



Improving community safety through collaborative efforts

## Safe Communities Foundation New Zealand

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### SCFNZ Strategy (2017-2020)

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# Strategic Direction

This strategic plan sets the direction and focus through to 2020.

## The Vision of SCFNZ

That all people in their communities can live, work and play safely, free from preventable injury and violence.  
Te hanga i te wahi haumaruru ki te ora, mahi, me te tākaro

## The Mission of SCFNZ

To build and maintain a network of Safe Communities that are committed to and actively engaged in creating safer environments and increasing the adoption of safer behaviours.

## The Principles of SCFNZ

Safety is a fundamental human right  
Safety is a shared responsibility  
Safety is an attainable aspiration

## The Underpinning Values of SCFNZ

- Honesty, respect and integrity
- Embrace diversity (understanding) and accepting the differences in structure of each community
- Participation and partnerships - Collaboration is the heart of what we do - this is the strength of the community safety model
- Strength - our work is based on local and internationally recognised accreditation criteria and evidence.
- Evidence-based approach to setting priorities, designing implementable and scalable solutions, and evaluating impact.
- Flexibility and choice underpins our support for communities, through being nationally led, but community delivered.
- We embrace innovation to achieve the best level of support for communities

The Manifesto for Safe Communities states that *“All human beings have an equal right to health and safety”*

## What we want to achieve?

***Four strategic priorities were identified for focus:***

1. Support communities capability and impact in identifying high risk injury areas (focus on what is important)
2. Mentoring to create effective coordination of community efforts
3. Strengthen communities capacity and capability in mobilising actions
4. Community evaluation to demonstrate contribution in reducing injury

Safe Community coalitions acknowledge that no single agency or organisation can possibly claim to be solely responsible for achieving a result like “A safe community” and recognise that it takes the unique contributions of a range of government and community partners to achieve conditions like:

- People in [name of community] feel safe.
- People in [name of community] know how to keep themselves safe (Community resilience)
- Everyone works together to improve community safety in [name of community] (Collaboration and a coordinated approach)

Distinguishing between attribution and contribution, SCFNZ is committed to support accredited Safe Communities to improving their performance and focus on asking “Who else can we be partnering with to make a difference?” and “How do we improve the performance of our programmes?”

The unique value of SCFNZ is to provide support for the accreditation of communities currently engaged in community safety initiatives. An accreditation process provides not only support for communities, but an indication of a level of achievement within the field of community safety promotion. SCFNZ has robust accreditation procedures based on the international recommendations and has developed Safe Community guidelines, procedures, training manuals, website and resources for New Zealand communities seeking accreditation as a Safe Community.

A safe community is a place that is attractive to live, work and visit, a liveable community, where people can go about their daily activities in an environment without fear, or risk of harm or injury. Perceptions of community safety, real or perceived, impact on the way people feel and interact in their community. Community safety is not only about reducing and preventing injury and crime. It is about building strong, cohesive, vibrant, participatory communities.

## Key linkages

<b>International</b>
Pan Pacific Safe Communities Network, Other Safe Communities Networks, Australian Safe Communities Foundation, Safe Communities America, Parachute (Safe Communities Canada), International injury/violence research centres/units. World Helath Organization (WHO) Violence/ Injury Prevention, Geneva Switzerland, WHO Western Pacific Regional Office (WROP)
<b>National</b>
<b><i>Government Departments/Agencies:</i></b> Territorial Authorities, Community/Local Boards & Local Government NZ, Accident Compensation Corporation, NZ Police, including Local & National Police Headquarters, Ministry of Health, District Health Boards and Public Health Units, Health Promotion Agency, Ministry of Social Development, New Zealand Transport Agency
<b><i>National Lead Agencies including:</i></b> Safekids Aotearoa, Injury Prevention Research Unit, NZ, Fire & Emergency NZ, Farmsafe, Community Patrols, Neighbourhood Support, Plunket, Mental Health Foundation, Rural Women , Red Cross, REAP Aotearoa New Zealand, Water Safety NZ
<b><i>Community Organisations and NGOs including:</i></b> Maori Providers, Pacific and other ethnic providers, , Water Safety Organisations, Local Road Safety Organisations, Local injury prevention providers, Violence Prevention Networks, Youth Organisations, Chamber of Commerce, Local Trusts

# Context

The **Safe Communities model** is recognised internationally as an effective and acceptable intervention which reduces the burden of injury experienced by individuals, families, and communities. The emphasis of the Safe Communities approach is on collaboration, partnership and community capacity building to reduce the incidence of injury and promote injury/violence-reducing behaviours. The World Health Organization (WHO) views the Safe Communities approach as an important means of delivering evidence-based violence and injury prevention strategies at the local level

The term 'Safe Community' implies that the community aspires to safety in a structured approach, not that the community is already perfectly safe. Creative methods of environmental change and education, along with appropriate legislation and enforcement, are an important beginning for the safety of a community. No single approach is sufficient for changing existing behaviour patterns.

