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Safe Communities Foundation New Zealand

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

Safe Community Waimakariri District



Name of the Community: Waimakariri
Country: New Zealand
Number of inhabitants: 43,000
Programme started year: 1994
International Safe Communities Network Membership: Designation: 1999
Re- designation 2006
Info address on www for the Programme: www.waimakariri.govt.nz
Full application available at <http://www.safecommunities.org.nz/sc/w>

For further information contact:

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The programme covers the following safety promotion activities:

For the age group

Children 0-14 years:

- Toy safety promotion through media and libraries
- Water-based rescue and survival days for local schools
- Provision of resources for Water Safety Education in Primary Schools
- "Down the Back Paddock" rural safety education programme for primary schools
- Supermarket trolley falls campaign
- Escape Plans and supporting resources into primary schools
- Paracetamol poisoning and general poisoning campaigns for primary schools
- Backing display promoting driveway safety
- Under- Five Falls Prevention education in early childhood centres
- Maintain awareness of use and correct fitting of child restraints in vehicles
- Safe Cycling practices promoted in schools
- Correct cycle helmet fitting campaigns in schools
- Promotion of fire alarms and safe temperature for hot water
- Safety displays at public events
- Media articles regarding child safety
- Promotion of road safety policies in schools
- Anti-bullying project in schools
- Promotion of health campaigns such as 'Cycle Helmet safety week'
- Child safety product guide published
- 'Play it Safe, Sport' project focusing on safe sport, and influencing sports clubs to develop policies for safety in sport
- Facilitating sports injury prevention workshops and sports first aid workshops
- Submissions to Territorial Local Authority on safer roading environments
- Influencing playground policy of Schools, Council and public providers of playground equipment
- Consultation on playground safety and design
- Parenting Programmes supported
- Facilitating playground safety workshops
- Co-ordinated local Safekids campaign activities
- Prepared and distributed safety tips for insertion in Early Childhood Centre and School newsletters
- Mural involving 85 children's water safety messages

Youth 15-24 years:

- Unexpected End of Formula Youth Worker Project
- Schools Attendance Project
- Teen Support Project
- Road Crash days at High schools
- Youth driving safe driving skills workshops

Adults 25-64 years:

- Campaign to address DIY-related falls in men ages 40 - 49
- Support for Coastguard Boating Education
- Media and promotional support for the setting up of a Lifejacket hire facility through local Coastguard
- Media campaign around fire safety
- Rural safety Column in local newspaper
- Electric blanket testing set up
- Smoke alarms projects, community-wide
- Training for Police, midwives, retailers and members of the community on the correct use of child restraints
- 'Chaos at the school gate' project aimed at parents picking children up safely from school
- Distribution of information on trampoline safety
- Rural drivers campaign targeting winter driving
- Media campaign targeting correct driver behaviour at intersections
- Drug dump campaign - targeting the safe disposal of unwanted medicines
- Child safety product guide delivered to every household
- Host responsibility programme and charter with hotels and sports clubs within the district promoting sober driving

Older Adults 65+ years:

- Older persons Help Book
- Support for Tai Chi and Otago Exercise Programme delivery in the Waimakariri District
- Safe With Age Driving programme
- Neighbourhood Support

In the following Environments:

Home:

- DIY falls campaign
- Paracetamol poisoning campaign
- Child Safety Product Guide
- Drug dump campaigns
- Family Violence Awareness Campaigns
- Neighbourhood Support
- Kidsafe Week
- Smoke Alarm project



Traffic:

- Campaigns around winter driving; inattention; tiredness; driving sober; consequences of road crashes; intersections; seat belts; stop signs
- Pedestrian Safety

School:

- Traffic Safety Policies;
- Playground Policies;
- Correct Cycle helmet fitting and usage;
- Anti-bullying Programme,
- Fire Safety; escape plans and Smoke Alarm project
- Down the Back Paddock Rural Safety,
- Survival and Rescue Water Safety Education Programmes

Sports:

- Development of Safety –related criteria, and support for Waimakariri Sports Awards,
- Support for Sport Canterbury’s Club Mark and SMOSS Courses
- Injury Prevention Policies within sports clubs;
- Sober driving messages promoted at sports clubs.



