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# Victoria Against Violence campaign to kick off in the Wimmera

By STEPHANIE AZZOPARDI Nov. 20, 2015, 3:45 p.m.

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The Victoria Against Violence campaign has encouraged to make a stand against domestic violence over 16 days starting Wednesday.

WOMEN'S Health Grampians hopes a viral social media campaign will help stamp out family violence in the region.

The Victoria Against Violence campaign encourages people to take a stand against domestic violence for 16 days.

Families, businesses, students, community centres and organisations will unite for the cause from Wednesday to December 10.

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The campaign is timed to coincide with the United Nations 16 Days of Activism against gendered violence.

The campaign kicks off on International Day for the Elimination of Violence Against Women, and finishes on International Human Rights Day.

Wednesday is also White Ribbon Day.

Women's Health Grampians chief executive Marianne Hendron said this was the first time the state government had run the campaign.

She said promoting healthy relationships and gender equality was the key to ending family violence.

"The evidence tells us when gender equality is greater, family violence is less," she said.

Ms Hendron said people could support the campaign by posting a photo of themselves, individually or in a group, with their hands raised to social media using the hashtag #handsup.

"We'd like people to make up their own slogan or caption describing why gender equality is important to them," she said.

"It could be about equal pay, or more women in leadership."

Wimmera Superintendent Paul Margetts said the region's police responded to 1108 family violence incidents in the past financial year.

"That's nearly four a day," he said.

Northern Grampians family violence unit Senior Constable Toni Chegwin said the campaign was a way to start a conversation about gender equality and family violence.

"We want to stop the violence and break that culture," she said.

"If people see family violence, we want them to report it."

The Victoria Against Violence campaign's official colour is orange. Sen Const Chegwin said police hoped schools, businesses and organisations would display the colour for the campaign.

- Wimmera people gathered on Friday to take a stand against domestic violence at the White Ribbon Community March in Horsham. For more, see page 3.