

# DOMESTIC VIOLENCE TOOLKIT

## for Salon and Barbershop Professionals



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

## What is Intimate Partner Violence?

Intimate partner violence (IPV) is a pattern of coercive and abusive behaviors used by one partner to maintain power and control over another partner in an intimate relationship. This includes people with any current or former romantic involvement, for example, dating, previously dating, on again/off again, married, divorced, living together or apart, or those with children in common. Intimate partner violence can occur between people of any gender identity or sexual orientation. It can include many forms of abuse, including manipulation, threats, or the actual use of physical, sexual, emotional, verbal, psychological, or financial abuse.

The term domestic violence (DV) is often used interchangeably with intimate partner violence. However, DV is an umbrella term that refers to intimate partner and family violence. The term family violence refers to any abusive behavior that occurs between members of a family or household who are not involved in a romantic relationship. This includes chosen family as well as people related by blood, marriage (i.e. in-laws), foster care, adoption or any other familial relationships.

IPV is incredibly prevalent; there were over 111,330 IPV reports made to the NYPD in 2018. IPV is one of the leading causes of homelessness in NYC, and can affect people regardless of religion, race, gender identity, sexual orientation, or socio-economic status.

It is imperative to remember when working with someone who you think may be a victim of IPV that their safety is a priority. This Domestic Violence Toolkit for Salon Professionals and Barbers is designed to make your interactions with potential victims of IPV as safe and helpful as possible.

## How Can Salon and Barbershop Professionals Help?



IPV is a prevalent issue in communities across New York City and everyone can play a part in providing support to people who are experiencing abuse. Because of the unique relationship that salon and barbershop professionals share with their clients, they can be great partners who can notice signs of an abusive relationship, and help by safely referring clients to information and resources. Salons and barbershops are sometimes the only safe place for people, a place where they feel comfortable sharing information about their life. Supporting someone experiencing IPV can be as easy as listening and sharing information about resources.

# How Can Salon and Barbershop Professionals Support Victims of IPV?

## Create a culture of safety and support

- Be willing to see and acknowledge the problem.
- Recognize that you may be a trusted confidant for your clients.
- Understand that you can play a role in supporting people experiencing IPV, just by listening and knowing about resources.
- Start by believing the person experiencing abuse. Many people hide their abuse because they fear that they won't be believed.
- Have resources and information readily available and on display (brochures, educational materials, NYC Family Justice Center locations, and/or DV hotline posters).
- Take a stand against gender-based violence in all its forms when you hear it expressed in your workplace. Speak out when you hear jokes and comments that perpetuate violence and harmful behaviors. Model and promote respectful, supportive behaviors and conversations for victims and survivors.

## Develop a plan on how you, as a salon or barbershop professional, can support people experiencing IPV

- If you have employees, consider creating a plan that guides them on what to do if they know or suspect a client or coworker is experiencing abuse.
- When creating a plan for employees, set clear expectations about what they can (or should not) do. For example, a salon or barbershop professional can listen and offer support and information about resources while keeping themselves safe.

## Know your community resources and post the information

- Share IPV resources with your clients and professional communities
- NYC's Domestic Violence Hotline can help people experiencing abuse connect to services—24 hours a day, 7 days a week: **(800) 621-HOPE (4673)**
- NYC Family Justice Centers provide free, confidential assistance to victims of intimate partner violence, sex trafficking, and elder abuse, and welcome people of all ages, sexual orientations, and gender identities, regardless of immigration status, income, or language spoken. They are open Monday to Friday, 9 a.m. to 5 p.m. by phone. Call for an appointment.

- **Bronx FJC: (718) 508-1220**
- **Brooklyn FJC: (718) 250-5113**
- **Manhattan FJC: (212) 602-2800**
- **Queens FJC: (718) 575-4545**
- **Staten Island FJC: (718) 697-2800**

- Reach out to ENDGBV's Outreach Team if you are interested in collaborating on an event or outreach effort in your community, or with your network of small businesses and cosmetology professionals.



## Understand the dynamics of IPV

- Consider effects of IPV beyond the individual being abused, particularly impacts on children, family members, and the community
- Schedule trainings from professionals in the field of IPV, sexual assault, stalking, and dating violence
  - The New York City Mayor’s Office to End Domestic and Gender-Based Violence (ENDGBV’s) Training Team: Skilled trainers with expertise in numerous topics related to IPV can work with you to identify IPV training needs for your staff, and help with reviewing and developing protocols around IPV for your salon or barbershop.  
  
