

Whangarei District

**Application for Re-Designation as an International Safe Community
of the World Health Organisation Collaborating Centre on
Community Safety**

**Whangarei
New Zealand**

September 2011

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Whangarei District: Reapplication for membership of the International Safe Community of the World Health Organisation Collaborating Centre on Community Safety

Introduction

The Whangarei District got its first accreditation as a International Safe Community by the WHO CCCSP in 2006 and this re-application is made by the Whangarei District Council and the Safer Whangarei Network Group on behalf of the wider Whangarei Community.

The Safer Whangarei Network group incorporates a wide network of local and national agencies and community groups involved in injury prevention, crime prevention and road safety in the Whangarei District.

Message from the Chief Executive Officer, Whangarei District Council



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20 September 2011

To whom it may concern

Whangarei District is a community at the crossroads and Whangarei District Council is driving hard to lead our district down the right path. While we aim to improve our internal and external economic indicators it is also imperative we focus on growing our people and the communities of our district.

As we set out to make Whangarei District New Zealand's district of choice to work, play and invest it is important to acknowledge that community safety is an integral part of this direction. Over the coming 5 years our council will be focusing on 5 key themes and one of these is "Sense of Place" and clearly safer communities is vital to this.

Community Safety has always been part of our Council and this is evident through the community outcomes in our LTCCP and I am sure this will still be part of our Long Term Plan for 2012-2015.

Now, more than ever, agencies have to work collaboratively and our working relationships with both ACC and the Northland District Health Board are vital to coordinating the Safer Whangarei Network. Much of the Council's Community Safety activity is a part of our collaborative project 'City Safe' and here too it is important to acknowledge the contributions of the Whangarei Police and the Whangarei Chamber of Commerce.

Whangarei is constantly seeking to improve our quality of life through efficiency, building strong, vibrant communities & attractive places, as well as growing our local and national economies. The way our City is perceived impacts on all of these things and safety is integral to forming positive perceptions of our city, our community's wellbeing and our future. As part of the bigger picture I fully endorse the work our staff are doing with other agencies and seeking reaccreditation as an International Safe Community.

Yours faithfully,

A blue ink signature of the name 'Mark Simpson'.

Mark Simpson
CEO

Whangarei District – An overview

The Whangarei District is based in the Northern most region of the North Island of New Zealand and covers an area of 2,855 km² inclusive of the off-shore islands of the Poor Knights and the Hen and Chickens Islands. The Kaipara District lies on its western boundary and the Far North District lies to the north (Figure 1).

