

Safe Communities Foundation New Zealand

Certifying Centre for Safe Community Programs

On behalf of the WHO Collaborating Centre on Community Safety Promotion,
Department of Public Health Sciences Division of Social Medicine, Karolinska Institute, Sweden



safe
communities

foundation nz

New Plymouth Safe Community No. 95



Country: **New Zealand**

Number of inhabitants: **68,901 (2006)**

Programme started year: **2000**

International Safe Communities Network Membership: **2005, 2010**

Full application available: www.safecommunities.org.nz/sc/np

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In the New Plymouth District there are a range of initiatives that have been put in place by the community covering safety promotion activities:

For the age group

- **Children 0 – 14:**

- Falls prevention caregiver education group sessions

- Falls prevention caregiver education via home visits, safety checklists and group sessions

Falls burns and poisons education kit for pre-schools
 Paracetamol Poisoning Project (poisoning prevention via health professional advice to caregivers)
 Kia Tupato Tamariki (Junior Kidsafe Kit) injury prevention resource
 Better Homes Safer Children safety device installation (until 2007)
 Marfell Community Safer Homes project (provision of safety equipment)
 Child restraint caregiver education group sessions
 Child restraint installation clinics
 Child restraint road side checks
 Child restraint subsidised rental schemes
 Booster seat promotions
 Walking School Buses
 BikeWise (Wild West Bike Fest)
 Cycle training in schools (for all Year 6 students)
 Capable Country Kids school farm safety resource
 From the Horse's Mouth riding safety resource
 KIDDS (Kids Involved in Driving Down Speed) road safety project
 School Bus Safety Project
 Beach Education Days
 Quality Learn to Swim Programme
 AWE Schools Learn to Swim programme (for all year 5/6 students)
 Surf lifesaving programme
 District Council Playground Audits
 School playground safety audits
 Under 14's Sports Injury Research project
 Big Brothers Big Sisters mentoring programme
 Police Education programme in Primary Schools (Cycle safety, Personal Safety)
 Schools 'Reclaiming the Streets' parties
 Poututangata Wahakura Wananga (reducing infant death)
 Taranaki Kidsafe Week
 St John Bosco School Cycle Safety Project
 RoadSense road safety programme (ended Dec 2009)

- **Youth 15 – 24 years:**

Speed reduction education
 Driver licensing
 Safety belt campaigns
 Think Before You Buy Under 18s Drink Campaign
 Schools Agricultural Safety Competition
 Health and Safety Induction programme – HSE Centre
 Gateway Students Safety Challenge competition
 Taranaki Skills Bus Tour
 Young Workers seminar
 Young Workers Safety Knowledge Survey
 Year 10 Ready 2 Drive School Based Expo
 Scooter safety training in schools
 Scooter safety policy development with secondary schools
 Young Drivers Day (Holden Advanced Driver Training Project)
 Western Institute of Technology (WITT) orientation day
 Surf Lifesaving Programme
 Taranaki Motorsport Youth Driver Training
 Community Mural Project
 WAVES Creative Youth Holiday programme
 Trades Apprentice Safety Challenge competition
 Parent Pack re-print and community presentations
 Passport 2 Safety programme
 Police Education programme in Secondary Schools (Drugs & Alcohol)



Apprentice Challenge

- **Adults 25 – 64 years:**

Slips Trips and Falls awareness programme (e.g. April Falls campaign) Down with Speed campaign
 Safety belt campaigns
 Driver fatigue campaign
 Intersection campaign
 Health and Safety programmes (HSE Centre)
 Taranaki Business House Safety challenge (HSE Centre)
 Mitre 10 Ladies Day ladder promotion
 Ladder Exchange safety promotions
 Workplace safety workshops (road safety, home safety, fire safety)
 Construction Safety Group workplace safety seminars & training
 Driver Reviver stops (fatigue campaign)
 Wellington School of Medicine Home Injury & Intervention Study
 Home Safety Display & Training Area – HSE Centre
 Cycle Training for adults

