

Post Designation Case Study- New Plymouth

Safe Communities Foundation NZ, November 2007

On 27th October 2005 New Plymouth became the third district in New Zealand to gain accreditation as a Safe Community. At the time of accreditation the coalition management group of New Plymouth injury Safe (NPiS) were negotiating for funding to employ an injury prevention coordinator. The coalition were supported by a local district councillor to write a Trust Deed and registered as a charitable trust in June 2006. This formalised the coalition's structure and enabled them to seek funding to employ a paid co-ordinator. Three-year funding was provided by three core NPiS partners: the New Plymouth District Council (NPDC), Accident Corporation Corporation (ACC) and the Taranaki District Health Board (TDHB). Two other core partners (Tui Ora Ltd. and Kidsafe Taranaki Trust) also contributed a smaller amount of funding towards the first year. Channa Perry was appointed as Safe Community Programme Manager on 29th January 2007 and is based at the Health Promotion Unit at the TDHB.

As mentioned above, New Plymouth injury Safe Trust has direct funding from five of its seven core partners. In addition, NPiS Trust have accessed further funding from ACC (to support the delivery of local injury prevention projects) and the Ministry of Health (to fund a one year participatory action research project focusing on Maori injury needs). In addition to this funding however, there are a number of other local organisations that contribute either directly, or indirectly, to reducing injury in the District. NPiS's intersectoral network includes over 20 organisations whose interest areas cover children, young people and older people's health and wellbeing, sport and recreation, industry (including farming) and road safety. These organisations bring a wealth of skills, knowledge, experience and expertise to the overall injury prevention programme in New Plymouth District and play a key role in keeping New Plymouth District a Safe Community.

The management group provides an overarching strategic focus to NPiS with representatives from the key stakeholders meeting on a regular basis. This, along with the long-term involvement in injury prevention/community safety of many of those involved and the incorporation of the framework of the New Zealand Injury

Prevention Strategy in all their programmes has provided NPIS with a very sound evidence based approach to their initiatives.

Post designation some programmes have continued and others have been initiated. In 2006, NPIS repeated a community-based injury prevention needs assessment as there was a commitment to conduct a needs assessment every five years and the last one was carried out in 2001. The main aim of the needs assessment was to compile relevant statistical and qualitative information to identify patterns of injury in New Plymouth District to help monitor progress in reducing the incidence and severity of injury in the District and to identify future injury prevention priorities and strategies for addressing them. Copies of this may be obtained from npis@tdhb.org.nz or by logging on to the following link on the NPIS website: http://www.npis.org.nz/needs_assessments.htm

The KidSafe Taranaki Trust has also undertaken another analysis of the Paediatric Hospital Admissions for unintentional injury in Taranaki, a repeat of a comprehensive report that analysed the child injury data for 2000 – 2002. Analysis of local child data is used effectively in Taranaki to better inform ongoing project development and monitoring the effects of existing child safety initiatives. NPIS are to be congratulated on the emphasis they place on collecting data to inform their initiatives.

Post designation, partners in NPIS are continuing to collaborate on projects. It is considered that there are two major collaborations:

- ACC are working with the Police around road safety initiatives; and
- the DHB and ACC are focussing on older adults falls prevention and, along with Kidsafe Taranaki and Tui Ora providers, childhood falls prevention.

Programmes in place include: *Slips Trips and Falls*: - developed in partnership between ACC and Rural Women NZ. This programme is about raising the awareness of slips trips and falls in the homes of primarily rural women. The project is targeting women 25 plus. The project is currently being trialled on a small scale and while initially intended for women in rural communities may be delivered through a variety of networks. If successful, it can be extended to include a focus on older adults falls and

link into existing falls prevention programmes such as Tai Chi and the Otago Exercise Programme. This project is still running and the NPIS programme manager has organised a strategy group workshop for the 26th July to bring people from the sector together to see how to work together more effectively and maybe look at developing a local falls prevention strategy.