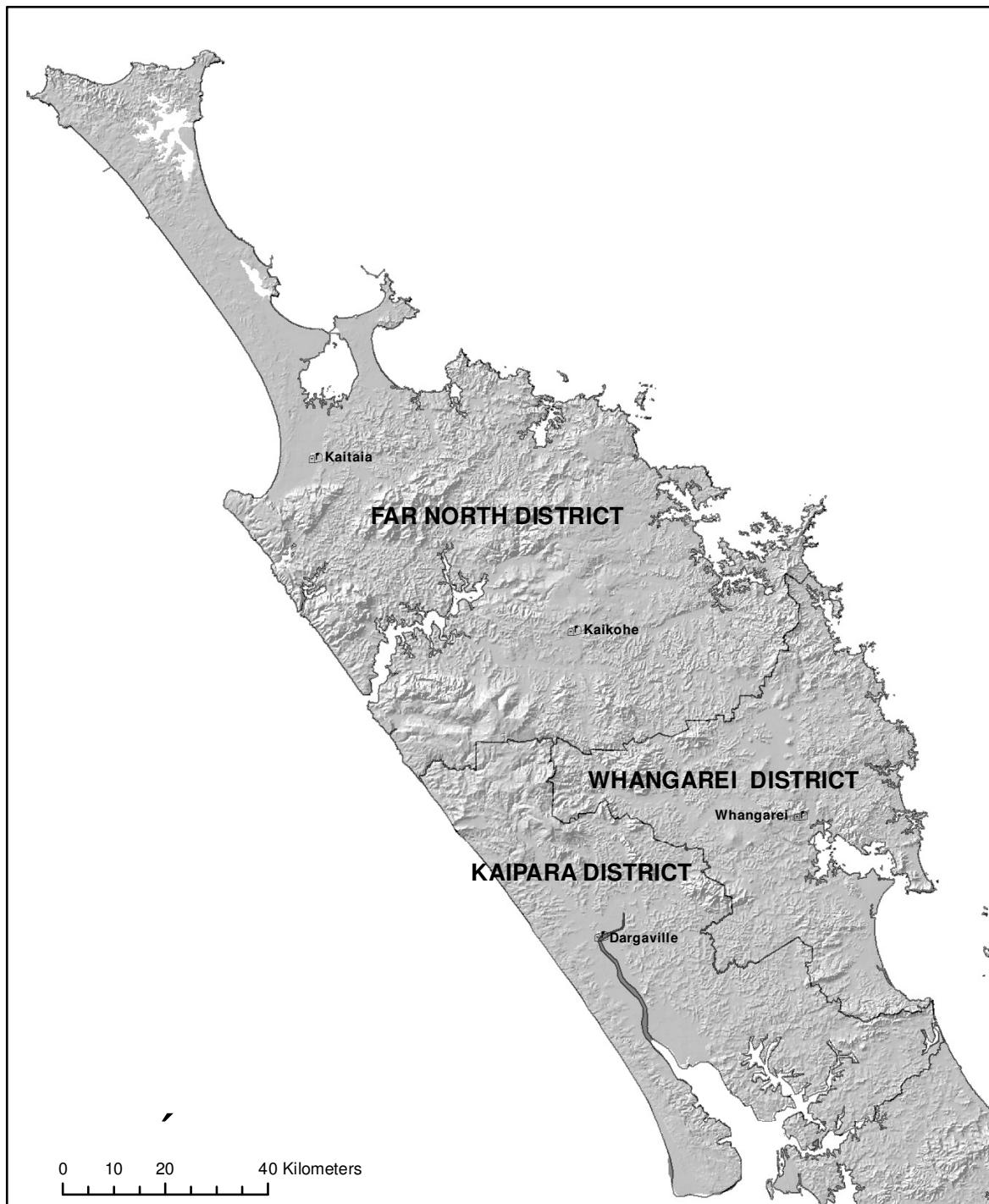


Figure 1: Map of Northland

The Whangarei District covers the south eastern part of the Northland region. It extends from Langs Beach at the southern end of Bream Bay, to Bland Bay further north, a distance of just under 100km.

At its greatest width, the distance east to west is about 60km. The Whangarei District covers a broad land base, and is made up of small communities surrounded by farmland, orchards, forests and coastline.

The City of Whangarei is 160km from Auckland. It is the largest urban centre in the Northland region and is the principal commercial centre. It is the hub for most of the transportation and storage services into and out of Northland region.

The usually resident population of the Whangarei District is growing steadily (during 2006 it was 74,430, compared to 68,067 in 2001 and 66,666 in 1996). During 2006 census, 74,430 residents lived in the Whangarei District, making it New Zealand's 13th most populated district(2006 Census), comprising of around 1.85% of the national population and 50% of the Northland's population. The estimated population of the district during 2011 is 80,000 (NZ Statistics).

Figure 2 shows that the majority of Whangarei residents live in the urban area (60%). This proportion has changed little over the last 5 years since the previous census, when 62% of the district population lived in the Whangarei urban area.

