



NYC Street Harassment Prevention Advisory Board Social Kit

The [New York City Street Harassment Prevention Advisory Board](#) (SHPAB) was created in 2022 to study street harassment in NYC and develop programming, resources, and recommendations to help prevent and eliminate street harassment. The Board is co-chaired by the [Mayor's Office to End Domestic and Gender-Based Violence](#) (ENDGBV) and the [New York City Commission on Gender Equity](#) (CGE), which sits under the [Mayor's Office of Equity & Racial Justice](#) (MOERJ).

We request your help in spreading awareness about our publication, "[End Street Harassment: A NYC Resource Guide](#)." **Use this social kit to spread the word!**

The Resource Guide includes steps people can take in the moment and following an incident of harassment, either as a target or bystander, and resources available to support someone who has been harassed.

Help protect the right of all New Yorkers to feel safe in public, and to move freely in our public spaces without fear of harassment. **Together, we can help create safer, public spaces for everyone.**


SOCIAL MEDIA

Campaign Hashtag

- #MakeNYCHarassmentFree

Graphics and Captions

Graphics can be downloaded from the [Google Drive graphics folder](#). Here you can find varied sizes of these graphics.

<p style="text-align: center;"><u>STREET HARASSMENT</u></p>  <p style="text-align: center;">DOWNLOAD THIS GRAPHIC</p>	<p><u>CAPTIONS:</u></p> <ul style="list-style-type: none">● Street harassment is a form of violence with roots in different and intersecting forms of oppression. It hurts people and communities by causing fear, anxiety, distrust, and by limiting their mobility. When people feel unsafe in public spaces, they are less likely to spend time outside or join group activities. We all have a role to play in preventing and responding to street harassment. Check out “End Street Harassment: A NYC Resource Guide” to learn ways to prevent and respond to street harassment in the moment or as a bystander, and for supportive tips and resources. nyc.gov/EndStreetHarassment● Street harassment is all too common in NYC, but together we can make our city safer for everyone. Check out our resource guide below for tips on how to respond to street harassment and be a supportive bystander. Let's do our best to #MakeNYCHarassmentFree! nyc.gov/EndStreetHarassment● Street harassment can cause fear and anxiety and makes people feel unsafe in public places. We can work together to stop this. This Resource Guide explains how New Yorkers can respond to or prevent harassment, along with other resources. nyc.gov/EndStreetHarassment
<p><u>ALT TEXT:</u> Streetscape with dark figures looking at four people in a street. Text reads: Street harassment makes people feel unsafe in their communities. Let's work together to end it. NYC Commission on Gender Equity logo and NYC Mayor's Office to End Domestic and Gender-Based Violence logo</p>	

RESOURCE GUIDE



[DOWNLOAD THIS GRAPHIC](#)

CAPTION:

Check out “End Street Harassment: A NYC Resource Guide.” Learn more about how you can prevent street harassment, where you can get help and support if you’ve experienced it, and how NYC is working to #MakeNYCHarassmentFree. nyc.gov/EndStreetHarassment

ALT TEXT: Brick wall with a person in front of it, staring up at the End Street Harassment NYC Resource Guide cover page. There is a white arrow pointing toward the guide cover. Text reads: Find resources here. NYC Commission on Gender Equity logo and NYC Mayor’s Office to End Domestic and Gender-Based Violence logo

WHAT TO DO IN THE MOMENT? ASK BYSTANDER FOR HELP



[DOWNLOAD THIS GRAPHIC](#)

CAPTION:

What can I do in the moment?
Ask Bystanders for Help:
Loudly announce what the person harassing you said or did, e.g., “Help! That man in the blue shirt is following me.” Then tell people what you want them to do, e.g., “Can you please wait here with me?” nyc.gov/EndStreetHarassment

ALT TEXT: An illustrated person on a subway platform with a train in background running toward two people. Text reads: What can I do in the moment if someone harasses me? Ask bystanders for help. NYC Commission on Gender Equity logo and NYC Mayor’s Office to End Domestic and Gender-Based Violence logo

WHAT TO DO IN THE MOMENT? REQUEST EMERGENCY ASSISTANCE



[DOWNLOAD THIS GRAPHIC](#)

CAPTION:

What can I do in the moment if someone harasses me?

Request Emergency Assistance:

Call 911 if you or others are in immediate danger. Note this will cause a police response.

Check out our Resource Guide for more tips:

nyc.gov/EndStreetHarassment

ALT TEXT: An illustrated phone with a text bubble that says 911. Text reads: What can I do in the moment if someone harasses me? Request Emergency Assistance. NYC Commission on Gender Equity logo and NYC Mayor's Office to End Domestic and Gender-Based Violence logo

WHAT TO DO IN THE MOMENT? MOVE SOMEWHERE SAFE



[DOWNLOAD THIS GRAPHIC](#)

CAPTION:

What can I do in the moment?