- **Elderly 65+ years:**

Taranaki Falls Prevention Strategy
 New Plymouth Positive Ageing Strategy
 Modified Tai Chi programme
 Otago Exercise Programme (2002-2009)
 Age Concern home safety checks
 Falls prevention awareness campaigns (e.g. April Falls Day)
 Home-based physiotherapy exercise programme for frail elderly
 Well Aware community based falls prevention education workshops
 Falls prevention information 'Wellbeing Days'
 Marae-based Wellbeing Days
 Age Concern Home Safety Checks
 Falls network newsletter ('Keeping Up')
 Falls Prevention training in rest homes
 Modified Tai Chi Training in rest homes
 Green Prescription programme in rest homes
 Vitamin D in rest homes
 Community based exercise programmes (e.g. Active in Age)
 Age Concern Older Driver Refresher courses
 International Day of the Older Person celebrations

In the following Environments:

- **Home:**

Slips, trips and falls prevention
 Child poisoning prevention
 Fire and burns prevention

- **Traffic:**

Speed reduction
 Fatigue awareness
 Safety belt and restraint use
 Intersection awareness
 Driver licensing
 Youth Driver Training initiatives
 Road Safety research project in schools
 Pedestrian safety
 Cycle safety



Kaumatua Wellbeing Day

- **Occupational:**

- Health and safety induction and training centre (Taranaki HSE Centre)
- Agricultural Safety Challenge
- Health and Safety Leadership Forum
- HSE Strategic Group common workplace policy development
- Taranaki Business House Challenge
- Trades Apprentice Challenge
- Gateway Students Safety Challenge
- Taranaki Construction Safety Group education & seminar programme
- Workplace based expo/safety events
- Discomfort, Pain and Injury training
- Interactive resource for metal manufacturing industry
- Working at Heights training
- ATV Safety Project

- **School:**

- Playground safety
- Road safety
- School Bus Safety
- Water Safety
- Cycle Safety

- **Sports:**

- Sports Club Assist programme
- Under 14's sports injury research/seminar
- Sport Taranaki sports injury seminars

- **Leisure:**

- Horse rider education
- DIY falls prevention education
- New Plymouth District Alcohol Strategy and associated projects
- Youth Access to Alcohol (YATA) projects
- Model Walking & Cycling Community projects (e.g. cycle training)
- Sport Injury Scoping Research project and follow up seminars
- District Council playground safety audits
- Learn to Swim programmes

- **Maori:**

- Poututangata Research Project
- Poututangata Wahakura Wananga (reducing infant death)
- Marae-Based Kaumatua Wellbeing Days
- ASIST Training (targeted to Maori health & community workers)
- Kia Tupato Tamariki (Junior Kidsafe Kit) injury prevention resource
- Tamariki Falls Project

- **Alcohol:**

- New Plymouth District Alcohol Strategy
- Mellow Yellow door staff programme supported by police
- Alcohol Accord (agreement with licensed premises)
- MoU between Police, Council & Licensed Premises
- Professional training for licensed premises
- Drinksafe Workshops (professional training for licensed sports clubs)
- Sports Club Assist (support with policy development)
- Get Into It Not Out of It campaign



Farm Safety Challenge

Schools Gala visits
 Parent Pack – tools for the teenage years resource
 High on Life wallet cards for secondary schools
 Controlled purchase operations
 Shared CCTV monitoring in CBD supported by visible signage
 Partnership approached to delivering alcohol reduction messages
 Promotion of safe drinking messages through sports clubs
 WINZ staff training on alcohol issues
 WINZ In-work support programme for those with alcohol issues
 Council bi-annual information sharing meetings with licensees
 DLA/Police inspections of licensed sports clubs to improve compliance
 Taranaki DHB developed guidelines for alcohol-free youth events
 Taranaki Rugby Football Union formal promotion of host responsibility through development of alcohol harm reduction policies
 Workplace Common Drug & Alcohol Policy

