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October 2, 2023

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*****FOR IMMEDIATE RELEASE*****

***Legal Aid Launches “Your Rights, Your Power”
Campaign to Educate New Yorkers About Their Rights During
Police Encounters***

***Campaign Aims to Empower Communities Amid Increase in
Stop-and-Frisk Under Mayor Adams***

(NEW YORK, NY) - The Legal Aid Society today launched “Your Rights, Your Power,” a campaign that aims to educate New Yorkers about their rights during police encounters and empower communities amid an increase in stop-and-frisk under Mayor Eric Adams. The unconstitutional policing practice was found [unlawful](#) over a decade ago, yet, under this Administration, it is on the rise across New York City.

According to recent [data](#), in 2022, the first year of the Adams administration, the New York City Police Department (NYPD) made over 15,000 stops, the largest number of stops since 2015. These stops disproportionately target Black and Latinx communities, accounting for [89 percent](#) of all stops. Data show that [71 percent](#) of recent stops did not result in an arrest or summons.

Hyper-aggressive policing in Black and Latinx communities creates fear and criminalizes poverty. The police exploit that fear and capitalize on the fact that there is a wide knowledge gap where many people are unaware of their rights when they are being stopped.

“Knowing your rights during a police encounter is critical amid the rise in stop-and-frisk and can mean the difference between life and death,” said **Anthony Posada, supervising attorney in the Community Justice Unit at The Legal Aid Society**. “We are proud to launch this campaign to

empower our clients and all New Yorkers. Rights are like a muscle. The more you flex them, the stronger they get. For you, and your community.”

The “Your Rights, Your Power” campaign will be launched across Legal Aid’s digital platforms, including [Instagram](#), [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#). Radio ads will appear on SoundCloud and Pandora.

The campaign was designed by Legal Aid’s Community Justice Unit in collaboration with [IDEO](#), a leading global human-centered design firm. The campaign’s daring design aims to give New Yorkers the tools they need to navigate police interactions safely and will help them protect their rights.

“There was a shared respect and easeful collaboration behind this work; its clarity of message and style are a testament to the smoothness of collaboration between the IDEO and Legal Aid Society teams. We found a way to incorporate feedback from legal, community organizers, directors, and stakeholders and created something that everyone loved.”

The campaign is grounded in the stories of directly impacted communities, including members of the [NYC Cure Violence](#) network, and developed through feedback from [Crisis Management System](#) partners. Their lives and stories influenced every step of the campaign development process, leading to a campaign that reflects their bold message that resonates with their loved ones, families, and community members who are most likely to be targeted by police.

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The Legal Aid Society exists for one simple yet powerful reason: to ensure that New Yorkers are not denied their right to equal justice because of poverty. For over 145 years, we have protected, defended, and advocated for those who have struggled in silence for far too long. Every day, in every borough, The Legal Aid Society changes the lives of our clients and helps improve our communities. <https://www.legalaidnyc.org>