Move Somewhere Safe:

If you can, go into a local business, shop, building lobby, or other public place to get help. If you & the harasser are the only ones on a bus/train, sit near the driver or move to a car with other people. nyc.gov/EndStreetHarassment

ALT TEXT: An illustrated person on sidewalk is walking to a café with customers inside. Text reads: What can I do in the moment if someone harasses me? Move somewhere safe. NYC Commission on Gender Equity logo and NYC Mayor's Office to End Domestic and Gender-Based Violence logo

WHAT TO DO IN THE MOMENT? RECLAIM YOUR SPACE



[DOWNLOAD THIS GRAPHIC](#)

CAPTION:

What can I do in the moment?

Reclaim Your Space:

Set a boundary by telling the harasser to stop & move away. Make direct eye contact, speak firmly, & tell them what you want them to do & why, e.g., "Don't talk to me like this, it's harassment. Move away."

nyc.gov/EndStreetHarassment

ALT TEXT: Two illustrated people are arguing on the sidewalk with a cityscape in background. Person with a hijab puts their hand up to get space from the second person. Text reads: What can I do in the moment if street harassment happens to me? Reclaim your space. NYC Commission on Gender Equity logo and NYC Mayor's Office to End Domestic and Gender-Based Violence logo

WHAT TO DO IN THE MOMENT? RECORD THE INTERACTION



[DOWNLOAD THIS GRAPHIC](#)

CAPTION:

- What can I do in the moment?

Record the Interaction:

If you feel safe enough, use your phone or ask someone nearby to record the person harassing you, and any identifying information.

nyc.gov/EndStreetHarassment

- What can I do in the moment?

You can use a recording to report the incident or share it with your support network or on social media to connect with others who have had similar experiences and to let people know that this behavior is not acceptable.

nyc.gov/EndStreetHarassment

ALT TEXT: An illustrated hand holding a phone that is recording another person who is angry/shouting. Text reads: What can I do in the moment if someone harasses me? Record the interaction. NYC Commission on Gender Equity logo and NYC Mayor's Office to End Domestic and Gender-Based Violence logo

WHAT TO DO IN THE MOMENT? GIFS
 Carousel of 5 gif graphics displaying strategies you can do in the moment if you experience street harassment



[DOWNLOAD THESE GRAPHICS](#)

CAPTION:

If you are harassed in public, remember that it's not your fault and however you respond is okay, including not responding at all. If you feel safe and are able to take action, here are five strategies to consider using.
nyc.gov/EndStreetHarassment
 #MakeNYCHarassmentFree

Social Horizontal Graphics



Horizontal Graphics left to right

1st row: Street Harassment, Resource Guide, Ask Bystander for help

2nd row: Request Emergency Assistance, Move Somewhere Safe, Reclaim your space

3rd row: Record the Interaction

All are downloadable via Google Drive linked on graphic.

Social Story



Stories left to right

1st row: Street Harassment, Resource Guide, Ask Bystander for help, Request Emergency Assistance, Move Somewhere Safe

2nd row: Reclaim your Space, Record the Interaction

All are downloadable via Google Drive linked on graphic.

Social Square Gifs



Square Gifs left to right

1st row: Ask Bystander for help, Request Emergency Assistance, Move Somewhere Safe

2nd row: Reclaim your Space, Record the Interaction

All are downloadable via Google Drive linked on graphic.

VIDEO

Click the link to watch Mayor Eric Adams' video and share it with your networks.

<https://youtu.be/5f7PMhWyGWA>

NEWSLETTER/EMAIL TEMPLATE

Dear [Recipient],

We know street harassment is a reality for too many New Yorkers. That's why the city is working to end street harassment through community input and resources. Join us in spreading awareness about the new publication, "[End Street Harassment: A NYC Resource Guide](#)."

Street harassment is unwanted and unwelcome threatening or offensive acts, statements, or behaviors directed at someone in public spaces such as sidewalks, streets, parks, and public transportation. Harassment harms people of all ages, races, national origins, gender identities and expressions, sexual orientations, and people with disabilities and can have immediate and long-term effects.

The Resource Guide contains steps people can take (in the moment and following an incident of harassment), either as a target or as a bystander, and resources available to support someone who has been harassed.

Help protect the right of all New Yorkers to feel safe in public, and to move freely in our public spaces without fear of harassment:

- [Download the Resource Guide here](#), and share it with your networks.
- Share social media posts using our [Social Kit](#) and the hashtag #MakeNYCHarassmentFree.

Together, we can help foster safer, public spaces for everyone.

[Your Preferred Sign-Off]