1. In October 2006, following the tragic death of teenager Matthew Stanley, the Queensland Government announced the formation of the Youth Violence Taskforce (Taskforce). The Taskforce was made up of Government representatives, community members and young people.
2. Over 12 months the Youth Violence Taskforce examined ways to reduce incidents of violent behaviour involving young people with a view to reporting back to the Queensland Government before the end of 2007.
3. In November 2007 the Youth Violence Taskforce’s report made 16 recommendations involving multi-agency responses aimed at reducing youth violence in Queensland.
4. Recommendation 5 stated ‘*Government support an anti-violence advertising campaign focused on highlighting the consequences of violence and the choices available to manage conflict without violence, and targeted specifically at Generation Y audiences (ages 12-27) through emerging communication mediums’*.
5. In response to Recommendation 5, the Queensland Police Service (QPS) developed the Statewide Assault Reduction Campaign *One Punch Can Kill* which was launched by the Queensland Premier and Commissioner of the QPS on 17 December 2007.
6. The Ministerial Advisory Council on Youth Violence met on 29 July 2009 to discuss continuation of the *One Punch Can Kill* campaign.
7. Cabinet noted the outcome of consultation with the Ministerial Advisory Council on Youth Violence.
8. Cabinet endorsed continued promotion of the *One Punch Can Kill* campaign.
9. *Attachments:*
* [Marketplace Communications Evaluation Report](Attachments/Evaluation%20Report.pdf)