



Safe place. Safe families. Safe future.

PRESS RELEASE

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TESSA LAUNCHES “IT’S NOT OK” DOMESTIC VIOLENCE CAMPAIGN

Colorado Springs, CO - TESSA will announce the official launch of the IT’S NOT OKAY public awareness campaign on May 22, 2019 in an effort to curb the high rates of domestic and sexual violence plaguing the Pikes Peak region.

“Everyone tends to focus on the victims,” said TESSA Executive Director SherryLynn Boyles. “People want to know ‘why don’t they leave?’ when we need to be asking ‘how can we stop the violence from ever happening?’” Boyles continued. “We are starting with a campaign that shifts that focus and says it’s never okay for someone to be abusive.”

The campaign is the result of the work on the No Excuse for Abuse Task Force, which boasts Mayor John Suthers as Honorary Chair. The Task Force has involved approximately 80 individuals representing more than 50 local organizations, including law enforcement, youth-serving organizations, media outlets, hospitals, businesses, and military.

The campaign has a variety of facets including public service announcements that will air on television and radio locally, social media, and printed materials. The public service announcement includes a variety of local Coloradoans addressing various forms of abuse and reiterating the message “it’s not okay.” Domestic violence includes verbal, emotional, and financial abuse in addition to the physical violence people typically recognize as domestic violence.

The campaign will roll out additional features throughout the year, including a youth-focused pilot program with Harrison School District 2, an elite training team to provide presentations throughout the community, and a workplace campaign.

“Another goal of the campaign is to let people know that if they abuse, they can get help. There are counselors who specialize in helping people change these patterns,” said Boyles.

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TESSA was established as Battered Women’s Services in 1977, a collective community effort to address the number of calls that law enforcement were receiving from women reporting spousal abuse. For the past four decades TESSA has evolved from an information provider and resource referral service into a multi-faceted agency that provides holistic, seamless services to all victims of domestic and sexual violence within our community.

TESSA serves as many as 15,000 victims of domestic and sexual violence each year. TESSA provides a confidential Safehouse, support services, counseling, a children's programs, a 24/7 hotline, housing, legal services, and other community and youth outreach initiatives.