

# 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



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## Safe Community Napier



Marine Parade from northern end



Spirit of Napier

Country: **New Zealand**

Number of Inhabitants: **57,200**

Programme Started: **2007**

International Safe Communities Network Membership: **2010**

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

### For further information contact:

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Web address community as a whole: [www.napier.govt.nz](http://www.napier.govt.nz)

**In Napier the programme covers the following safety promotion activities:**

### For the Age Groups

#### Children 0-14 years:

Focus on road safety through schools:

- SafeKids 'Be Aware, Walk with Care' colouring-in competition with primary schools in Napier, Hastings and Wairoa.

- Walking School Buses with primary schools across Napier
- Bus Road Traffic Compliance –child restraint compliance
- Cycle Safe (Wearing Helmets) promotion at primary schools



Injury prevention in schools covered:

- Home Safety Checklist
- Paracetamol Poison Project
- Community Safety Day
- Firewise programme for fire evacuation and smoke alarms
- Playground safety – planning safe playgrounds in schools and the community

### Youth 15 – 24 years:

Strong emphasis on driving and drinking through schools:

- Speed and Sober Driver – Kia kaha awareness campaigns involved practical driving education for younger drivers and 'Don't drink and drive' message especially leading into the Xmas period.
- Stopping Distances physical demonstrations held at secondary schools
- Youth Driver Practice

Information and support at schools on:

- Parent packs
- Alcohol & drug abuse
- Domestic Violence
- Smoking
- Safe Sex
- Healthy eating and living options
- Suicide Prevention

Positive participation via community activities:

- Youth Council (YCON)
- Hawke's Bay Youth Workers Collective
- Maraenui Junior Touch Wero
- Campus Cop
- Maraenui Youth Touch via Police
- sPACIFICally Pacific Youth development and community safety message

### Adults 25 – 64 years:

Safe driving skill and awareness:

- Speed Kills
- Child Seat Constraints
- Don't Drink and Drive

Safety at home:

- DIY safety – Ladder Safety at home
- Smoke Alarm & Evacuation Plans at Home
- Domestic Violence Intervention

Healthy living and lifestyles:

- You Can Stop Alcohol Misuse programme
- Healthy Eating Healthy Action via PHO HB
- Make the Most on Less Cooking Classes



Napier Neighbourhood Support Coordinator at Community Workshop

## Older Adults 65+ years:

### Safety at home:

- Falls Prevention
- Neighbourhood Support groups

### Healthy lifestyles:

- Modified Tai Chi for 65+ years
- Police Pakeke Group

## In the following Environments:

### Home:

- Smoke free Homes and People in Housing NZ Corporation Houses Falls prevention
- Home Safety Checklist
- Smoke Alarms & Evacuation Plans
- DIY Safety programme



Modified Tai Chi

### Traffic:

- Child Seat Restraints campaign
- Fatigue Stops
- Speed Kills
- Caught at Intersections
- Stopping Distance
- Keeping the Bay Safe

### Schools:

- SafeKids programme
- Safety Belt Crash Simulator
- Campus Cop
- Alcohol – Don't drink and drive
- Cycle Safe

### Sports & Leisure:

- Modified Tai Chi in the community
- Project Te Ara Hou
- Youth Touch via Police



Community Patrols

### Occupational:

- Work Place Safety via ACC
- Safety at Home - DIY

### Violence Prevention:

- Neighbourhood Support Network
- Community Patrols
- CCTV security camera network
- Family Violence Intervention

### Suicide Prevention (self-inflicted injuries):

- Te Kupenga Hauora Ahuriri projects

### Programmes aimed at “high risk groups”

- Road use, child restraints and driving skills
- Falls Prevention
- Maraenui On The Move – healthy eating and healthy living
- Fire Evacuation and smoke alarms at home
- Ka Hao Te Rangitahi
- Operation Bliss
- Paracetamol Poison Project
- Curtain Bank HB

### Produced information material, pamphlets:

- Napier Neighbourhood Support information
- Parent Pack
- Community Patrols Brochure
- Falls Prevention Leaflets
- Information relating to the local Napier “White Ribbon Day”
- Paracetamol Project Safety Flyers



Firewise Programme

### Surveillance of injuries:

Information about injuries in Napier has been obtained from:

- ACC Injury Statistics Report (2008)
- Hawke’s Bay District Health Board
- Hawke’s Bay District Road Safety Report (2003-2007)
- Injury Prevention Research Unit (2001-2005)
- Napier Police
- NZ Fire Service
- NZ Recorded Crime Tables, Statistics NZ (2003-2008)
- NZ Transport Agency (2008)



- Falls and adverse effects are the two leading causes of injury followed by motor vehicle traffic, poisoning and struck by or against an object.
- Home is the highest common scene of injury followed by school, other institution and public administrative area then street and highway.
- Fatalities due to injury are suffocation, fall, motor vehicle traffic and poisoning.
- The most vulnerable age groups for injury are 60+ years, 25-59 years and 0-4 year olds. Falls are the leading cause of injury for over 65 year olds. Suicide for people aged 20-74 years and motor vehicle crashes for 20-84 year olds are the two leading cause of injury resulting in death.

