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Victoria Against Violence campaign to kick off in the region

By STEPHANIE AZZOPARDI Nov. 20, 2015, 4:44 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 community.

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

Victorian families, businesses, students, community centres and organisations are encouraged to unite for the cause from November 25 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 concludes on International Human Rights Day.

November 25 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 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, onto 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 last financial year.

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

Northern Grampians family violence 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 to see as many schools, businesses and organisations displaying orange over the 16 days.

Wimmera people came together on Friday to kick off the conversation at the White Ribbon Community March.