



Virginia Sexual and Domestic Violence
ACTION ALLIANCE

Virginia's leading voice
on sexual and domestic violence
for over 30 years.



For Immediate Release

Contact: Kate McCord, Action Alliance Communications Director, kmccord@vsdvalliance.org

April 20, 2015

Action Alliance Launches Helpline Campaign to Reach LGBTQ Survivors of Partner Abuse and Sexual Assault

RICHMOND, VIRGINIA-- The Action Alliance launches a new campaign this week to encourage members of the LGBTQ (lesbian, gay, bisexual, transgender, and/or queer) community who have experienced sexual assault or abuse by their intimate partners to seek help and support.

The new LGBTQ Helpline Campaign features different expressions of intimate partner violence (IPV) or sexual assault in LGBTQ relationships and encourages people who are experiencing violence in their lives to call the LGBTQ Partner Abuse & Sexual Assault Helpline, a confidential resource offering support, referrals, information, and safety planning.

The 2010 National Intimate Partner and Sexual Violence Survey (NISVS) by the Centers for Disease Control and Prevention indicated that lesbian, gay, and bisexual survivors experience intimate partner violence at similar or higher rates than those in heterosexual relationships.¹ Additionally, LGBTQ survivors of intimate partner violence may experience specific barriers to reporting violence such as fear due to threats from an abusive partner to out the survivor's sexual orientation or gender identity. LGBTQ survivors may experience service discrimination and biased attitudes from law enforcement and service providers, and a lack of culturally appropriate and sensitive resources.²

The Action Alliance begins testing LGBTQ Helpline campaign strategies this week in Metro Richmond. Campaign strategies include: distributing packages of posters, pens, magnets, stickers and other marketing materials to targeted groups in Richmond (e.g. community centers, clubs, and college campuses), placing exterior and interior ads on Richmond public transportation, and gathering data to determine effective social media strategies.

Trained professionals on the LGBTQ Partner Abuse & Sexual Assault Helpline offer confidential support, information, and resources to survivors, friends, family, and helping professionals.

The Helpline may be contacted by phone, chat or text.

Call: (866) 356-6998 Monday-Friday 8am-8pm
Chat: www.vsdvalliance.org Monday-Friday 4pm-8pm
Text: (804) 793-9999 Monday-Friday 4pm-8pm

¹ Walters, M.L., Chen J., & Breiding, M.J. (2013). The National Intimate Partner and Sexual Violence Survey (NISVS): 2010 Findings on Victimization by Sexual Orientation. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention.

² "NCAVP Endorses Intimate Partner Violence Awareness Month; Calls for End to LGBTQ and HIV-Affected Intimate Partner Violence". National Coalition of Anti-Violence Programs Alert. October 16th, 2014.

#

About the Virginia Sexual & Domestic Violence Action Alliance

The Action Alliance has been Virginia's leading voice on sexual and domestic violence for more than 30 years and enhances response and prevention efforts through training, public policy advocacy, public awareness programs, and technical assistance to professionals.

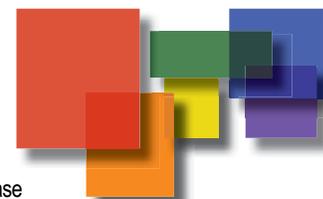
TOLL FREE 1.866.3VS.DVAA (V/TTY)

5008 Monument Avenue, Suite A
Richmond, VA 23230
Phone 804.377.0335
Fax 804.377.0339
E-mail info@vsdvalliance.org

Family Violence &
Sexual Assault Hotline
1.800.838.8238 (V/TTY)

Resources
Training
Data Collection
Public Policy
Prevention

www.vsdvalliance.org



L G B T Q
partner abuse
& sexual assault
HELPLINE

1.866.356.6998

Monday-Friday 8am-8pm