(212) 788-2799  
Training@endgbv.nyc.gov  
www.nyc.gov/endgbvtraining
  - CUT IT OUT: The Beauty Community Against Domestic Abuse is a program of the PBA Charities. CUT IT OUT is dedicated to mobilizing salon and barbershop professionals and others to fight the epidemic of domestic abuse in communities across the U.S. by building awareness and training salon and barbershop professionals to recognize warning signs and safely refer clients, colleague, friends and family to local resources.  
probeauty.org/cutitout

## Working with People Experiencing Abuse

**DO:** Offer supportive statements and remind the person experiencing abuse that the abuse is not their fault.

**DO NOT:** Use victim-blaming language. Stay away from the “Why?”

**DO:** Understand and accept your role as a trusted professional and source of support.

**DO NOT:** Provide advice on what the person experiencing abuse should or should not do, or get involved in the situation by approaching the abusive partner.

**DO:** Provide appropriate options and resources.

**DO NOT:** Insist that the person experiencing abuse utilize resources you’ve provided. Disclosing abuse does not mean the person experiencing abuse is ready to take action, and there are often many emotional, financial, spiritual, and physical barriers to seeking help and safety.

**DO:** Check your biases and listen nonjudgmentally. Avoid criticizing the person’s partner, actions, or behaviors.

**DO NOT:** Underestimate the importance of listening.

**DO NOT:** React with disbelief, disgust, or anger at what the person experiencing abuse tells you.

**DO:** Prioritize the safety and confidentiality of the person experiencing abuse.

**DO NOT:** Inquire about the abuse in front of others and/or discuss the abuse with co-workers.

**DO:** Believe the person experiencing abuse.

**DO NOT:** Assume the person is not being truthful because their story doesn't make sense, or the details are unclear. Trauma impacts how the brain receives, processes and stores memories. It is normal for someone who has experienced trauma to have incongruent memories and affectations.

**DO:** Support and respect the person experiencing abuse's choices.

**DO NOT:** Recommend that the person experiencing abuse leave situation, or that they stay in the relationship and pursue couples' counseling/work on communication/manage the abuse. Each of these options may have consequences for their safety, and this type of advice often undermines their autonomy.

**DO:** Educate yourself and your community of salon and barbershop professionals. Understanding the tactics and dynamics of abuse provide the foundation for following these guidelines.

**DO NOT:** Put yourself in an unsafe situation by confronting the abusive partner.

**DO:** Keep information about abuse, and disclosures confidential. If someone has entrusted you with their personal information, it is important to honor their trust and their self-determination.

**DO:** Encourage and support behavior change while being clear that any type of abuse is unacceptable.

**DO NOT:** Suggest couple's counseling or mediation. This may seriously jeopardize the safety of the person experiencing abuse.

**DO:** If you know someone who is using abuse, hold them accountable for their actions by letting them know that this behavior is never justifiable.

**DO NOT:** Let anxiety or fear prevent you from holding the abuser accountable in a safe, non-confrontational manner.

For more information go to the Mayor's Office to End Domestic and Gender-Based Violence at:

[www.nyc.gov/endgbv](http://www.nyc.gov/endgbv)

## What steps can salon and barbershop professionals and businesses take to get involved and stay connected?

**Share information and resources:** Invite ENDGBV and community partners addressing the issue of IPV to present to your salon/barbershop, or table at events in your community to raise awareness, provide materials and information, and support and promote prevention and intervention across your networks.

**Build Capacity:** Request training from ENDGBV (and other community-based organizations) for yourself and your fellow salon and barbershop professionals. Create a plan at your salon/barbershop or place of business for how you and your fellow salon and barbershop professionals will respond to and address disclosures of IPV.

**Help spread the word:** Plan and organize an outreach event in your community to raise awareness about services and resources. Work with ENDGBV's Outreach Team to hand out flyers at a busy transit station, or host a town hall, special event, or forum where the issue can be presented and discussed.

**Support:** Organize a donation drive to collect food, clothing, or supplies for an organization that provides IPV services to persons experiencing abuse.

For more information, consult or contact the following ENDGBV departments and partners:

### NYC HOPE RESOURCE DIRECTORY

The City of New York's Resource Directory of domestic and gender-based violence services provides comprehensive information on services available to survivors throughout the five boroughs.

