A new media campaign against family violence in Aboriginal communities, *Violence is not our way…. Let’s stop it now,* is currently running on radio across the Territory.

Chief Minister and Minister for Women’s Policy, Clare Martin, said the campaign is constructed around three scripts developed during 2002 in partnership with Aboriginal communities.

The scripts have been translated into nine languages: Warramungu, Warlpiri, Aranda, Pitjantjarra, Yolngu Matha, Modern Tiwi, Anindilyakwa, Kriol and Murrin Matha.

The media campaign extends the mass media community education campaign, *Let’s stop it….now* launched by Ms Martin in February 2002.

"The campaign focuses on the message that family violence and sexual assault are not part of Aboriginal culture and tradition, and encourages community members to live in an environment free from substance abuse and family and sexual violence," Ms Martin said.

"Women’s groups and family and domestic violence workers were consulted during the development of the advertisements, which will be broadcast throughout the Territory via the Broadcasting for Remote Aboriginal Communities Scheme (BRACS).

"Participating radio stations will include the Central Australian Aboriginal Media Association (CAAMA) and the Top End Aboriginal Bush Broadcasting Association (TEABBA) which were also responsible for the translation of the scripts."

Ms Martin said that visual products such as posters and other promotional materials would reinforce the radio messages. These are currently being developed in consultation with Aboriginal groups across the Territory and will be launched later this year.

"This is a significant initiative of the *Let’s stop it….now* campaign because it is being developed for the Aboriginal community by the Aboriginal community using Aboriginal owned and operated media," she said.

"The mass media community education campaign is an important component of the Government’s Domestic Violence and Violence and Aboriginal Family Violence Strategy."