



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

Safe Community Rotorua



Country: **New Zealand**

Number of inhabitants: **65,900(as at March 2006)**

Programme started year: **2006**

International Safe Communities Network Membership: **2010**

Full Application: www.safecommunities.org.nz/sc/roto

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Info address on community as a whole:

www.rdc.govt.nz/Community/CommunitySafety

The programme covers the following safety promotion activities:

For the age group

Children 0-14 years:

- ACC RiverSafe Programme - actively promotes water safety awareness in and around our rivers.
- Clean Anger – programme for 9-13 year olds focusing on learning how to manage anger, bullying and aggression.

- Swim for Life - a programme to ensure all NZ children are able to swim 200m confidently and competently by age 12.
- Early Intervention and Severe Behaviour Services - provide a range of early childhood and school based services for children and young people with high levels of need, including severe behaviour, communication, sensory and learning difficulties.

Youth 15-24 years:

- Conservation Corps - a 20-week training programme focusing on self-esteem, confidence and skills development for 15-25-year-olds.
- E Oho - a project planned and implemented by young people for young people, fostering both community and youth development.
- School Holiday Youth Programmes - whanau support and counselling by a skilled social worker.
- Children and Youth Alcohol and Drug Services - alcohol and drug counselling in secondary schools within Lakes District Health Board area.
- Rotorua Youth Offending Team - sharing of information to identify strategic issues in youth offending sector and problem solve.
- Rotovegas Youth Health Service - free service for young people aged 15-24 yrs with mild-medium psychological issues.
- Te Arawa Journey - a preventative youth work course, includes weekend and school holiday activities.
- Wahine Toa (women of strength) - a programme for teenage girls who have been victims of sexual abuse.
- Youth Projects Trust - provides funding/support for planning and delivery of programmes and events, by youth for youth that promote participation, positive attitudes and healthy lifestyles.

Adults 25-64 years:

- Strengthening Families - involves inter-agency case management for families who have interaction with more than two agencies so that the family receives more coordinated and prioritised services.
- Adult Restraints - a programme to increase the front and rear seatbelt compliance rate in Rotorua through roadside checks and promotional activities.
- Alcohol campaign - a holiday season campaign to urge locals not to drink and drive and to act responsibly when celebrating.
- Addiction Services - provides early intervention, education, support and advocacy for people affected by addiction and substance abuse and their families.



Safer Families

Older Adults 65+ years:

- Vitamin D Supplements - a programme to provide older people with Vitamin D supplements, to enhance muscle strength and bone density, and reduce risk of falling.
- Rotorua Rest Home Games - an initiative where rest homes combine for a day of activities.
- Neighbourhood Support - a network of community based residents focused on crime prevention and safety.
- St John - Caring Caller - a free long-term friendship service that offers those who are housebound or live on their own, the opportunity to stay in daily contact by phone with someone who cares about them.

In the following Environments:

Home:

- Parenting and Life Skills Programmes - a range of programmes available to support most aspects of parenting and life skills with crèche and transportation services to support Maori consumers.
- Plunket reaching out to provide safer family environments - gives families with young children in low income areas, practical advice and help to cope with parenting stresses.
- Tamariki Ora Well Child - a home based well child service delivered to babies 0-5yrs through Registered Nurses and Kaitiaki.
- Operation Night Light (Kaingaroa) - a programme to Improve perceptions of safety in the village and reduce incidence of crime.

Traffic:

- Intersection campaigns - promote Intersection safety at Rotorua's most dangerous intersections.
- Rotary Youth Driver Awareness - education/awareness workshops to improve skills of youth drivers in Rotorua.
- Ruru road safety campaign – a series of billboards along an accident-prone section of State Highway 5 with simple road safety messages.
- Alcohol campaign – a holiday season campaign to urge locals not to drink and drive and to act responsibly when celebrating.
- Nervous Nellie's Road Safety Workshops – aimed at beginner cyclists or people who haven't cycled for a while who would like to ride to work, provides information about road rules and how to share the road safely with other users.



