



QUEENSLAND POLICE SERVICE

MEDIA RELEASE



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Violence – No Way!

A campaign to **stop** violence in the community will be unveiled today by Far Northern Region's Acting Assistant Commissioner Michael Hannigan.

The renewed plea is part of an ongoing campaign developed by police in conjunction with the community to overcome and address the high rates of violence in the Far Northern Region.

The 'Violence – No Way!' campaign is being progressively rolled out in all three of the Region's Police Districts.

Mareeba District Inspector Rolf Straatemeier has been working with his community-based Violence Prevention Committee and his staff to develop the 'Violence – No Way!' campaign.

Already the program has seen a march against violence in Mareeba last year as well as marches in communities such as Hope Vale, Yarrabah and Coen. Funding has been sourced from the Queensland Police Service as well as the Commonwealth Government to fund the program.

"The Innisfail District is currently forming its local management committee and seeking local supporters to promote the program within that police district. A similar committee in Cairns will develop localised strategies to address violence," Mr Hannigan said.

"A Regional Steering Committee will also be formed to provide guidance and support to the District committees whilst ensuring that a consistent message is provided to the community and innovative local strategies are shared with other areas," he said.

"All too often there is a good innovative program working in one area and another community down the road has never heard of it. We want to develop best practice and share ideas. This is not about promoting the police as the solution to the problem, the community has the solution, they just need to be empowered to be able to resolve it."

The 'Violence – No Way!' web site can be found at: <http://violencenoway.org/>

Personal Safety strategies such as Protective Behaviours can be found at: <http://www.police.qld.gov.au/programs/protectiveBehaviours/>

Note to media: The Far Northern Region is hoping that all regional media promote local initiatives and develop their own non-violent strategies to report on crime and prevention techniques. To empower a community to reject violence, the media plays an important role in promoting the use of safe preventative techniques but also in the use of non-violent words in media articles.

“The use of violent metaphors to promote a non-violent community is counter productive. It will be a challenge for all of us to think about the words we use in our every day language and to avoid words that promote the use of violence to stop violence. Our message is simple ‘Violence – No way’,” Mr Hannigan said.

For media enquiries contact Inspector David Tucker, the Far Northern Regional Project Officer on 0417 791 292.

Further media releases on this issue will be released over the next few weeks as new initiatives are developed.

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