Since 1989, communities world-wide have been formally accredited as 'Safe Communities'. Over the past 14 years, there has been a significant increase in accredited safe communities within New Zealand. Safe Communities now cover over 2.2 million people - 54% of the total population. The six criteria for accreditation of the Safe Community model are:

1. **Leadership and Collaboration:** Demonstration of leadership by a coalition or group focused on improving community safety.
2. **Programme Reach:** The range and reach of community safety programmes operating throughout your community/region, including an indication of the extent to which they are based on proven or promising intervention strategies.
3. **Priority Setting:** Demonstration of programmes that target and promote safety for high risk/vulnerable groups and environments.
4. **Data Analysis and Strategic Alignment:** Analysis of available safety (injury, crime, violence and safety perception) data for your community/region and how they align with established national/regional priorities and action plans.
5. **Evaluation:** Outline of expected impacts and how they are being measured or evaluated.
6. **Communication and Networking:** Demonstration of community engagement with relevant sectors of your community/region and on-going participation in local, national and Pan Pacific Safe Communities

In New Zealand, injury (whether accidental or as a result of violence) is the leading cause of death for ages 1 to 34 years, and the second leading cause of hospitalisation. The injury burden is immense in terms of resulting disabilities, health expenditures, lost productivity, personal suffering and loss of quality of life.

While general injury and safety concerns are often recognised by communities as causes for concern, frequently such groups require evidence to indicate where community safety initiatives should be specifically focused. 'Safety' is a concept that is concerned with achieving a positive state of wellbeing among people within social and physical environments. It is as much concerned with a subjective dimension – the perception of safety – as it is with the objective dimension – the absence of injury. Therefore, to develop and nurture injury-free communities it is necessary to address diverse perceptions of 'safety' and 'injury prevention' while alongside intervening to reduce the behavioural, environmental and sociological factors which produce injuries.

## Foundation Structure

SCFNZ is a not-for-profit national organisation with charitable trust status (#CC10928), the only national organisation that is a Safe Community Support and Accrediting Centre of the Pan Pacific Safe Community Network (PPSCN). SCFNZ adopts both public health and community development approaches to safety promotion, injury and violence prevention. The day to day management of SCFNZ is the responsibility of the Director. SCFNZ has a Board of Trustees providing governance, sustainable funding, good office systems and a small team of dedicated staff and advisors. SCFNZ is funded by Accident Compensation Corporation, Ministry of Health, and Health Promotion Agency. SCFNZ has both the capacity and capability to provide ongoing services to the local, regional, national and international Safe Communities movement.

## Strategic Links

The WHO Regional action plan for violence and injury prevention in the Western Pacific : 2016-2020, recommends Safe Communities as a strategy for achieving a reduction in injuries. SCFNZ works with communities throughout New Zealand, promoting and supporting the development of Safe Communities in diverse geographic and socio-economic contexts.

SCFNZ develops collaborative relationships with government agencies, Territorial Authorities, organisations and businesses to influence significant changes in key areas of community safety. The Local Government Act 2002, recognises that Territorial Authorities have an important role to play as they are the most effective deliverers of local services.

Guiding principles of the NZ Health Strategy (2016) that share the same principals as Safe Communities model are:

