals whose immigration status is tied to abusive partners that will give them some kind of outlet/solution
 1. Agreement that immigration status is a huge factor in survivors reaching out and that's a population that is very unlikely to call the police so messaging reaching them to say City services are safe would be a game changer.
 2. Suggestion to make the graphic more gender neutral
 3. Impact data on Link kiosk seems high. Because that is a free resource can we increase that effort?
 4. What's the bandwidth of this campaign? How long? Is there room for wider variety of messages? Messages for folks who can't or don't want to leave? ENDGBV referred members to the run times listed in the paid advertising chart distributed to the group. ENDGBV will be looking at the group's feedback in planning future advertising efforts.
 5. ENDGBV should consider a campaign speaking to the friends, neighbors, communities of survivors for whom leaving is not on the table.
 1. Excluding the friends/families and community at large in messaging increases the odds that survivors immediate circle won't know how to assist them or the available resources.



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6. Question how language directing folks to call 911 will land, and whether it might turn people off from accessing the resources listed, particularly at this moment. Could we consider removing that language?
 - c. Posters/resources could be posted on laminated cards in bathrooms.
3. CRWG proposed responses review and discussion
- a. Public Awareness and Outreach
 1. The City should consider the need for rapid response in our public awareness and outreach efforts.
 2. NYC Hope resource directory enhancements can we think about more rapid
 1. Precincts should not be listed first
 1. Also noted that not all of the precincts are wheelchair accessible
 3. Suggestion was made to create messaging specifically for faith based leaders; survivors report that faith-based leaders tell them to go back to their abusers. Faith-based leaders have a responsibility to vulnerable populations. Reported that on many occasions faith-based leaders instructed survivors not to contact Arab-American Family Support Center, indicating that we are “promoting divorce.”
 - b. Remote Service Provision
 1. Request for copy of the ENDGBV Remote Service Provision Tip Sheet to be circulated.
 - c. Survivor needs
 1. Question about whether the City hotline has text and videophone access for people who are deaf (and also people who are sheltering in place with an abuser). Safe Horizon responded to the group that they are exploring text/chat functions with the City. They have explored videophone access but don't have resources for that at this time.
 2. The City should prioritize internet access in public housing because high rates of DV/GBV; City should partner with HPD around accessing hotspots for people in supportive/affordable housing.
 3. People in shelter should have access to information about housing, work, and education options.
 4. DV shelters residents should have access to HPD homeless units, which are currently only available for people in the DHS system.
 - d. Reopening/recovery
 1. This stakeholder community should be part of the administration's conversations around budget cuts.
 1. The City is facing significant reductions in spending and if budget cuts are being planned it would be good to be invited to the table to discuss how cuts are made to reduce the impact as much as possible.
 2. It would be helpful for the City to partner with providers in thinking about how to navigate the budget crisis while minimizing harm to survivors and communities.
 2. City should identify alternatives to shelter and other service options



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3. The City must reimburse providers for bonus/hazard pay to essential workers during NYS on PAUSE. This is critical both from a sense of equity and fairness to the staff involved and as a key aspect of supporting non-profit resilience during this time.
 1. Suggestion to providers to submit information/invoices about "incentive pay" paid to the City and contracting agency.
 4. Is there data that could be collected now to support advocacy to maintain/increase funding for services for DV/GBV survivors in current budget discussions?
 5. Does ENDGBV have a plan to convene the advocacy community to talk about the implications for the domestic and gender-based violence fieldwork and the current crisis of confidence related to law enforcement?
4. Next Steps
- a. CWRG will meet next on July 10, 2020.