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CONTACT: Bernie Lubell | blubell@cityhall.nyc.gov | 646.879.0656 (cell)



NYC LAUNCHES BOLD ANTI-STREET HARASSMENT AD CAMPAIGN

7 IN 10 NEW YORKERS EXPERIENCE STREET HARASSMENT, CAUSING ANXIETY, DEPRESSION, COMMUTE CHANGES AND THOUGHTS OF MOVING

ADS WILL RUN ON SUBWAYS, FERRIES, CITY STREETS THROUGH APRIL FOR SEXUAL VIOLENCE AWARENESS MONTH

NEW YORK, NY – Street Harassment affects seven out of 10 New Yorkers and the Mamdani administration is launching a bold ad campaign on April 1 to make clear: **Unwanted remarks, touching or photography can cause fear, discomfort, and anxiety. Unwanted attention isn't harmless, it's harassment.**

For the entire month of April, in recognition of Sexual Violence Awareness Month, New Yorkers will see [these advertisements](#) in **English and Spanish** highlighting the consequences of street harassment and directing New Yorkers to resources in 12 languages at nyc.gov/EndStreetHarassment.

“In recognition of Sexual Violence Awareness Month, I’m proud to support this campaign to end street harassment,” said **Mayor Mamdani**. “Street harassment is pervasive—it impacts New Yorkers in every borough. And addressing it means investing in tools and resources to reduce harm and build safer communities. Organizations like ENDGBV are

on the front lines every day, standing with survivors and pushing this work forward. We're grateful for their leadership—and for bringing this urgent campaign to communities across our city.”

The animated digital ads will run on the subways approximately **12 million times** and on the Staten Island Ferry more than **15 million times**. The ads will also appear as sidewalk **decals at 150 locations** and as **posters at 75 sites** near construction areas. Additionally, staff will distribute palm cards at major transit hubs.

[>>>Download high-res advertisement videos and stills here<<<](#)

People of all ages, genders and sexual orientations in every neighborhood can experience street harassment. According to [a survey by the NYC Street Harassment Prevention Advisory Board \(SHPAB\)](#), three out of four New Yorkers have experienced verbal harassment like unwanted comments, whistles or repeated advances in the last six months. **Fifty-three percent experienced physical harassment, like being filmed, followed, or touched without consent.**

"Nobody is immune to street harassment, and the data reflects that: 7 out of 10 New Yorkers, a huge portion of our population, have experienced this type of harassment in the last six months," said **NYC Deputy Mayor for Health and Human Services Dr. Helen Arteaga**. "Street harassment is far too prevalent, and it is causing fear, depression, and anxiety among New Yorkers. In order to address this, we must bring awareness to the scope of the issue and make clear that certain actions aren't harmless, they're harassment—and that's exactly what this citywide campaign does."

This multiplatform campaign, created in partnership with city vendor [Bandujo](#), is the result of Local Law 46 of 2022, which established SHPAB to study the prevalence of street harassment in New York City and develop prevention strategies through public awareness, training and community engagement. The board is co-chaired by the Mayor's Office to End Domestic and Gender-Based Violence (ENDGBV) and the NYC Commission on Gender Equity (CGE).

"Street harassment has real consequences—New Yorkers say it has caused anxiety, depression, forced them to change their daily commute and even led some to consider leaving New York City entirely," said **Saloni Sethi, Commissioner of the Mayor's Office to End Domestic and Gender-Based Violence (ENDGBV), and Co-Chair of the city's Street Harassment Prevention Advisory Board**. "Every New Yorker, regardless of race, ethnicity, age, gender identity, sexual orientation, immigration status or status as a person with a disability should be able to move through the city without fear of being harassed. Let's work towards that reality together – [download our Street](#)

[Harassment Resource Guide](#) and learn what you can do as a bystander to prevent street harassment and safely step in to help when it happens.”

“As someone who has experienced street harassment, I know firsthand that street harassment is not harmless — it impacts New Yorkers as they commute to work, attend school, and go about their daily lives,” said **Executive Director Priya Nair, NYC Commission on Gender Equity**. “Through this campaign, led by ENDGBV and advocated for by the Street Harassment Prevention Advisory Board, we are raising awareness of the real harms caused by street harassment and providing tools for communities to support one another. It takes all of us to build a city where New Yorkers are safe, respected, and free to be who they are.”

“Street harassment undermines our shared sense of safety and dignity, leaving New Yorkers feeling unsafe in spaces they have a right to occupy,” said **Commissioner Christine Clarke, New York City Commission on Human Rights**. “Street harassment is not only unacceptable, it is illegal. All New Yorkers should be able to navigate our city without fear.”

“Individuals who experience repeated street harassment report increased anxiety, lowered self-esteem, and ongoing feelings of vulnerability, as well as behavioral changes like avoiding certain places or altering daily routines to feel safer,” said **Omar Fattal, MD, MPH, Chief of Behavioral Health Services at NYC Health + Hospitals**. “The City’s public health care system, which is the largest provider of behavioral health services in New York City, applauds this campaign for its boldness in addressing the important issue of impacts on mental health head on.”

About the Mayor’s Office to End Domestic and Gender-Based Violence (ENDGBV)

ENDGBV supports survivors of domestic and gender-based violence by developing and delivering accessible and inclusive services to survivors, their families, and communities through collaboration with government agencies, community partners, survivors, and philanthropy. We strive to ensure that the City’s services and resources reduce barriers, address gaps in service, and create new pathways to safety through program development, legislative and policy advocacy, research, training, community-based initiatives and engagement, and operation of the five New York City Family Justice Centers that service more than 2,300 clients per month. If you or someone you know is experiencing domestic or gender-based violence, help is available. Call NYC’s 24-Hour Hope Hotline at 1-800-621-HOPE (4673), or chat with an advocate at on.nyc.gov/hotlinechat. To reach our Family Justice Centers, head to nyc.gov/fjc.