Leisure:

- Playground Policies;
- Water safety messages;
- Consultation on safe playground design.
- Support for Coastguard Boating Education
- Media and promotional support for the setting up of a Lifejacket hire facility through local Coastguard
- Collaborative development of a walking Map for Kaiapoi, including promotion of Safe Walking

Rural:

- Regular Rural safety column in local newspaper
- Support for programmes aimed at first-time rural property owners
- Distribution of Rural safety flyers through rates notices
- “Down the Back Paddock” rural safety programme

Violence prevention (intentional injuries):

- Anti-bullying project in schools and the wider community
- Extended Liquor Bans
- Crime Cameras
- Community work (restorative justice) programme for young offenders under 17, targeting mainly property related offences.
- YATA (Youth Access to Alcohol) groups.

Suicide prevention (self-inflicted injuries):

- Youth workers
- Social Services
- Health Providers

- Community discussion underway following release of national strategy

Programmes aiming at “High risk-groups”:

- Pre-school children
- School children
- Young people
- Families
- Women
- Older adults

Surveillance of injuries:

Land Transport Safety Authority maintains a database of traffic crash involvement within the district identifying location, ages, and types of road users, causes, injury and environmental factors.

Numbers per year: In 1997 there were 150 recorded road crashes. This resulted in 5 fatal, 24 serious and 69 minor casualties

Population base: 35 000

Started year: 1994

- Police keep data on frequency and cause of injury.
- The Safer Community Council collect data through record keeping from youth project workers.
- Local GP's [Doctors] collect and collate injury data from their own clients and some national hospitalisation figures are collected.

Injury Prevention Waimakariri annually contract a statistician to collect, collate and report on local injury statistics, sourced from School Accident Registers, the IPRU (Injury Prevention Research Unit), and ACC Claim statistics. These form the basis of our annual planning

Publications: (Scientific)

Produce information material, pamphlets

The Safe Waimakariri Community Team publishes on a quarterly basis a newsletter which is distributed widely within the district;

Child Safety Product Guide. 1996;

Play it Safe, Sport. A game plan for safe sport. 1998;

Play it Safe, Sport guidelines. 1999;

Safe Waimakariri Community Team, brochure. 1996;

Road Safety Brochures.

WHO re-accreditation document (2006)

Staff

Organisation: Waimakariri District Safer Community Council

Permanent: One

Professions: Representatives from Health, Youth, New Zealand Police, Department of Corrections, Victim Support, NZ Children and Young Persons Service, Waimakariri District Council, New Zealand Work and Income Support, Iwi, Presbyterian Support Services, Waimakariri Community Development Trust and community representatives.

Specific intersectorial leadership group: Yes

Organisation: Injury Prevention Waimakariri

Permanent: One Programme Co-ordinator at 30 hours per week and one Rural Co-ordinator at 16 hours per week

Professions: Representatives from Plunket, Doctor, Community and Public Health, Accident Compensation Corporation, St John, Police, Schools, Waimakariri District Council, Sport Canterbury, Presbyterian Support, Rural Women.

Specific intersectorial leadership group: Yes

Organisation: Waimakariri District Road Safety Co-ordinating Committee.

Permanent: One

Professions: Waimakariri District Council, Land Transport Safety Authority, New Zealand Police, Transit New Zealand, Automobile Association New Zealand, Safe Rangiora, Safe With Age, Canterbury Regional Council, Hurunui District Council.

Specific intersectorial leadership group: Yes



International commitments:

Study Visits: Hume and La Trobe Districts were visited in Australia in 1997 and 1998.

Participation in Safe Communities Conferences: Safe Comm 5 & World Injury Prevention Conference in 1997 in Melbourne; Australian Injury Prevention Conference in Melbourne in 1998; World Injury Prevention Conference in Amsterdam in 1998; Safe Community Networking Meeting in Auckland in 1997. Attending the Asia/Pacific Injury Prevention Conference in Waitakere, 1999

Hosting Safe Community Conferences: Currently supporting the planning for the 2008 International Safe Community Conference in Christchurch

Hosting Travelling seminars: Proposed for 2007

Other: Liaise with Safe Communities in New Zealand and Internationally