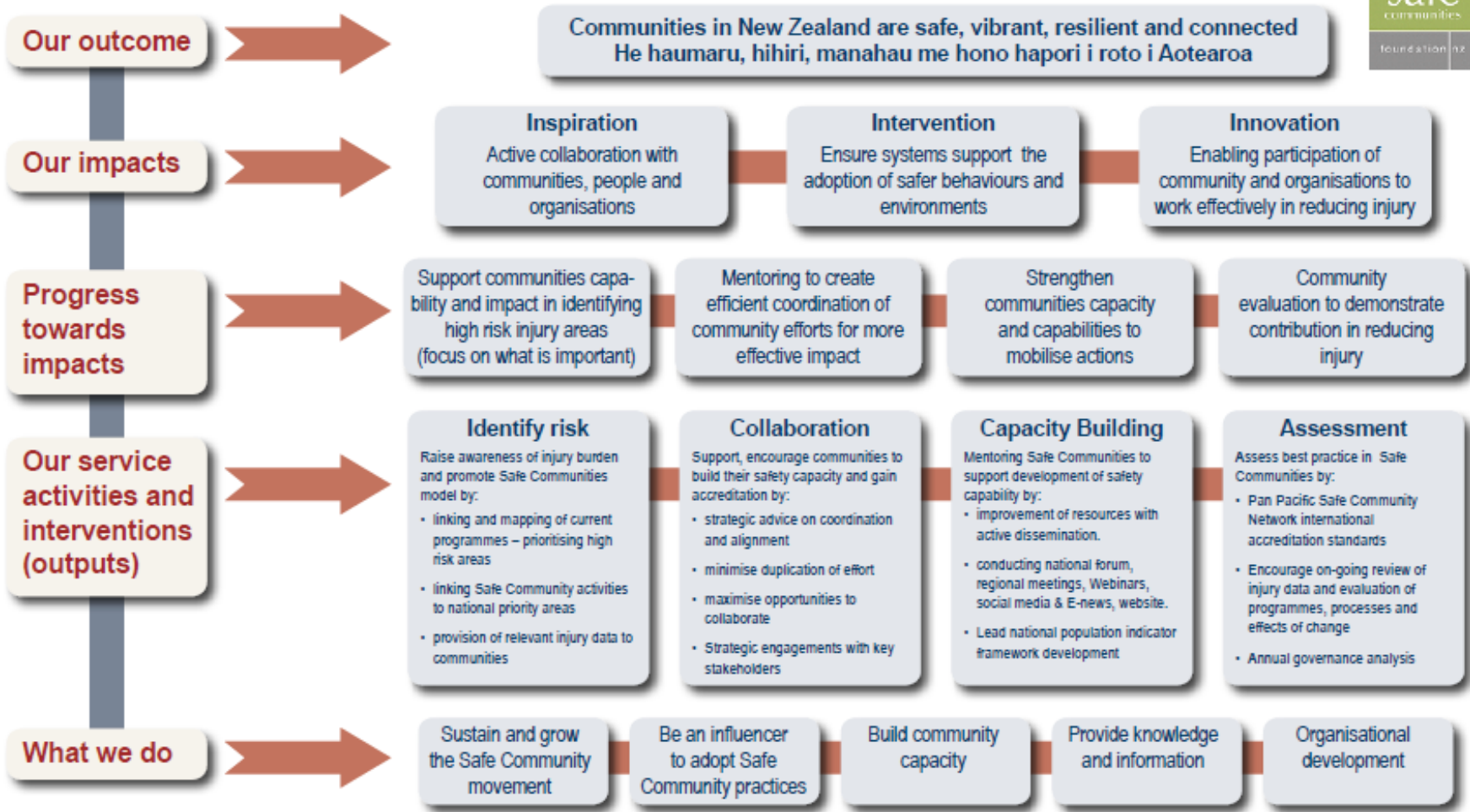
2. *The best health and wellbeing possible for all New Zealanders throughout their lives;*
4. *Collaborative health promotion, rehabilitation and disease and injury prevention by all sectors;*
7. *Active partnership with people and communities at all levels; and*
8. *Thinking beyond narrow definitions of health and collaborating with others to achieve wellbeing.*

Furthermore, Safe Community Accreditation is aligned with the MOH current health target of 'shorter stays in emergency departments' through the prevention of injuries. As well as being aligned to a number of impacts, outcomes and objectives in the *Statement of Intent 2015-2019 Ministry of Health*. Namely the reduction of falls, reducing assaults on children, delivering a collective impact through greater collaboration, initiatives that address mental health and community led.

Safe Community contributes to the 'Delivering Better Public Services' of reducing the overall crime rate, violent crime rate and youth crime rate. In addition alignment to the strategy and best practice for the relevant injury topic area as well as the overall Government outcome of being innovative, responsive and working together. This approach shares the same fundamentals of the Safe Communities model.

The New Zealand Safe Community Network actively supports the 2030 Sustainable Development Agenda. In particular addressing the Sustainable Development Goals directly related to injury and violence prevention and those that address the risk factors of injury and violence.

# Safe Communities Foundation New Zealand Strategic Framework



[www.safecommunities.org.nz](http://www.safecommunities.org.nz)