### Numbers per year:

- During 2007, 785 people from Napier were hospitalised overnight for treatment of an injury. The average for 2003 - 2007 was 725.
- Injury by fall was highest cause with 279 in 2007 compared to 116 for adverse effects and motor vehicle traffic at 73. For 20-84 year olds motor vehicle crashes is the second major cause of injuries resulting in death.
- ACC claims for Napier increased by 33% from 2004 to 2009. Across the age groups the claiming rate for 20-25 year olds age group is increasing.

**Population base:** Napier City 57,200 (Projected for 2008)

External Cause of non-fatal injury (all intents) by year of discharge, Napier TLA. Primary Diagnosis of injury, first admissions only, hospital stay > 24 hours

Cause	discharge year										Total N
	2004		2005		2006		2007		2008		
	Gender		Gender		Gender		Gender		Gender		
	F	M	F	M	F	M	F	M	F	M	
Adverse Effects	*	*	*	*	*	*	*	*	*	3	12
Cut/Pierce	7	43	11	30	15	35	9	23	9	31	213
Drowning	*	*	*	*	*	*	*	*	*	3	9
Fall	142	136	132	102	152	107	168	110	144	113	1306
Fire/Hot object or substance	3	8	*	8	6	15	3	3	5	3	56
Firearm	*	*	*	3	*	*	*	*	*	*	9
Machinery	*	6	*	8	*	17	3	15	4	17	72
Motor Vehicle Traffic	30	32	15	30	24	35	30	43	10	25	274
Natural/Environmental	6	9	4	6	11	8	10	4	9	4	71
Other Land Transport	5	17	3	12	8	17	6	23	6	12	109
Other Specified	5	9	7	19	5	14	14	16	7	13	109
Other Specified, nec	*	*	*	*	*	*	*	*	*	*	10
Other Transport	*	3	*	*	*	3	*	*	*	5	18
Overexertion	10	11	12	10	17	16	12	21	7	12	128
Pedal Cyclist, other	*	15	*	14	6	11	6	14	5	11	84
Pedestrian, other	*	*	*	*	*	*	*	*	*	*	9
Poisoning	23	21	21	12	37	19	36	20	33	15	237
Struck by or against	10	44	7	24	12	39	10	41	9	45	241
Suffocation	*	*	*	*	4	*	*	3	*	*	11
Unspecified	3	4	3	3	*	*	5	6	6	5	37

\*Indicates a value of 0, 1, or 2

External Cause of fatal injury 2002-2006, Napier TLA.

Cause	discharge year										Total N
	2002		2003		2004		2005		2006		
	Gender		Gender		Gender		Gender		Gender		
	F	M	F	M	F	M	F	M	F	M	
Cut/Pierce	*	*	*	*	*	*	*	*	*	*	3
Drowning	*	*	*	*	*	*	*	*	*	*	3
Fall	6	*	*	*	8	*	3	4	3	7	37
Fire/Hot object or substance	*	*	*	*	*	*	*	*	*	*	5
Firearm	*	*	*	*	*	*	*	*	*	*	3
Machinery	*	*	*	*	*	*	*	*	*	*	3
Motor Vehicle Traffic	*	*	*	*	*	3	*	4	*	8	23
Natural/Environmental	*	*	*	*	*	*	*	*	*	*	*
Other Land Transport	*	*	*	*	*	*	*	*	*	*	*
Other Specified	*	*	*	*	*	*	*	*	*	*	*
Other Specified, nec	*	*	*	*	*	*	*	*	*	*	3
Other Transport	*	*	*	*	*	*	*	*	*	*	*
Poisoning	*	*	*	*	*	3	*	*	*	*	11
Struck by or against	*	*	*	*	*	*	*	*	*	*	*
Suffocation	3	7	*	5	3	3	*	7	*	6	37
Unspecified	*	*	*	*	*	*	*	*	*	*	*
<b>Total</b>	15	14	6	7	13	14	9	23	8	29	138

**International commitments:**

**Participation in Safe Community conferences:**

- 17<sup>th</sup> International Safe Communities Conference at Christchurch in October 2008
- National Safe Communities Workshops at Waitakere in 2007, Mangere 2008 & 2009

**Staff**

**Number:** 1

**Profession:** Community Advisor

**Organization:** Napier City Council

**General public health/health promotion group:** Accident Compensation Corporation, Hawke's Bay Community Workers Network, Hawke's Bay District Health Board, Hawke's Bay Primary Health Organisation, Information 4 Disability Trust, Te Kupenga Hauora Ahuriri

**Specific intersectoral leadership group:** Safe Communities Napier Committee members from:

**1. Central government organisations**

- Accident Compensation Corporation
- Crime Prevention Project – NZ Police
- Department of Internal Affairs
- Hawke's Bay District Health Board
- Housing NZ Corporation
- Ministry of Social Development
- NZ Fire Service
- NZ Police
- NZ Transport Agency

**2. Local government**

- Napier City Council
- Road Safe Hawke's Bay – Hawke's Bay Regional Council

**3. Non government organisations**

- Hawke's Bay Community Workers Network
- Hawke's Bay Primary Health Organisation
- Information 4 Disability Trust
- Maori Wardens Takitimu
- Maraenui Urban Renewal Trust
- Napier Community Patrols
- Napier Neighbourhood Support
- SADD – Students Against Driving Drunk
- Sport Hawke's Bay
- Te Kupenga Hauora Ahuriri