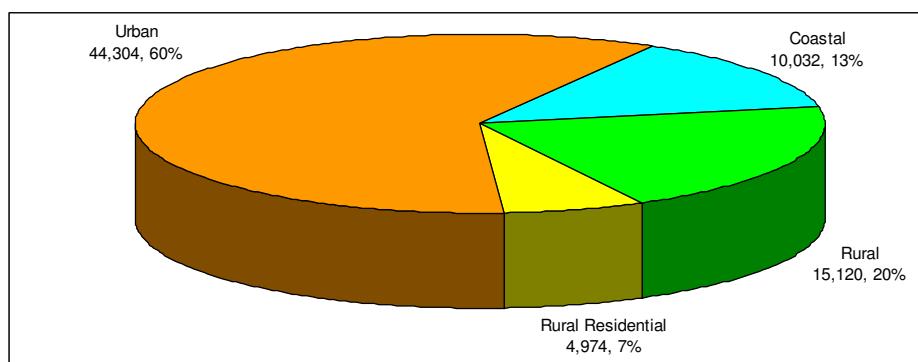


Figure 2: Resident Population of the Whangarei District, 2006

Compared with similar sized districts, the Whangarei District is comparatively densely populated at 26.08 people per km² (Table 1). The Rotorua and Franklin Districts have similar population densities to the Whangarei District, at 25.2 and 26.9 people per km² respectively. The high population density reflects the higher proportion of the population living in urban areas compared with many other regions in the country.

Table 1 Population Density, 2006

	Area (Km ²)	Total Population	People per Km ²
Whangarei District	2,855	74,430	26.08
Northland Region	30,110	154,392	5.13
New Zealand	414,835	4,027,341	9.71

The population of the Whangarei District has a very high Māori population compared with the New Zealand population (Figure 3). In 2006, one in four or 25% (17,604 people) of the people in the

Whangarei District identified as Māori, compared with 15% for New Zealand and 32% of Northland; 72% identified as European (includes New Zealand European), compared with 68% of New Zealand and Northland; and only 5% (2.4% pacific people, 2.3% Asian and 0.3% Middle Eastern/Latin American/African) of the district's population and Northland's population identified with an ethnic group other than European or Māori. This is considerably lower than the national average of 17%.

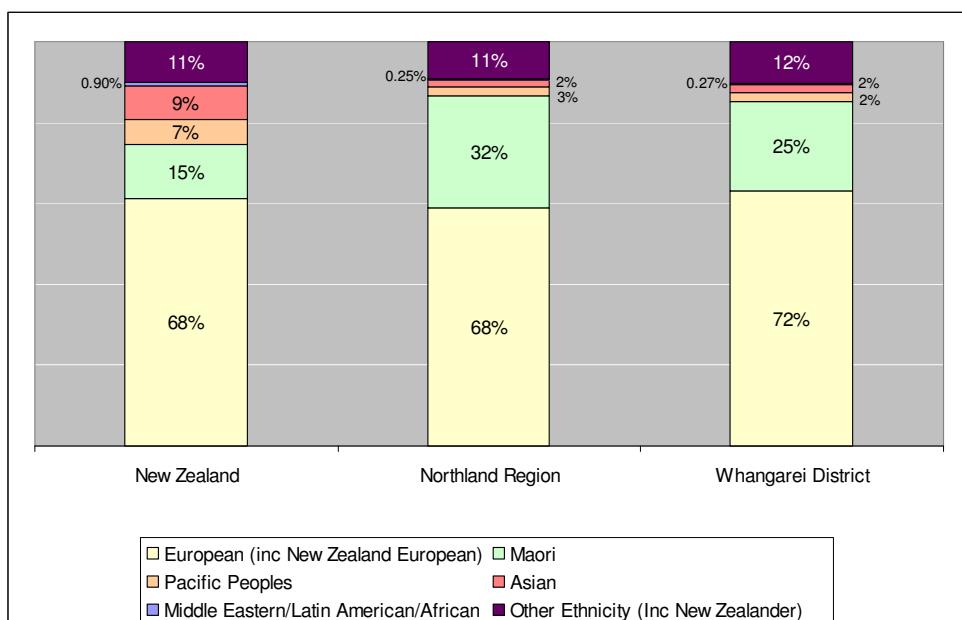


Figure 3: Ethnic composition of the Whangarei District - 2006

Apart from English, the next most common language spoken in the Whangarei District is Māori, which is spoken by 6.6% of people. For New Zealand as a whole, the most common language apart from English is also Māori, spoken by 4.1% of people.

Northland is one of the most deprived regions in the country with about 65% of the population living in areas with NZ Deprivation Index scores of 7 - 10 deciles (quintile 4 and 5) as compared with the New Zealand figure of 30% (Figure 4).

