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**LATIN@ PARENTS, SURVIVORS AND COMMUNITY LEADERS ACROSS THE  
COUNTRY GATHER TO LAUNCH A NEW GROUNDBREAKING NATIONAL  
CAMPAIGN TO END DOMESTIC VIOLENCE AND SEXUAL ASSAULT**

*“DECIMOS NO MÁS” Mobilizes Latin@ Parents to Say NO MORE to Domestic Violence and Sexual Assault and Talk with Their Children about Healthy Relationships and Sexuality*

**MINNEAPOLIS, MINN. – November 17, 2015** – Today, Latin@ parents, survivors, leading non-profits and advocates for domestic violence and sexual assault prevention gathered at the Minnesota Twins stadium in Minneapolis and the Department of Children and Families in Miami to launch “DECIMOS NO MÁS,” a new groundbreaking national awareness campaign engaging Latin@s to end domestic violence and sexual assault. The awareness campaign was developed by Casa de Esperanza: National Latin@ Network for Healthy Families and Communities and the NO MORE public awareness campaign, in partnership with Verizon.

The [DECIMOS NO MÁS](#) public awareness campaign will engage Latin@ parents and will provide unique bilingual resources with a wide variety of creative and educational assets, including web-based resources like tip sheets and conversation starters, infographics, and radio and television public service announcements. Distributed by [Univision](#) and available on the campaign website, the new PSAs encourage parents to be their children’s heroes and to use their powerful influence to talk with their children about domestic violence and sexual assault.

“We are thrilled to be launching DECIMOS NO MÁS, a campaign that we believe truly reflects the collective culture of Latin@ communities and creates an opportunity to mobilize the whole community, particularly parents and caregivers, to have conversations with young people on these critical issues,” said Patti Tototzintle, CEO of Casa de Esperanza, the nation’s leading Latin@ organization on domestic violence prevention.

The focus on parents emerged from the findings of “[The NO MÁS Study: Domestic Violence and Sexual Assault in the U.S. Latin@ Community](#),” commissioned by the [Avon Foundation for Women](#) for [Casa de Esperanza: National Latin@ Network](#) and [NO MORE](#) and conducted by [Lake Research Partners](#). This study uncovered that 83% of Latin@s in the U.S. are willing to talk with their children and the children in their lives about domestic violence and sexual assault. The strongest messages that resonated with Latin@s centered on starting young, providing a better life for their children, and family values.

Informed by the NO MÁS Study, Casa de Esperanza: National Latin@ Network and NO MORE, developed the DECIMOS NO MÁS campaign, in partnership with Verizon, to engage the Latin@ community in prioritizing conversations about these issues and taking action to address them in their families and communities. The award-winning multi-cultural advertising firm, d expósito & Partners, developed and produced the PSAs completely pro bono.

A leading corporate advocate for domestic violence prevention and awareness, Verizon, through its [HopeLine](#) program, has been dedicated to supporting hundreds of national and local organizations on

the front lines of this issue since 2001. As a partner of DECIMOS NO MÁS, Verizon continues to do its part in addressing the domestic violence epidemic in the U.S. Hispanic community, which it deeply values and aims to serve.

“Verizon is committed to uncovering and supporting innovative approaches to preventing domestic violence and sexual assault,” said Rose Stuckey Kirk, chief corporate social responsibility officer for Verizon. “Through our work with the DECIMOS NO MÁS campaign, we see tremendous potential in helping parents open the lines of communication around healthy relationships with their children.”

At the press briefing held at the Minnesota Twins Stadium, Patti Tototzintle, CEO of Casa de Esperanza, unveiled the DECIMOS NO MÁS campaign alongside Minnesota Twins President Dave St. Peter and Senator Patricia Torres Ray. Simultaneously, local service providers and organizations gathered in Miami to learn more about how they could incorporate the new resources from DECIMOS NO MÁS to raise awareness and educate the Latin@ communities they serve. As part of the launch week, Casa de Esperanza: National Latin@ Network is also offering parent leadership and training workshops in Miami utilizing the new resources from DECIMOS NO MÁS.

