

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 tākarō

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.

Key linkages

International

Pan Pacific Safe Communities Network, Asian Safe Communities Network, Other Regional and the International Safe Communities Network
 Australian Safe Communities Foundation, National Safety Council (USA)-Safe Communities America, Parachute (Safe Communities Canada), International injury/violence research centres/units
 World Health Organization (WHO) Violence/ Injury Prevention, Geneva Switzerland, WHO Western Pacific Regional Office (WROP)

National

Government Departments/Agencies:

Territorial Authorities, Community/Local Boards & Local Government NZ
 Accident Compensation Corporation & Community Injury Prevention Coordinator (CIPC)
 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

National Lead Agencies including:

Safekids Aotearoa, Injury Prevention Research Unit, NZ, Fire & Emergency NZ, Farmsafe, Community Patrols, Neighbourhood Support, Plunket, National Poisons Centre, Mental Health Foundation, Rural Women, Red Cross, REAP Aotearoa New Zealand, Water Safety NZ

Community Organisations and NGOs including:

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 views the Safe Communities approach as an important means of delivering evidence-based violence and injury prevention strategies at the local level

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 families/whanau, homes and 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.

Since 1989, 330 communities world-wide (30 within New Zealand) have been formally accredited as 'Safe Communities'. Excellent examples of what is occurring through community engagement, problem solving and collaboration on injury/violence prevention problems within individual communities can be found in Safe Community applications, available on the Safe Community Foundation New Zealand website. 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

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.

A safe community is a place that is attractive to live, work and visit. A safe community is 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.

Foundation Structure

SCFNZ is a not-for-profit national organisation with charitable trust status (#CC10928), the only national organisation that is an International Support Centre and an Accrediting Centre of the Pan Pacific Safe Community Network (PPSCN), a regional network of the International Safe Community movement. The SCFNZ has adopted both a public health and community development approach to safety promotion, injury and violence prevention, since it was established in 2004.

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 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

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, including safer public places, road safety, crime prevention, falls prevention, alcohol misuse, safety in the workplace, safety in the home and safety by design. The Safe Community model utilises a population based approach and utilises the spectrum of prevention in terms of evidence for programmes and effectiveness of efforts.

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. The approach ACC is taking includes better collaboration with a range of stakeholders, improved use of data to design programmes and targeting their priority programmes' areas of focus. This approach shares the same fundamentals of the Safe Communities model. Additionally, 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.

As well as national alignment, 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.

Safe Communities Foundation New Zealand Strategic Framework



www.safecommunities.org.nz