

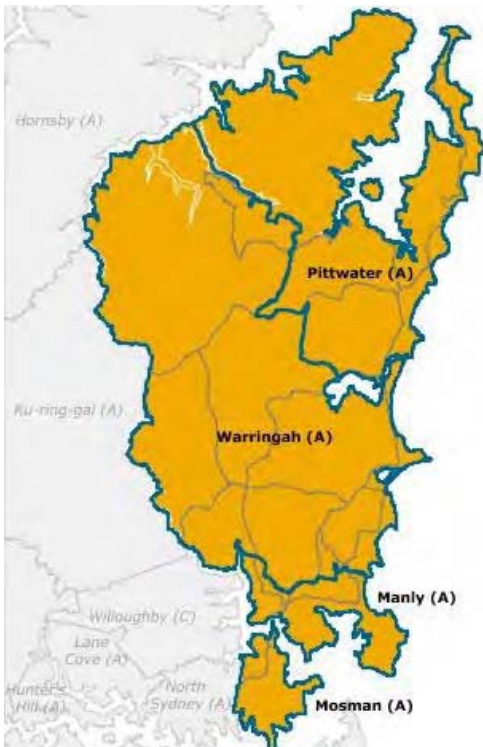


# Safe Communities Foundation New Zealand

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

## Shore Regional Organisation of Councils (SHOROC) Incorporated



**Representing Mosman, Manly, Warringah and Pittwater Councils**

**Country:** Australia

**Number of inhabitants:** 240,000 (Source: ABS 2001)

**Programme started year:**

Initiated in 1995 in partnership with Northern Area Health Service, endorsed by SHOROC Executive in July 1996, application 1998.

**“WHO-designation” year:** 1999

**Info address on www for the Programme:** [www.shoroc.nsw.gov.au](http://www.shoroc.nsw.gov.au)

**Full application available at** [www.safecommunities.org.nz/sc/shoroc](http://www.safecommunities.org.nz/sc/shoroc)

**The programme covers the following safety promotion activities:**

### **For the age group**

Children 0-14 years:

- Falls prevention in the home brochure/calendar
- Drowning and near drowning brochure/calendar/free resuscitation lessons,
- Burns & scalds prevention, playground safety, sports safety delivered in brochures/calendar

Youth 15-24:

- Sports safety, personal safety in public places,
- safe partying with reference to under-age consumption of alcohol information Paks/booklets and website information.
- graffiti, skate boarding, road safety, water safety campaigns including posters.

Adults 25-64 years:

- Safety in public places (violence prevention), road safety promotion
- Fire safety (smoke alarm promotion & industrial fire prevention) campaigns

- Sports safety, water safety campaigns

Elderly – 65+ years:

- Falls prevention, pedestrian safety, safety in public places promotion and calendar.
- Fire safety (smoke alarms) campaign

**In the following Environments:**

Home:

- children, elderly

Traffic:

- children, elderly, residents

Occupational:

- small business (fire safety)

School:

- children (sports injury), safe partying (youth)

Sports:

- children & youth, sporting clubs

Leisure:

- children, youth, elderly (shopping centres, falls in public places), personal safety in public places – assault related, safe partying issues relating to the responsible use/service of alcohol to young people and drink driving issues.

**Violence prevention** (intentional injuries): safety in public places (criminal assaults, perceptions of crime, graffiti).

**Programmes aiming at “high risk-groups”:**

Elderly:

- preventing falls, personal safety, pedestrian safety

Children:

- drowning and near drowning, pedestrian safety, preventing falls, sports safety

Youth/young adults:

- violence prevention, safe partying

Non English speaking communities:

- water safety



Child Safety Calendar



Manly Beach Theatre project

### **Surveillance of injuries:**

- Public Health Unit – Northern Sydney Central Coast Area Health surveillance of hospital separations due to injury (ongoing). SHOROC is part of the Northern Sydney Central Coast Health (NSCCH) Health region. NSCCH came into existence on January 1, 2005 as part of the NSW Department of Health's health reform package titled [Planning Better Health](#). The reforms included a reduction in the number of Area Health Services from 17 across NSW to 8 through a series of Area Health Service mergers and boundary changes. NSCCH resulted from the amalgamation of the former Northern Sydney Health (NSH) and Central Coast Health (CCH) Area Health Services.

Other sources of data surveillance include: Roads and Traffic Authority, Fire Brigade, NSW Police, NSW Bureau of Crime

Statistics and Research: NSW Attorneys Generals Department, SHOROC Community Surveys, anecdotal evidence from Councils dealings with on-ground expert agencies.

### **Numbers per year:**

- There are around 2,400 injury-related deaths and 154,000 injury-related hospitalisations each year in NSW. In 2002, 16 children aged 0-4 drowned in NSW, and in 2002-03 there were 77 hospitalisations following near drowning among children in this age group. Motor vehicle crash injuries killed 128 young people aged 15-24 years, and were responsible for 3,499 hospitalisations of people in this age group in 2002-03. People aged 65 years and older accounted for more than three-quarters of all fall-related deaths in 2002, with 314 deaths with falls as a principal or contributing cause of death.
- In 2003, a total of 81,506 assaults and robberies were reported in NSW giving a rate of 12.2 per 1,000 residents. The Northern Beaches recorded 412 criminal incidents in relation to domestic violence related assaults during 2005 with 169 breaches of Apprehended Violence Orders. Sixty-one (61) sexual assaults were also recorded during this period. On average the combined SHOROC local government areas are ranked 130 out of 143 local government areas for domestic violence related assaults and 123 for sexual offences. NSW Recorded Crime Statistics 2001-2005 relating to the Manly local government area demonstrated that the number of assaults in the area peaked in 2004 (total 374) and were in decline in 2005 (total 354).