Intersection Campaign

Occupational:

- Short Course Certificate in Fire Safety - covers fire safety knowledge required by employees or supervisors in vocational industries.
- ACC Workplace Safety Seminars - these consist of three 40 minute presentations followed by workshops on work place safety issues.
- CPTED training for local industries (retail, tourism, education) - provides training on crime prevention techniques to tourism industry members.

School:

- Rotorua Boys High School Attendance Initiative - programme aimed at increasing attendance at school by reviewing best practice, professional development, providing sports and cultural activities, and freely sharing information and stories about positive things happening.
- Rotorua School Attendance Action Group - supports schools in keeping young people in education for as long as possible; promotes "whole of community" response to reduce truancy; increase attendance rates.
- Awhina Activity Centre - a learning centre for secondary school students not succeeding in mainstream.
- Te Korowai Whakaora - a 10 week programme to assess student need, provide programme intervention and help 'at-risk' students in their transition back to base schools.

Sports:

- Physical Wellbeing and Iwi Development Programmes for Maori - these focus on iwi development and well-being using physical activity as a vehicle; provides coordination of events within Te Arawa.
- Te Arawa Games - intertribal games to encourage healthy living and celebration of Te Arawatanga amongst descendants of Te Arawa.
- Women's Activator training Series - a 10 week programme of physical activity and information sessions in a supportive, encouraging and safe environment, including water confidence and safe biking skills.
- Dads n Lads Training Series - a 10 week activity and information series focused on getting dads more active with their sons.

Leisure:

- PoolSafe Scheme - an independent assessment of a pools management and operation in accordance with these industry standards.
- Unison Lake Safety Programme - aim to equip children in the local community with the key elements of aquatic awareness and lake safety, ensuring that they have adequate lake safety survival skills, whilst having fun in and around lakes.
- ACC RiverSafe Providers - training to ensure that providers who lead and supervise students in any river-based activity have a high level of expertise.



Unison Lake Safety Programme

- Water Safety Awareness Week - swim station clients participate in water safety drills and education around life jacket and deep water work.
- Rotorua Recreation www.getactivestayactive.co.nz - a website which provides information on aerobics, martial arts, cycling, dance, pilates, yoga and other activities to get you fit and healthy.

Other:

- City Assist workers - provide information to visitors, and act as eyes and ears in the CBD and surrounding reserves.
- Project Papa Waka - aims to reduce the number of theft ex-car and unlawful taking offences in the Rotorua area.
- Rotorua District Council Community Safety Projects Fund - provides local not-for-profit organisations with funding to implement new projects that will reduce and/or prevent crime and/or enhance positive perceptions of safety in the Rotorua Community.
- Tag Buster Hotline - helps to facilitate the rapid removal of tagging in public spaces.
- Sexual Abuse Centre - provides information and support, counselling and educational programmes for those who have been sexually abused or who are related in some way to person who has been abused.

Violence prevention (intentional injuries):

- Lakes DHB Family Violence Intervention Coordinator - trains and supports staff in introducing family/partner violence screening to the health setting, and liaises with community agencies involved in intervention networks.
- Project CARV (Curbing Alcohol-Related Violence) - a project to reduce the rate of alcohol related family violence and public violence in the Rotorua District.
- Drug Addiction Resource Centre - an education programme on alcohol and drugs; facts and consequences of substance abuse.
- Restorative Justice for Family Violence Victims – programme that allows victims to be heard and gives offenders the opportunity to put things right including in situations of family violence.
- Violence Prevention Youth and Women’s Education - services include violence prevention, women’s education programme, youth initiatives and programmes for Maori men.

Suicide prevention (self-inflicted injuries):

- Lakes DHB Suicide Prevention Coordinator role - focused on leading and facilitating cross-agency collaboration to implement the NZ Suicide Prevention Strategy and Action Plan and district level.
- Rotovegas Youth Health Service - for young people aged 15-24 yrs with mild-medium psychological issues.