- **CPTED:**

Sir Victor Davies Park Re-design
 Marfell Regeneration Project
 Community Mural Project
 Zero tolerance for graffiti (24 hr response to clean up)
 Mellow Yellow (CBD bars coordinated door-staff initiative)
 CBD CCTV surveillance
 Marfell Urban Renewal Masterplan
 District Bus Stop re-design
 Liquor Bans & Temporary Liquor Control Areas during events
 Big Brothers Big Sisters Taranaki
 Ferndene Off-Road Project
 The Good Neighbour Guide
 Graffiti Free New Plymouth district guide
 Zero Tolerance to Graffiti/Graffiti reporting hotline
 Community Champions Project
 E Watch

Violence prevention (intentional injuries):

Taranaki Safe Families Collaborative
 White Ribbon Day events
 Family Challenge Fun Days
 Local media advertising campaign
 'Family Violence is not OK' Billboards and mural campaign
 Family Violence awareness training for service providers
 RTLB (Resource Teacher Learning Behaviour) family violence training
 Taranaki DHB Family Violence Intervention Programme (FVIP)
 Public presentations/seminars on family violence
 Parenting workshops
 Support/advice to employers
 District Council 'role models against family violence' initiative
 Family Violence adopted as Taranaki Chamber of Commerce 'cause for the year 2010'
 When The Wheels Fall Off (schools anti-violence programme)
 WAVES youth development programmes

Suicide prevention (self-inflicted injuries):

Suicide Prevention Coordination Group
 Taranaki Suicide Prevention Needs Assessment
 ASIST (Applied Suicide Intervention Skills Training) workshops

QPR (Question, Persuade, Refer) on-line community training programme
Suicide Prevention seminars
Whakawhanaungatanga Self Harm Collaborative project
Waiora Wellness Centre (School based resilience and self esteem programme)
WAVES youth programmes
Young People's Trust programmes
MATES Outreach Programme (support group for men)
'Stress in Rural Communities' roadshow
Rural Support Trust suicide prevention workshops
Suicide Prevention seminars and presentations
Multi-Level Suicide Prevention Intervention Study (with Otago University)
Touched By Suicide facilitated support group

Programmes aiming at "High-risk groups"

- Children 0 – 4 years: home safety, falls prevention
- Youth 15 – 24 years: road safety, alcohol-related harm
- Maori children 0 – 4 years: home safety
- Maori all ages: road safety, suicide prevention
- Older adults 65+ years: falls prevention
- Rural: agricultural safety, suicide prevention
- Low income families: home safety, child safety
- Workplace: construction industry, young workers

Surveillance of injuries

In 2006, New Plymouth Injury Safe commissioned their second Community Based Injury Needs Assessment. We are committed to repeating this process every five years. The information in the 2006 Community Based Injury Prevention Needs Assessment Report comes from two main sources:

- Available statistical data on injuries in New Plymouth District
- Consultation with key stakeholders and organisations in New Plymouth District with an interest in injury and injury prevention

The report also examined:

- New Zealand Health Information Service data relating to admissions of New Plymouth District residents to New Zealand public hospitals
- Injury data relating to attendances of New Plymouth District residents at Taranaki Health Emergency Departments
- ACC claims data for New Plymouth District for the most recent financial year (1 July 2000 to 30 June 2006). It covers all new "entitlements" claims, including weekly compensation, vocational and social rehabilitation, independence allowance, death benefits and elective surgery,
- Injury crash statistics for New Plymouth District, taken from the most recent local *Road Safety Report* (LTSA 2006),
Information on reported assaults in New Plymouth District available from local Police crime statistics

The population base for the needs assessment was 69,000 (Provisional Census Count 2006).

There was a total of 149 injury related deaths between 2001 – 2005 (an average of 30 injury deaths per year). The three main causes of injury related death were falls, motor vehicle traffic crashes and suffocation. There was an average of 1,364 New Plymouth District residents admitted to hospital due to injuries (both intentional and unintentional). 87% of those admissions were for unintentional injuries and 8% were due to intentional injuries. There were 7,253 Emergency Department (ED) attendances for injury in the year 2005. The ED attendance injury rate for males was 72% higher than for females (age standardised rates). The three leading causes of injuries for which New

Plymouth District residents attended ED in 2005 were falls (32% of attendances), blunt trauma (30%) and penetrating trauma (10%).