Population base: 1097775 (Northern Sydney Central Coast Area)

Started year: 1996

### **Publications: (Scientific)**

New South Wales Youth Sports Injury Report, Northern Area Health Service, July 1997. Information is also available at Northern Sydney Central Coast Area Health Services website: [www.nscch.health.nsw.gov.au](http://www.nscch.health.nsw.gov.au).

### **Produced information material, pamphlets:**

Child Safety Calendar, Seniors Safety Calendar, pedestrian safety brochures, 'No Regrets Safe Party Pak', 'No Regrets Safe Party Tips booklet', Senior Safety Walks brochure (easy walk maps), multilingual water safety brochure, property protection brochure, safe storage of industrial waste brochure, Falls prevention brochures 'Babies Don't Bounce', Water Safety 'A Fence Makes Sense' brochure, 'Out of Harms Way' Agreement, 'Beyond a Joke' spiked drinks campaign brochure, 'Don't let this happen to your Business' brochures (industrial fires prevention).

Reports including "Surfing Injuries and their Prevention on the Northern Beaches of Sydney, Australia." A qualitative research study of 11-19 year old surfers. M Loneon. 1997 (Unpublished). Results of "Community Phone-In", "Smoke Alarm Campaign", "Manly Beach Safety Campaign", "Strategic Workshop 2004".

### **Staff**

Number:

- Two permanent staff (1 full-time, 1 permanent casual, project coordinators on a needs basis). The SHOROC Secretariat provides project coordination and administrative support on a project by project basis.

Organisation:

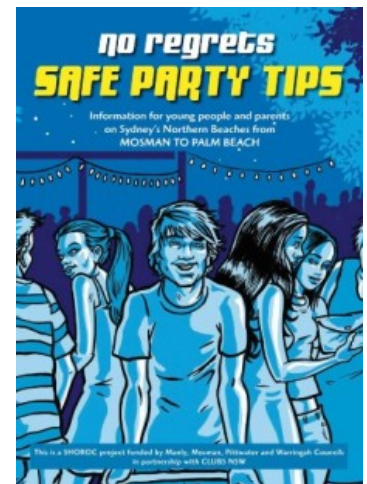
- The Shore Regional Organisation of Councils Incorporated is a cooperative group of councils on Sydney's Northern Beaches representing Mosman, Manly, Pittwater and Warringah Councils. The organisation objectives are to improve the quality and efficiency of local government service delivery in the SHOROC region; effectively represent the social, economic, cultural and environmental interests of local communities; encourage growth that protects the environmental and lifestyle values of residents, supported by investment in infrastructure and jobs creation; and support a credible and cost effective organisation.

Specific intersectoral leadership group:

- The Safe Communities Program is supported by a cross-sectional Safe Community Steering Committee with representatives of four member Councils, NSCCAHS and key partners. The Committee meets bi-monthly, or more frequently as projects require.

General public health/health promotion group:

- Northern Beaches Health Promotion.



No Regrets' Safe Party Tips Booklet

### **International commitments:**

Participation in Safe Community Conferences:

- SHOROC was represented at 7<sup>th</sup> International Conference on Safe Communities, Rotterdam 1998 (two papers were presented); and the 5<sup>th</sup> International Conference on Safe Communities, Melbourne, Australia 1996.

Hosting 'Travelling Seminars':

- 8<sup>th</sup> World Health Organisation Travelling Seminar hosted by Northern Sydney Area Health Promotion in February 1996.

Other:

- Conference presentations at: 4<sup>th</sup> World Conference on Injury Prevention and Control, Amsterdam 1998 (2 posters), 2<sup>nd</sup> National Conference on Injury Prevention and Control, Melbourne 1998 (1 plenary, 2 papers), the 8<sup>th</sup> National Health Promotion Conference, Sydney 1996 (1 paper, 1 poster), SHOROC was showcased at the 1<sup>st</sup> Asia-Pacific Injury Prevention Conference, Presentation at the 6<sup>th</sup> National Conference on Injury Prevention and Control in Perth in March 2003, involvement in the 2<sup>nd</sup> NSW Safe Community Symposium, representation at the 8<sup>th</sup> , NSW Sports Safety Awards attendance in November 2002.

### **For further information contact:**

Name: Ms Margie Brown, Executive Director

Institution: Shore Regional Organisation of Councils Incorporated

Address: PO Box 1004, Dee Why, NSW 2099

City: Sydney

Country: Australia

Phone: 61 02 9982 3178

Email: [secretariat@shoroc.nsw.gov.au](mailto:secretariat@shoroc.nsw.gov.au)

Website: [www.shoroc.nsw.gov.au](http://www.shoroc.nsw.gov.au)



Photo from first designation ceremony in 1999