In addition, the Avon Foundation announced the grantees of their new \$1.5 million domestic violence program for the Latin@ community in response to the findings of the NO MÁS Study. The Avon Foundation announced 15 grantees from around the country, which will implement programming to specifically reach and engage Latin@ communities in the prevention of domestic violence and sexual assault. The grantees include:

- Alliance for HOPE International, San Diego, Calif.
- Caminar Latino Inc, Doraville, Ga.
- Casa de Esperanza, Saint Paul, Minn.
- Center Against Sexual and Family Violence, El Paso, Texas
- East Los Angeles Women Center, Los Angeles, Calif.
- International Rescue Committee, New York, N.Y.
- Interval House, Seal Beach, Calif.
- Joe Torre Safe at Home Foundation, New York, N.Y.
- La Clinica del Pueblo, Washington, D.C.
- Latino Center For Prevention & Action in Health & Welfare, Santa Ana, Calif.
- Mujeres Unidas En Justicia Educacion Y Reforma Inc, Homestead, Fla.
- The Robert Wood Johnson University Hospital Foundation Inc, New Brunswick, N.J.
- Sanctuary for Families Inc., New York, N.Y.
- SPIRIT Family Services, Whittier, Calif.
- Voces Latinas Corporation, Jackson Heights, N.Y.

For more information on DECIMOS NO MÁS, visit [www.decimosnomas.org](http://www.decimosnomas.org) (for Spanish) and [www.wesaynomas.org](http://www.wesaynomas.org) (for English).

*\*Casa de Esperanza uses “@” in place of the masculine “o” when referring to people or things that are gender neutral or both masculine and feminine. This usage reflects the commitment to gender inclusion and recognizes the important contributions of both men and women.*

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### **About Casa de Esperanza: National Latin@ Network**

**Casa de Esperanza** has over 30 years of experience working to mobilize Latin@s and Latin@ communities to end domestic violence. The organization is based in St. Paul, Minnesota, where they provide family advocacy and community engagement programming. In October 2011, Casa de Esperanza was awarded the Family Violence Prevention and Services Discretionary Grant from the Department of Health and Human Services, which designates the organization the National Latin@ Institute on Domestic Violence. As a national institute, Casa de Esperanza is a member of a nationwide network that works to support prevention and intervention efforts around family violence, domestic violence, and dating violence. The work falls under a division of Casa de Esperanza called the National Latin@ Network for Healthy Families and Communities, which addresses challenges facing Latin@s experiencing domestic violence. Dedicated to prevention and intervention efforts, the National Latin@ Network engages a multidimensional public policy initiative to advance the wellbeing of Latin@ families, leads rigorous research studies that promote effective practices, and conducts training as well as develops tools focused on expanding the field's capacity to support Latin@s. Visit [www.nationallatinonetwork.org](http://www.nationallatinonetwork.org) for more information.

### **About NO MORE**

**NO MORE** is a public awareness campaign designed to engage bystanders around ending domestic violence and sexual assault. Launched in March 2013 by a coalition of leading advocacy groups, service providers and major corporations, NO MORE is supported by hundreds of national and local groups and by thousands of people who are using its signature blue symbol to increase visibility for these hidden issues. Learn more about NO MORE or download our free tools at [www.nomore.org](http://www.nomore.org). And for regular updates, follow NO MORE on Twitter (<https://twitter.com/nomoreorg>) Facebook (<https://www.facebook.com/NOMORE.org>) and Instagram (<https://instagram.com/nomoreorg>).

### **About Verizon**

Verizon Communications Inc. (NYSE, Nasdaq: VZ) employs a diverse workforce of 177,900 and generated more than \$127 billion in 2014 revenues. Verizon Wireless operates America's most reliable wireless network, with 110.8 million retail connections nationwide. Headquartered in New York, Verizon also provides communications and entertainment services over America's most advanced fiber-optic network, and delivers integrated business solutions to customers worldwide. For more information, visit [www.verizon.com/news/](http://www.verizon.com/news/).

### **About Avon Foundation for Women**

The Avon Foundation for Women is the world's largest corporate-affiliated philanthropy focused on issues that matter most to women. Since its inception in 1955, the Avon Foundation has promoted or aided charitable, scientific, educational, and humanitarian activities, with a special emphasis on activities that improve the lives of women and their families. Through 2014, Avon global philanthropy, led by the Avon Foundation, has contributed nearly \$1 billion in over 50 countries. Today, Avon philanthropy focuses on funding breast cancer research and advancing access to quality care through the Avon Breast Cancer Crusade, and efforts to reduce domestic and gender violence through its Speak Out Against Domestic Violence program. Visit [www.avonfoundation.org](http://www.avonfoundation.org) for more information.

### **About Avon Speak Out Against Domestic Violence**

The Avon Foundation for Women launched Speak Out Against Domestic Violence in 2004 to support domestic violence awareness, education, and prevention programs aimed at reducing domestic and gender violence, and to provide direct services for victims and their families. Through 2014, the Avon Foundation for Women has contributed nearly \$40 million in the United States towards this goal. Globally, Avon supports efforts to end violence against women in nearly 50 countries by raising funds through special product sales and educating women around the world through its army of six million Avon Representatives. Visit [www.avonfoundation.org](http://www.avonfoundation.org) for more information.