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The Mayor's Office to Combat Domestic Violence Selected as Finalist for Avon Global Communications Award for Exemplary Messages to Reduce Violence Against Women

UpStander Campaign named finalist for Outstanding Government Communication Award for work on Domestic Violence Awareness

New York, USA (March 16, 2014)—This week, the Mayor's Office to Combat Domestic Violence (OCDV) was selected as a finalist for the fourth annual *Avon Communications Awards: Speaking Out About Violence Against Women* for its outstanding work on the UpStander campaign. In observance of International Women's Day, the UpStander campaign was recognized for its work to bring attention to violence against women.

The OCDV is one of 20 global organizations to be chosen as a finalist for the prestigious awards, which recognize outstanding communications campaigns that are helping change communities, policies, institutions and behaviors to end violence against women. The five winning organizations will be chosen by an expert panel of judges and announced on March 23, 2015. Each will receive a US \$5,000 grant from the [Avon Foundation for Women](#) to fund the continuation of their work.

The top finalists were selected from nearly 400 submissions to the [Communications X-Change](#) by 146 organizations in 42 countries, ranging from Argentina and Canada to Uganda and Pakistan. The Communications X-Change is a digital global communications library that enables organizations and advocates throughout the world to find, share, and learn from the best communications material focused on ending violence against women and children. The Communications X-Change was developed and is managed by [Futures Without Violence](#) and funded by the Avon Foundation.

"The Avon Communications Awards are shining a spotlight on issues that affect one in three women across the globe," said Christine Jaworsky, program director at the Avon Foundation for Women. "Communication and education are critical elements to ignite bystanders into action, and without public awareness and education, bystanders often do not intervene to help when

abuse is suspected or observed. We congratulate these finalists selected through a very competitive selection process with so many outstanding entries.”

“We commend the NYC Mayor’s Office to Combat Domestic Violence for their innovative use of communications to prevent and ultimately end violence against women and children in every corner of the world,” said Esta Soler, president and founder of Futures Without Violence. “These campaigns are an inspiration to the violence prevention community across the globe and a catalyst for change.”

The finalists and descriptions of awards are included below:

INNOVATIVE CAMPAIGN AWARD:

The Innovative Campaign Award recognizes innovative and original approaches to presenting messages on ending violence against women and girls through the best information technology and/or mobile phones.

- [Asociación de Mujeres Jueces de Argentina](#) (Argentina)
- [Centre for Research & Education on Violence against Women & Children](#) (Canada)
- [Empowerhouse](#) (United States)
- [Shine \(Safer Homes in New Zealand Everyday\)](#) (New Zealand)

BREAK THE SILENCE AWARD

The Break the Silence Award recognizes communications campaigns that effectively encourage people to step in and help or speak out against violence against women to promote a shift in attitudes or practices at the individual, family or community level.

- [GBV Prevention Network at Raising Voices](#) (Uganda)
- [Lawyers Without Borders](#) (Haiti)
- [Refuge](#) (United Kingdom)
- [Who Will Answer](#) (United States)

COMMUNITY CHANGE AWARD

The Community Change Award recognizes campaigns on ending violence against women and girls that involve the participation of both women and men, girls and boys, to develop solutions to violence and discrimination against women and girls.

- [Coexist Initiative](#) (Kenya)
- [Ethnomedia](#) (Pakistan)
- [Texas Council on Family Violence](#) (United States)
- [UN Women Brazil](#) (Brazil)

OUTSTANDING GOVERNMENT COMMUNICATION AWARD

The X-Change Award for Outstanding Government Communication recognizes a Government or its responsible Ministry or Department, whether national, regional or local, for communications efforts and campaigns to end violence against women and girls. It highlights the essential role that Governments play to end discrimination and violence against women and girls—awards are given to the NGO partner organization working with the Government.

- [CARE Cambodia](#) (Cambodia)
- [Municipal Association of Victoria](#) (Australia)
- [New York City Mayor’s Office to Combat Domestic Violence](#) (USA)
- [Tears Foundation](#) (South Africa)

GLOBAL AWARD FOR EXCELLENCE IN COMMUNICATION

The Global Award for Excellence in Communication recognizes a campaign from an international NGO in the violence against women arena that is global, multi-year, and creates approaches and messages that may be easily adapted in other countries.

- [Association for Progressive Communications](#) (South Africa)
- [Cause Vision](#) (Nepal and Cambodia)
- [International Development Law Organization](#) (Afghanistan)
- [Let Girls Lead](#) (United States)

To view the 20 finalists’ campaigns and other educational information about gender-based violence, please visit:

<http://xchange.futureswithoutviolence.org/pages/communicationsawards>

Other global Avon Foundation projects include the [Global Partnership to End Violence Against Women](#), a collaboration of Vital Voices Global Partnership, the Avon Foundation for Women and the U.S. Department of State. The Global Partnership launched the Justice Institutes on Gender Based Violence in 2014 to provide training to NGOs, law enforcement officers, prosecutors, judges, and government-based service providers to support victims of extreme forms of gender-based violence. Since its launch, trainings have been held in Mexico and Nepal. Upcoming trainings will launch in Brazil, India, South Africa, and other countries.

For more information about Avon’s efforts to end violence against women around the world follow us on Facebook and Twitter at @avonfoundation #SpeakOut #IWD.

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About Avon’s Speak Out Against Domestic Violence Program

The Avon Foundation for Women launched [Speak Out Against Domestic Violence](#) in 2004 to support domestic violence awareness, education, and prevention programs aimed at reducing domestic and gender violence, and to provide direct services for victims and their families. Through 2014, the Avon Foundation for Women has contributed nearly \$40 million in the United States towards this goal. Globally, Avon supports efforts to end violence against women

in nearly 50 countries by raising funds through [special product sales](#) and educating women around the world through its army of six million Avon Representatives. Visit www.avonfoundation.org for more information.

Futures Without Violence

For more than 30 years, Futures Without Violence has led the way and set the pace for innovative educational programs, public action campaigns, policy development, and leadership training designed to end violence against women, children, and families around the world. Providing leadership from offices in San Francisco, Washington D.C. and Boston, Futures Without Violence invests in the power of those affected by violence and brings individuals and communities together to create positive solutions. Instrumental in developing the landmark Violence Against Women Act passed by the U.S. Congress in 1994, Futures Without Violence has established a Global Center for Leadership and Action that will engage today's diverse national and global leaders, stand with survivors, and continue working to break the silence around gender-based violence.

About the NYC Mayor's Office to Combat Domestic Violence

The Mayor's Office to Combat Domestic Violence (OCDV), established in 2001, oversees the citywide delivery of domestic violence services, creates innovative policies, develops crisis intervention and prevention based programs, and works to increase awareness through broad and diverse outreach efforts throughout New York City. OCDV operates four Family Justice Centers (FJs) in the Bronx, Brooklyn, Manhattan, and Queens, with a fifth Center opening in Staten Island in 2015. The FJs offer comprehensive wraparound services for victims of intimate partner violence, sex trafficking and elder abuse, including case management, civil legal and supportive services, as well as access to the District Attorney's Offices and the New York Police Department. The FJs are walk-in Centers that provide free and confidential services regardless of the client's language, immigration status, income, gender identity or sexual orientation.