Before referring a person experiencing harm to an organization listed in the directory, you should first contact the organization to ensure that appropriate services are available. You can also contact 311 for up-to-date service information, and assistance in over 150 languages.

Find local resources in New York City for survivors and their children with the Resource Directory at [www.nyc.gov/nychope](http://www.nyc.gov/nychope)

### NYC FAMILY JUSTICE CENTERS

New York City Family Justice Centers (FJs) are safe, caring environments that provide one-stop services and support. Key City agencies, community, social and civil legal services providers, and District Attorney's Offices are located on-site at NYC FJs, to make it easier for survivors of intimate partner violence, elder abuse, and sex trafficking to get help.



All are welcome regardless of language, income, gender identity, or immigration status. Interpretation services are available on-site, and locations are wheelchair accessible. People can call ahead to request other accommodations.

The FJCS can help clients with the following services:

- Safety planning and risk assessment
- Case management and advocacy, including help accessing emergency shelter and public benefits, and applying for housing (if eligible)
- Mental health and counseling services for adults and children to support emotional well-being
- Referrals to job training and education programs, including educational workshops to help with budgeting, credit repair, resume writing, and interviewing skills
- Legal information regarding orders of protection, custody, visitation, child support, divorce, eviction proceedings, and immigration
- Connecting to trained law enforcement, such as the NYPD, the NYC Sheriff's Office, and the District Attorney's Office
- Childcare for children age 3+ is available for clients on-site at all NYC FJCS

**Create your own way to engage with this topic using the strengths, skills, and resources within your community!**

## ENDGBV's POLICY AND TRAINING INSTITUTE

The Policy and Training Institute ("the Institute") leads ENDGBV's training, prevention and policy work. The Institute, which comprises our policy team, the Training Team, and the NYC Healthy Relationship Training Academy, was created to enhance City agency and community-based organization (CBO) responses to domestic and gender based violence, identify key areas for policy change and development, and engage in primary prevention through work with young people throughout New York City.

The Training Team is comprised of skilled trainers with expertise in numerous topics that relate to intimate partner violence (IPV) and gender-based violence (GBV), including family violence, sexual assault, human trafficking, elder abuse and stalking. Our trainers work with City agencies and CBOs to identify IPV training needs for staff, create work plans for ongoing, refresher and advanced staff trainings, and assist agencies in the review and development of their existing policies and protocols around IPV and GBV. Our Training Team also develops advanced trainings and curricula around the intersections of GBV, and customizes trainings for service providers and in their specific roles at City agencies and CBOs. Request a training online at [www.nyc.gov/endgbvtraining](http://www.nyc.gov/endgbvtraining)

The Healthy Relationship Academy (The Academy) is a prevention/education program that centers young people in their mission to end domestic and gender-based violence. Community Educators provide free interactive, intersectional, and discussion-based workshops to young people ages 11-24. Workshop topics include teen dating violence, healthy relationships, and consent. The Academy also delivers skills-based workshops and trainings to parents and professionals working with young people on how to discuss relationships, spot warning signs of intimate partner violence, and be a resource and ally to young people.

If you have further questions, or would like to schedule a workshop, please contact [\(212\) 788-2516](tel:2127882516) or [academy@endgbv.nyc.gov](mailto:academy@endgbv.nyc.gov)

## ENDGBV'S OUTREACH TEAM

ENDGBV's Outreach Team engages New York City communities through a wide variety of public engagement and education efforts, including: conducting workshops and organizing community events for community members and organizations; sharing information through tabling, resource fairs, and supporting community events, as well as through our partnerships with sister agencies and community-based organizations; and building the capacity of local communities to prevent, recognize, and respond to domestic and gender-based violence.

Our work is done in communities across the City, with a special focus on immigrant, youth, vulnerable, and other traditionally underserved communities. Through our myriad community partnerships and by facilitating conversations, art-based practices, and other methods of engagement, we increase community awareness for gender-based violence, and promote resources available to victims and survivors of gender-based violence throughout New York City—including ENDGBV's own education and prevention trainings and workshops.

If you would like to speak to a Community Liaison about potential collaborations or engagement ideas, or if you would like to invite us to present to your community, organization, or group, please contact [\(212\) 788-2602](tel:2127882602) or [outreach@endgbv.nyc.gov](mailto:outreach@endgbv.nyc.gov)