Within the Northland region, Far North District has relatively more areas of deprivation, with about 71% of its population living in areas with scores ranging 7 - 10 deciles while in Whangarei District about 48% of the population live in areas with scores ranging 7 - 10 deciles (Figure 5). The rural areas of the Whangarei District are less deprived as compared to the urban areas.

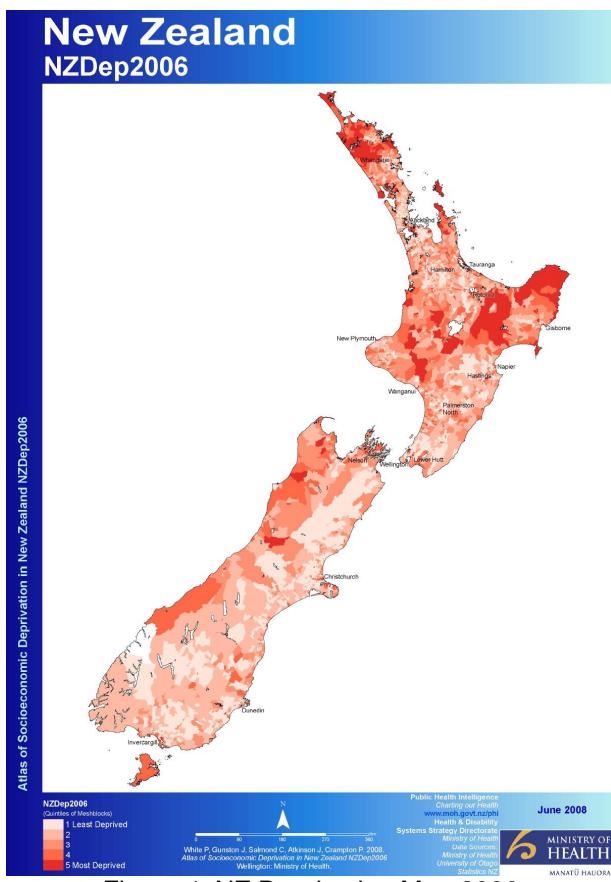


Figure 4: NZ Deprivation Map 2006
(Source: Ministry of Health)

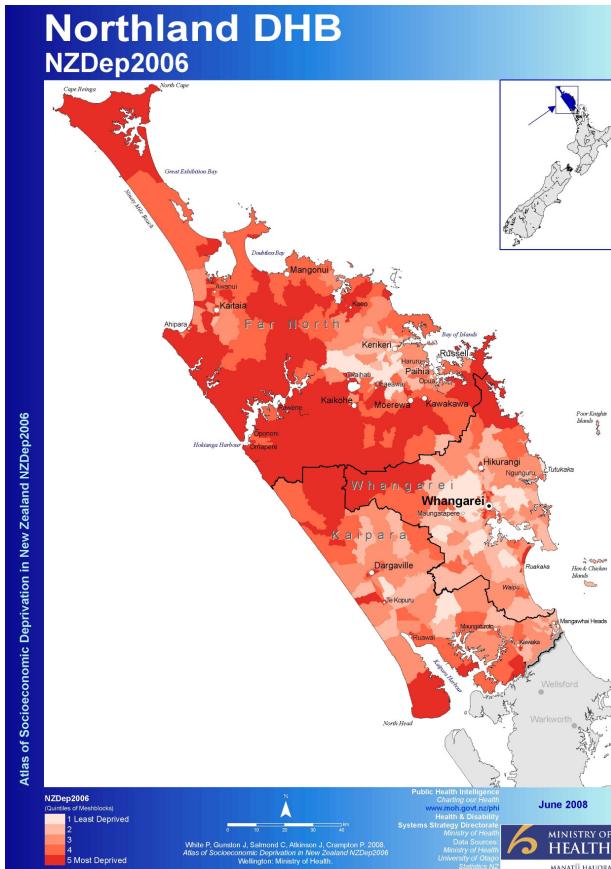


Figure 5: Deprivation Index Map - Northland 2006
(Source: Ministry of Health)

During 2006 Census, the District's median income for people aged 15 years and over was \$22,500 as compared to \$24,000 for all of New Zealand and for Māori people it was \$19,200.