Since the establishment of the Safe Communities Foundation of New Zealand, a number of useful resources have become available. This includes the New Plymouth Profile on Injury Data Report which provides our community with detailed injury data on an annual basis to allow us to track death and injury rates in between each Needs Assessment.

In the five year period 2003 – 2007 there were a total of 4,578 hospitalisation discharges, an average of 915 per year. (Note – this figure includes discharges from hospital where the principal diagnosis is an injury, but does not include readmissions for the same incident, day patients or patients discharged dead).

In 2009 the Kidsafe Taranaki Trust produced the fourth in a series of three-yearly reports on paediatric admissions for unintentional injury. These reports are undertaken by medical students on placements at Taranaki District Health Board and provide a useful tool for monitoring and priority setting for local child injury prevention projects.

Publications: (Scientific)

- *New Plymouth District 2006 Community Injury Prevention Needs Assessment, Community Injury Prevention in the New Plymouth District – Assessing the Needs*, Research and Evaluation Services Ltd. (New Plymouth) in association with HealthSearch Ltd. (Auckland), 2006.
- *Taranaki Suicide Prevention Needs Assessment 2008*, New Plymouth injury Safe Trust (New Plymouth), 2008.
- *Health and Safety Knowledge of Young Workers – A study of school aged, part-time workers in the Taranaki region*, Department of Labour (Taranaki), October 2007.
- *All Terrain Vehicle (ATV) Safety Awareness Project*, Department of Labour Health & Safety Service (Taranaki), 2010
- *Future Marfell – Locals Making Good Things Happen*, New Plymouth District Council/Ministry of Justice, 2010
- *Waitara Community Profile*, New Plymouth District Council, 2010
- *Sir Victor Davies Park New Plymouth – CPTED Assessment and Recommended Safety Improvement Plan*, STOKs Ltd., 2006
- *New Plymouth District Council Playground Audit Report*, Recreation Services, Auckland, February 2007
- *New Plymouth District Alcohol Strategy*, New Plymouth District Council/New Plymouth Alcohol Strategy Group, 2009
- *New Plymouth Safe & Secure Community Safety Strategy*, New Plymouth District Council/Safe Community Strategy Group, 2010
- Members of our community safety coalition have participated in the last three IPNANZ conferences (2007, 2009) presenting a total of seven papers as well as poster papers and displays highlighting some of our projects.
- New Plymouth injury Safe presented two papers and a poster presentation at the 17th International Safe Communities Conference in Christchurch (2008).
- Our project coalitions, including Kidsafe Taranaki, YATA, New Plymouth District Alcohol Strategy Group, New Plymouth and Taranaki Safe Families Trust continue to present at numerous forums in Taranaki and New Zealand as well as disseminating information about projects through various newsletters and on the internet.

Produced information material, pamphlets:

- Parent Pack – Tools for the Teenage Years
- New Plymouth District 2006 Injury Prevention Needs Assessment Summary Report
- Suicide Prevention Needs Assessment 2008 Summary Report
- NPIS Community Update newsletter (monthly)
- Keeping Up Falls Prevention Network newsletter (quarterly)

- NPIS Strategic Plan 2008-11 (full report)
- NPIS Strategic Plan 2008-11 (Summary document)
- Kidsafe Taranaki Trust – Working to keep Taranaki kids safe from injury (information leaflet)
- Capable Country Kids – rural safety resource
- Kia Tupato Tamariki (Junior Kidsafe Kit) injury prevention resource
- The Good Neighbour Guide (preventing and managing neighbourhood disputes)
- Graffiti Free New Plymouth Guide

Staff:

The application for re-accreditation as an International Safe Community has been co-ordinated by New Plymouth injury Safe Trust (NPIS). NPIS comprises representatives of New Plymouth District Council, Taranaki District Health Board (TDHB), New Plymouth Police, Tui Ora Ltd. Maori Development Organisation, Kidsafe Taranaki Trust, Accident Compensation Corporation (ACC), Department of Labour, NZ Fire Service and the three regional Primary Health Organisations (Peak Health Taranaki, Hauora Taranaki PHO and Te Tihi Hauora O Taranaki).

