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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  
**“WHO-designation” year:** 1999 & 2006  
**Info address on www for the Programme:** [www.waimakariri.govt.nz](http://www.waimakariri.govt.nz)  
**Full application available at** <http://www.safecommunities.org.nz/sc/w>

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

##### For the age group

Children 0-14 years:

- Under 5's Falls Prevention education sessions
- Child Safety Books
- Supermarket Trolley Falls campaign
- Poisoning Campaign in conjunction with hazardous waste
- Child restraint installation clinics
- Child restraint road side checks
- Safety equipment display board
- Stepping out
- Bike Wise
- Down the Back Paddock Farm Safety Programme

- Playground safety audits for Council and school playgrounds
- Playground network and safety seminars for schools
- Out and About
- Walking School Bus
- Pedestrian Safety
- Burns Campaign
- Water Safety
- Fire Safety
- Awareness raising of injury as an issue for children
- Safer Schools
- Clubmark

#### Youth 15-24 years:

- Modified vehicle campaign (Bogan Car)
- Safety Belt campaign
- Intersection campaign
- Youth Drug and Alcohol project
- Big Brothers Big Sisters Mentoring
- Driver licensing programmes at high schools
- Workshops with Restricted Licence drivers
- Crashed Car campaigns
- Road Crash Forum
- Youth work
- Vandalism programmes
- Coach training
- Clubmark



#### Adults 25-64 years:

- Safety belt campaigns
- Drink Driving Campaigns
- Intersection Campaigns
- Winter Driving
- Vulnerable Road User promotion
- Driver Courtesy Campaign
- Smoke Alarm Campaign
- Slips, Trips and Falls awareness programme
- Family Violence
- Farmsafe – Awareness and Health and Safety plan development
- CPTED (Crime Prevention through Environmental Design)
- Community Safety – Neighbourhood Watch and Community Watch
- Vandalism programmes
- Coach training
- Clubmark

Older Adults 65+ years:

- Safe with Age Driving Programme
- Intersection Campaigns
- Drink Driving Campaigns
- Safety belt campaigns
- Older Persons falls – modified Tai Chi
- Older Persons falls – Otago homes based programme
- Older Persons Help Book
- Clubmark

### **In the following Environments:**

Home:

- Older Persons Safety
- Slips, trips and falls prevention
- Child poisoning prevention
- Fire and burns prevention
- DIY Falls
- Family Violence

Traffic:

- Speed reduction
- Safety belt and restraint use
- Intersection awareness
- Driver licensing
- Pedestrian safety
- Cycle safety

Occupational:

- Rural safety

School:

- Playground safety
- Road safety
- Rural safety
- Water safety
- Fire safety
- Safer schools

Sports:

- Coach training
- Sports Awards
- Clubmark



#### Leisure:

- Horse rider education
- Youth drug and alcohol
- Beach and river safety
- Boat safety
- Community safety – Neighbourhood Watch and Community Watch

#### **Violence prevention** (intentional injuries):

- Family Violence Network – response and awareness
- Youth programmes

#### **Suicide prevention** (self-inflicted injuries):

- Community discussion underway following release of national strategy

#### **Programmes aiming at “High risk-groups”:**

- Children 0-4 years, home safety, falls
- Maori, children 0-4 years, road safety, home safety
- Youth 15-24 years, road safety, alcohol-related harm
- Older Adults 65+ years, falls prevention

#### **Surveillance of injuries:**

Mortality and Morbidity data is collected for unintentional injuries annually, to assist with planning and prioritising local initiatives and providing trend data.

- Data is collected from the Police on Family Violence (POL 400) and general crime, annually.
- Local Road Traffic Accident data is collected annually by Land Transport New Zealand.
- Needs Assessments were conducted in 2001 for Injury Prevention and Crime Prevention Activity.
- More indepth research projects have been conducted in the areas of Older Persons safety and Farm safety.

The Safe Community Foundation New Zealand produced results for 73 Territorial Local Authorities in New Zealand. The data was sourced from the New Zealand Health Information Service for the years 2000-2001 (the most recent year for which injury death data were available). The Waimakariri district recorded the lowest rate in New Zealand of 21.8 per 100,000 person years. Hospitalisation rates for the years 2000-2003 were 982.4 per 100,000 person years.

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

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

A large number of resources, pamphlets, fact sheets, stickers have been produced. Numerous media articles have been published in local and national newspapers.

Of particular note is the Older Persons Help Book, Kidsafe books (distributed nationally), Family Violence help card, Youth card.

### **Staff**

Number: 6

Professions: part-time or full-time: 2 full time, 4 part time (16 -30 hrs per week)

Permanent: All permanent

Organisation: Employed by Waimakariri District Council

As well as staff employed by the Council there are many others in the community with an interest in community safety, who work closely with associated programmes.

Specific intersectoral leadership group: Three community based Advisory Groups; one with a focus on injury prevention, one with a focus on crime prevention and one with a focus on road safety.

General public health/health promotion group: The Waimakariri Health Advisory Group with a focus on wide health issues.

### **International commitments:**

#### **Study visits:**

- Visits to Safe Communities in Mackay, Hume and La Trobe as well as an association with the Broadlands Park/Nomzamo Safe Community in South Africa.

#### **Participation in Safe Community conferences:**

- Participated and presented at Safe Communities conferences in Melbourne Australia, Hume and La Trobe, Australia, Mackay, Australia, Perth, Australia and Capetown, South Africa.
- Hosting "Travelling Seminars": Would like to explore the possibility of hosting a Travelling Seminar in 2008 to coincide with Safe Community Conference to be held in Christchurch.

#### **Other:**

Attendance at World Injury Prevention and Safety Promotion Conferences in Amsterdam, Vienna and Durban, South Africa.

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

Sandra James

Waimakariri District Council

Private Bag 1005

Rangiora

New Zealand

0061 03 313 6136 Fax: 0064 03 313 4432

E-mail: [sandra.james@wmk.govt.nz](mailto:sandra.james@wmk.govt.nz)

Website: [www.waimakariri.govt.nz/](http://www.waimakariri.govt.nz/)