Programmes aiming at “High risk-groups”:

- Nga whare waipiro tirohanga (Alcohol Monitoring Walkthrough Programme) - these are foot patrols within the CBD including walking through selected licensed premises to monitor underage drinking, support at risk individuals (i.e. problem gamblers, drinkers etc).

- Back to School, Speed campaigns - to reduce the average mean speeds in Rotorua, to reduce crash severity and to improve the road safety of children within the Rotorua district particularly round schools.
- Kidz in Carz and Car Seat Advisory Service, focused on increasing the car seat compliance rate for children under five years in the Rotorua District.
- BUS (Balanced, Upright and Safe) and Modified Tai Chi - programmes for over 55 year-olds, focusing on improving strength and balance as a means of preventing falls and maintaining independence for longer
- Whakawhanaungatanga – a suicide prevention initiative to improve the care of people presenting to the emergency department or mental health services with self-harm or suicidal tendencies.
- Amped 4 Life - sessions in secondary schools, which promote awareness of the impacts of alcohol, drugs and risky sexual behaviour and encourage positive decision making amongst young people.
- Ahu Whakatika - youth at risk programme for young people not at school that focuses on family violence and deals with drugs, alcohol, anger, empowerment and self-esteem.
- Bloke's Toolbox - a resource that provides information about immediate steps men can take when feeling mad and includes phone numbers for local and national organisations who offer support to people experiencing violence.
- Women's Toolbox – a credit-card sized pamphlet with information about where women in situations of family violence can go for help.



Blokes and Women Toolbox

Surveillance of injuries:

Information about injuries in Rotorua has been obtained from:

- Injury Prevention Research Unit (2001-2005)
 - Lakes District Health Board
 - ACC Injury Statistics Report (2008)
 - Rotorua District Road Safety Report (2003-2007)
 - NZ Recorded Crime Tables, Statistics NZ (2003-2008)
 - Rotorua Police
 - Rotorua Safety Monitor Report (2008)
 - Water Safety NZ
 - NZ Fire Service
- Falls, adverse effects and being struck by or against an object are the leading causes of injury in Rotorua.
 - The three most common scenes of injuries are: home; school, institutes or public areas; and streets and highways.
 - The most vulnerable age groups for injury are 60+ years and 5-14 years.

Numbers per year:

- In 2006/07, an average of 1015 people per year were hospitalised for injuries in Rotorua.
- Rotorua has a higher rate of hospitalisation for injury – 154 per 10,000 people, compared with the national average of 125 per 10,000 people.
- ACC claims for Rotorua increased by 33% on average from 2003-2007.
- In 2006 and 2007 Rotorua had a higher rate of road traffic crashes (115 per 10,000 people) than the general population (73 per 10,000 people).

Population base: Rotorua District 65,900 (as at March 2006)

Produced information material, pamphlets:

- Beat that Thief – a pamphlet to raise awareness in the community that many car crimes occur due to an opportunity being presented. Encourage people to secure their vehicles appropriately.
- Bloke's toolbox – a card with information about immediate steps men can take when feeling angry.
- Women's toolbox – a card with information on how to seek help for victims of family violence.
- Project CARV booklets.
- 'It's your business' resource – a DVD for employers to provide information to employees who may be in situations of family violence on how to deal with it and where to find help.
- White ribbon day coasters – distributed to cafes and other businesses to promote the message 'Respect Women, Stop the violence!'

International commitments:

- Attended 17th International Safe Communities Conference in Christchurch, 22-23 October 2008.
- Attended Safe Communities Networking Days in Auckland, 10 October 2007 and 23 September 2009.

Staff

Number: 2

Professions: Safe Community Designation Leader (full-time) and Community Safety Projects Officer (full-time).

Organisation: Rotorua District Council

Specific intersectoral leadership group:

The Rotorua Safe Community Steering Group (RSCSG)

General public health/health promotion group:
ACC, Lakes District Health Board



Ihenga, The Maori Discoverer of Lake Rotorua

Amy Royston
Safe Community
Designation Leader