Personnel resourcing for delivery of injury prevention projects involves a mix of dedicated staff, contracted providers and in-kind contributions from partner organisations and from within the community who contribute to projects despite injury prevention not being their core business.

There are staff equivalent to 3.3 FTE dedicated to injury prevention in New Plymouth/Taranaki. These staff are based in ACC (2.0), the Health Promotion Unit (0.5) and within New Plymouth injury Safe Trust itself (0.8). The Health Promotion Unit staff and ACC staff have a regional role covering New Plymouth, Stratford and South Taranaki District Council areas. The NPIS Trust programme manager covers New Plymouth District only. A component of Police hours is allocated to road safety. A full-time road safety co-ordinator position for Taranaki is funded by New Zealand Transport Agency (NZTA) and there are two Fire Safety Officers operating in the region.

In addition to these positions, agencies such as Plunket integrate some injury prevention into their work as do other teams within Public Health, such as the programme to reduce alcohol related harm and the health promoting schools team. A component of the work undertaken by the Department of Labour, Occupational Safety and Health is preventative. In the area of family violence, there are 3 full time family violence co-ordinators working within the following agencies - New Plymouth Police, Taranaki District Health Board (Family Violence Intervention Programme) and the Taranaki Safer Families Trust. In the area of suicide prevention, Taranaki District Health Board have provided some dedicated hours to the Quality & Risk Co-ordinator Mental Health Services to oversee the Whakawhanaungatanga self harm collaborative programme. The New Plymouth District Council provide 0.5FTE to co-ordinate Ministry of Justice crime prevention projects within their Community Development Team. Additional services are contracted in as required (for example, external consultants to carry out CPTED assessments, safety audits and other similar work).

Awards:

- SCFNZ/ACC Community Safety & Injury Prevention Awards 2006:
New Plymouth injury Safe Trust – Winner Category 3
Shell Todd Oil Services – Winner Category 4
New Plymouth District Council – Highly Commended
Youth Access to Alcohol (YATA) – Highly Commended
- SCFNZ/ACC Community Safety & Injury Prevention Awards 2007:
New Plymouth injury Safe Trust – Highly Commended Category 3
Rhapsody Rest Home Falls Prevention Project - Finalist
- SCFNZ/ACC Community Safety & Injury Prevention Awards 2008:
New Plymouth injury Safe Trust Falls Prevention Strategy – Winner Category 3

- Safe Communities Foundation New Zealand: Outstanding Regional Safe Community Co-ordinator Award 2008
- Road Safety Trust Innovation & Achievement Awards 2008: Kids Involved in Driving Down Speed (KIDDS) Project – Winner Education Category
- Society of Local Government Managers (SOLGM) 'Joined Up Local Government Award' 2009: New Plymouth District Alcohol Strategy – Winner

International commitments:

Study visits:

- Swedish Rescue Services Agency, November 2005

Participation in Safe Community conferences:

- 17th International Safe Communities Conference, Christchurch, September 2008
- 10th World Conference on Injury Promotion and Safety Promotion, London, September 2010 (2 abstracts accepted)

Hosting Safe Community Conferences: None

Hosting Travelling Seminars:

- Safe Communities Foundation New Zealand, Regional Young Workers Seminar, March 2008
- Safe Communities Foundation New Zealand/Alcohol Advisory Council, Regional Alcohol Seminar, February 2009

Other:

- Injury Prevention Network Aotearoa New Zealand Conference, Wellington, November 2005
- Injury Prevention Network Aotearoa New Zealand Conference, Napier, November 2007
- Injury Prevention Network Aotearoa New Zealand Conference, Auckland, November 2009
- Input into presentation at 8th Australian National Injury Prevention & Control Conference, Sydney Australia. September, 2006
- Marfell Urban Re-design project accepted for Public Health Association Conference, Auckland, September 2010
- Abstract submitted for ANZ Falls Prevention Conference, Dunedin, November 2010
- Attendance and presentation at annual SCFNZ networking events
- Contribution to the WHO Collaborating Centre on Community Safety Promotion Safe Community Monthly Newsletter



NPIS Team January 2010