Preventing Falls in Older People: In May, NPIS teamed up with New Plymouth Positive Ageing to organise a seminar to raise awareness of local falls prevention services. Guest speakers included David Campbell, ACC programme manager National Falls Strategy, and the presentation topics included Falls Risk Factors, Otago Exercise Programme, Assessing Falls Risk in the Home, and modified Tai Chi. Following on from these workshops a multi-agency group has been formed to develop a Taranaki Falls Prevention Strategy that seeks to improve co-ordination and forge new partnerships across the falls prevention sector.

Healthy Homes: This project involves Pinnacle Public Health Organisation; Ministry of Social Development, Housing New Zealand, TDHB and NPDC. The programme is delivered by Waitara Initiatives Supporting Employment (WISE). The prime purpose of WISE is to retrofit houses for energy conservation particularly in poorer areas and is supported by the Energy Efficiency Conservation Authority (ECCA) and Wellington School of Medicine where an Health Research Council-funded research programme with a multi-disciplinary team is conducting a number of intervention projects to better understand the causal links between housing and health in order to reduce inequalities in health. This project is still running and has attracted some more funding this year. Also running as part of the Healthy Homes project is the Better Homes Safer Children project (those who have the healthy homes retrofit, have under five year olds and qualify for a community services card can have a free safety equipment fit – stair gates, window locks etc.).

ACC are developing a home safety component to be included in this project. This approach is based on a local project originally targeted at children but in this new Healthy Homes project will be expanded to include all age groups. This long term project, still in the development phase, is intended to be initially taken out to 600

homes in the first year with the aim of all homes in Taranaki being healthy and safe by 2014.

“ a great initiative which is involving collaboration of a number of community and government agencies coming together to support a project that will have the people of Taranaki living in healthy safe homes”.

“Its’ all about Choice”: In a very positive collaboration, Shell Todd Oil Services (STOS) came on board with the Police, ACC and Health Promotion to deliver a hard hitting presentation on the consequences of driving too fast. The “It’s All About Choice” road show which had visited five local secondary schools in May 2005, returned to the region in March 2006. This time venues included STOS worksites where they wanted to raise the awareness of “driving to the conditions” and “reducing speed” as it related to their workers driving to and from work and for work purposes. Workers were also bussed to schools in the district and with secondary students, were able to attend the presentation.

Presentations were also made to Western Institute of Technology at Taranaki and Taranaki Work Trust students. While the emphasis was on trying to make a lasting impression on young, novice drivers about the importance of driving at appropriate speed, the message was just as relevant to drivers of all levels of experience. Taking this programme to workplaces was important in influencing parents to model their driving behaviour to young adults.

“everyone has choices to make and we hope that by involving parents they will model best practice safe driving behaviours to their children”.

Road Safety: ACC has developed a collaborative relationship with the Police to ensure that all road safety initiatives in New Plymouth are implemented in a co-ordinated way. Key advantages of this partnership are: improvement in reach; increased community awareness; and better linkages to other road safety programmes/initiatives at the national and local level.

CApENZ: CApENZ is part of a major regional initiative to develop and promote Taranaki as New Zealand's foremost internationally competitive centre of applied engineering.

It is supported by the regional development agency Venture Taranaki Trust, and funded by New Zealand Trade and Enterprise. CApENZ is an innovative partnership between the Engineering Taranaki Consortium and the Western Institute of Technology bringing together engineering companies from across the region. This regional initiative has had considerable impact not only on the local region but also throughout New Zealand. CApENZ through their initiatives are providing leadership and support to other regions in New Zealand, for example, currently the CApENZ resource is being developed in Ruakaka, Whangarei district and there are negotiations underway around replicating the HSE Centre in Australia.

The Taranaki Health Safety and Environment (HSE) Centre: - a major initiative between the Centre of Applied Engineering NZ (CApENZ), the ACC and local industry has continued to offer an excellent, unique interactive resource that provides wide ranging workplace safety training for both students and employees across the community, taking pressure off individual businesses needing to adequately train their staff and ensuring a uniform high standard of training.

