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NEW YORK CITY ANNOUNCES ITS ANNUAL DOMESTIC VIOLENCE AWARENESS MONTH CAMPAIGN

NYC Go Purple Day and Events to be Hosted Citywide to Spread Awareness and Share Resources with Survivors

NEW YORK, NY - As October begins, the Mayor's Office to End Domestic and Gender-Based Violence (ENDGBV) is launching its annual Domestic Violence Awareness Month (DVAM) campaign and accompanying [calendar of events](#) which includes "NYC Go Purple Day," to alert New Yorkers about the resources and services available to survivors throughout New York City. During DVAM, events are held around the city to raise awareness about domestic violence, uplift survivors, and share critical information about resources available to survivors. On "NYC Go Purple Day" (October 19, 2023) local landmarks across the city light up in purple, and New Yorkers are encouraged to wear purple to show support for survivors.

Domestic violence occurs in every part of the city, among people of all races, cultures, religions, and income levels. It can happen to anyone regardless of age, gender, or sexual orientation. While domestic violence is considered one of the most under-reported crimes, in 2022 there were 272,484 domestic violence incident reports filed by the NYPD – an average of 747 a day. That same year there were 85,458 calls to New York City's 24-hour Domestic Violence hotline at 1-800-621-HOPE (4673), with 7,648 unique requests for shelter. The [NYC Hope](#) website of survivor resources had 101,000 visits – an average of almost 277 visits a day – with 54,300 new visitors.

"DVAM highlights the City's efforts to keep survivors safe and free from violence," said **Cecile Noel, Commissioner, NYC Mayor's Office to End Domestic and Gender-Based Violence**. "Domestic and gender-based violence is a public health crisis that requires a coordinated, holistic approach to address the acute and unique needs of survivors. Our office develops and implements new programs to interrupt cycles of violence and enhance support for survivors throughout the City in partnership with our program providers and the New York City advocacy community. Join us this month as we raise awareness of the dynamics and impacts of domestic violence, lift up the stories and experiences of survivors, share vital information and resources, and wear purple on NYC Go Purple Day."

The Adams administration's commitment to advancing the city's response to domestic and gender-based violence is supported with multiple innovative strategies and initiatives including:

- **The ABCs of Healthy Relationships:** ENDGBV has launched "[The ABCs of Healthy Relationships](#)" interactive web-based toolkits to help elementary school students develop healthy relationships with their friends and classmates as building blocks for healthier relationships.
- **Respect & Responsibility:** ENDGBV's free, non-mandated Abusive Partner Intervention Program (APIP) program for individuals who have caused harm in their intimate relationships implements a trauma-informed curriculum that aims to have participants take accountability, stop causing harm, and change behavior. Programming launched in February 2022 with three city-contracted

providers facilitating introductory sessions and multi-week groups in community, and supporting participants with access to case management and other services.

- **Street Harassment Prevention Survey & Resource Guide:** the NYC [Street Harassment Prevention Advisory Board](#) (SHPAB) recently launched a citywide outreach effort to conduct a survey on the nature, prevalence, and impact of street harassment on New Yorkers. The SHPAB is co-chaired by the New York City Mayor’s Office to End Domestic and Gender-Based Violence (ENDGBV) and the New York City Commission on Gender Equity (CGE) which sits within the NYC Mayor’s Office of Equity (MOE). This [survey](#) will help the advisory board better understand how and where New Yorkers experience street harassment, identify people and communities most at risk, and understand what kind of prevention, education, and training resources city agencies, community members, and individuals can utilize to address this form of violence. The [resource guide](#) contains important information on how New Yorkers can prevent and respond to street harassment, including different steps people can take both in the moment and following an incident of harassment, either as a target or as a bystander, as well as resources available to support someone who has been harassed.

“NYC Go Purple Day” is October 19, 2023

On “NYC Go Purple Day” local buildings and landmarks across the city will light up in purple including City Hall, the David N. Dinkins Manhattan Municipal Building, Gracie Mansion, Staten Island Borough Hall, One Police Plaza, The Parachute Jump in Coney Island, The Arsenal in Central Park, One World Trade Center, One Bryant Park, and One Five One. New Yorkers can show their support for survivors by wearing purple and posting pictures to social media using the hashtags #DVAM2023 #AwarenessHelpHope #NYCGoPurple #StandWithSurvivors and tagging @nycendgbv, and attending one of the many DVAM events listed on ENDGBV’s citywide calendar which can be found at www.nyc.gov/endgbv. The public is also encouraged to host events, workshops, trainings or gatherings with other community members and to add those to the Citywide calendar using this online [electronic form](#). Additionally, New Yorkers are encouraged to follow @nycendgbv and join ENDGBV in uplifting survivor voices by sharing daily affirmations of healing and support, and by engaging and inspiring allies to act through this [electronic form](#).

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About the 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). GBV can include intimate partner and family violence, elder abuse, sexual assault, stalking, and human trafficking. [Read more about the term](#).

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. For more information, visit nyc.gov/ENDGBV or visit us on [Facebook](#), [Instagram](#) or [X](#) (formerly known as Twitter.)