

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. 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.

This is the first report to be provided in compliance with Local Law 39 of 2019, covering fiscal year 2020 - July 1, 2019 through June 30, 2020. This report provides an overview of ENDGBV outreach activities to cosmetologists.¹

Outreach to Cosmetologists

Fiscal Year 2020 Cosmetologist Outreach: Number of Salons Visited and Materials Distributed

Borough	Number Salons Visited	Number Materials Distributed
Bronx	30	200
Brooklyn	23	120
Manhattan	28	203
Queens	41	360
Staten Island	9	20
Total	131	903

In addition to conducting outreach by visiting salons, ENDGBV has also reached out to 10 beauty and cosmetology schools in New York City to provide information on our cosmetology training, educational resources and materials.

Cosmetologist Training

ENDGBV conducted 6 trainings for 169 cosmetologists. Through these trainings, ENDGBV provided information on the signs of Intimate Partner Violence, survivor engagement techniques and resources available for those survivors:

1. Provided a Spanish language Intimate Partner Violence 101 training for 12 cosmetologists in Manhattan.
2. Provided a Spanish language Intimate Partner Violence 101 training for 15 cosmetologists in Manhattan.
3. Provided a Spanish language Intimate Partner Violence 101 training for 60 cosmetologists in Queens.
4. Provided a Spanish language Intimate Partner Violence 101 training to 22 cosmetologists in the Bronx.
5. Provided a Spanish language Intimate Partner Violence 101 training to 35 cosmetologists in the Bronx.
6. Provided a Spanish language Intimate Partner Violence 101 training to 25 cosmetologists in the Bronx.

Online Domestic Violence Toolkit for Cosmetologists

ENDGBV has created a [Domestic Violence Toolkit](#) for cosmetologists that is available on the ENDGBV website. The toolkit provides information on how cosmetologists can notice signs of an abusive relationships, and help by safely referring clients to information and resources. From July 1, 2019 through June 30, 2020:

- ENDGBV distributed 28 toolkits during salon and barbershop outreach, and
- The toolkit has been downloaded 103 times from the ENDGBV website.

¹ENDGBV's outreach during this reporting period was impacted by New York State on PAUSE and the COVID-19 response, which closed salons and barbershops in New York City from March 20 through June 22, 2020.