Passport to Safety: representatives from two high schools and the Young Enterprise Scheme in Taranaki all participated in a training session conducted by SCFNZ in March 2007. Passport to Safety is a web-based, self-paced programme that can be done individually, at schools, or at workplaces and is aimed specifically at young people preparing to take part-time or casual work. It challenges young people not only on factual learning, but also on their understanding of how to act safely in a variety of situations (www.passporttosafety.com/newzealand). ACC and the Department of Labour co-operated with SCFNZ in order to get the programme going, by sponsoring passports. Five hundred and sixty four have been allocated to New Plymouth, the first region in New Zealand to support this evidenced based initiative to improving safety for young people.

Workplace Safety Celebrating Men's Health Week: NPIS teamed up with ACC and Hauora Taranaki Public Health Organisation's mobile health service and took to the streets during this year's Men's Health Week (11-18 June). The 'health bus' offered free health checks to men living and working in rural Taranaki. Along with general

health promotion advice those visiting the bus were offered information and resources to raise awareness of injury prevention at home and at work. Local schools and Lions Clubs provided refreshments and a soup lunch.

Schools Agricultural Safety Team Challenge 2007: Teams from six Taranaki High Schools braved the rain to take the Agricultural Safety Team Challenge. This annual event, which was held on the 26th July at Francis Douglas Memorial College, tested students on their tractor and quad bike skills as well as handling of cattle, firearms, chemicals and scaffolding.

Kids Involved in Driving Down Speed (KIDDS): Police Education Officer Anna Duncan has been working with students from six schools in New Plymouth collecting data on vehicle speed and road conditions and these have been used to develop recommendations for road safety improvements around their schools. Seven representatives from the schools will be presenting the results of their project at the Injury Prevention Network conference on 29th October.

In keeping with their evidence-based approach to injury prevention/community safety the NPIS made a successful bid to the Ministry of Health for funding for a research project '*Maori Injury Prevention Participatory action research project*': The purpose of the project is to enable Maori in Taranaki to identify, prioritise and propose solutions to what they perceive to be the main injury and community safety issues affecting them. The project, to be led by Tui Ora, the local Maori development organisation, will use an innovative research approach called Participatory Appraisal. This approach emphasises the value of lay knowledge and expertise held within communities. It enables local people to share their perceptions and identify, prioritise and appraise issues from their knowledge of local conditions. A steering group made up of Maori community members will oversee the management and progress of the project. NPIS and Tui Ora recently met with Manaaki Oranga who have agreed to provide support with project management and community linkage. The process to appoint a researcher has begun and it is hope that the project will start in August. It is hoped that the findings will have some real value in future planning of injury prevention initiatives in Taranaki.

In recognition of the efforts of NPiS, safety groups from Taranaki have received recognition for their efforts in the New Zealand Community Safety and Injury Prevention Awards in 2005, 2006 and 2007. For example, at the 2007 New Zealand Community Safety and Injury Prevention Awards NPiS was awarded 'highly commended' for a range of initiatives that aimed to achieve a safety culture and create safer environments for people living in the district. These included the KIDDS (Kids Involved in Driving Down Speed) road safety project, organised by the Trust in partnership with ACC, New Plymouth Police and RoadSense. The project involved children from six local primary schools identifying, analysing and proposing solutions for road safety issues around their schools, then presenting them to roading and engineering specialists. Other initiatives included: Beginning work on an 'Older Persons Falls Injury Prevention Strategy' in consultation with the community, rest homes and service providers; organising a Men's Health Week in partnership with ACC and the Hauora Taranaki primary health organisation; and supporting Tui Ora Ltd, a Maori health services organisation, to apply for a funding for a research project aimed at identifying and addressing local Maori injury prevention and community safety priorities.

In conclusion NPiS are to be congratulated on: entering and achieving the above awards; their continued focus on an evidence- based approach to their initiatives; the number of projects they have up and running and the support they are providing for a local research project; the production of an excellent newsletter which is well produced and widely disseminated; and the enthusiasm and immediate response to requests of their newly appointed programme manager. NPiS provide a good model of a coalition representing key partners, using locally collected data, working towards keeping New Plymouth safe. Already the appointment of an experienced programme manager is providing them with more opportunities to promote the Safe Communities movement both nationally and internationally. Post designation, what will be evident from this brief report is the ongoing growth that has occurred as a result of NPiS efforts to improve community safety outcomes for the people of New Plymouth.