The Whangarei District's unemployment rate during 2006 was 6.1 percent compared to 5.1 percent for all of New Zealand for people aged 15 years and over. But for Māori people aged 15 years and over, the unemployment rate was much higher at 13.6 percent.

From an injury prevention perspective, these factors combine to produce a challenging environment. The District is over-represented with both young people and elderly, there is a strong culture of outdoor living where people are active year-round, there is a long coastal line, and industries such as forestry and farming dominate, creating a stronger need for injury prevention awareness-raising.

International Safe Community of the World
Health Organisation Collaborating Centre of
Community Safety: Criteria

Criteria 1

*An infrastructure based on
partnership and collaboration,
governed by a cross-sectoral group
that is responsible for safety
promotion in the community.*

Criteria 1: An infrastructure based on partnership and collaboration, governed by a cross-sectoral group that is responsible for safety promotion in the community.

Injury Prevention Northland is an inter-agency committee and was first launched in January 2001, in response to growing injury rates in the community. Safer Whangarei Network (SWN) formerly known as Community Injury Prevention Programme (CIPP) is a group of representatives from a cross-section of the community. Safer Whangarei Network (SWN) group reports to the Northland Intersectoral Forum (NIF), a strategic high level group consisting 23 representatives from all major organisations in Whangarei and Northland (Appendix 1). SWN is the working group and has 13 members. All are full-time, except one. Currently SWN has representation from the following organisations:

- Accident Compensation Corporation (ACC)
- New Zealand Transport Agency (NZTA)
- New Zealand Fire Service
- New Zealand Police
- Northland Brain Injury Prevention
- Northland District Health Board (NDHB)
- Roadssafe Northland
- Royal New Zealand Plunket Society (Plunket)
- Sport Northland
- Whangarei District Council (WDC)

The Community Services Manager at Whangarei District Council acts as a point for contact for SWN.

The membership to SWN is not exclusive, and is open to all agencies working in the field of injury prevention. This group also reflects the priority areas for injury prevention in the Whangarei community, with child safety being supported by groups like the Royal New Zealand Plunket Society and road safety being supported by New Zealand Transport Agency (NZTA) and Roadssafe Northland.

Our coalition meets quarterly to discuss the effectiveness and progress of ongoing programmes, as well as looking to the future, in regards to new projects and ideas.

Given the unique and specific nature of some projects, there is often undertaking by the group to include all relevant community partners and stakeholders, including other local authorities like the Northland Regional Council, as required. This assists with ensuring all ethnic and at risk populations have representation.

Additionally, the tables and case studies provided under Criteria 2 and 3 provider further evidence for how the SWN supports a wide range of working groups/networks to address injury and violence preventions throughout the Whangarei District.

GLOSSARY OF KEY ORGANISATIONS

Northland District Health Board

Northland DHB was established in accordance with the NZ Public Health and Disability Act 2000 on January 1 2001, and is responsible for providing and buying Government funded health care services for the people who live in Te Tai Tokerau (Northland).

Through this legislation NDHB is obliged to improve, promote and protect the health of all Northlanders. In achieving this goal it will promote the integration of health services, especially primary and secondary care services, and effective care or support for those in need of personal health services or disability support. The reduction of health disparities by improving health outcomes for Māori and other population groups, is a key function. Community participation in health improvement and in the planning for provision of health services is essential.

Accident Compensation Corporation

The Accident Compensation Corporation (ACC) administers New Zealand's accident compensation scheme, which provides personal injury cover for all New Zealand citizens, residents and temporary visitors to New Zealand.

ACC is a Crown entity responsible for: preventing injury; collecting personal injury cover levies; determining whether claims for injury are covered by the scheme and providing entitlements to those who are eligible; paying compensation; buying health and disability support services to treat, care for and rehabilitate injured people; advising the government; and providing accident cover, injury prevention services, case management, medical and other care and rehabilitation services.

Whangarei District Council

The Whangarei District Council is the local authority in place to enable democratic local decision-making to promote the well-being of the Whangarei District in the present and for the future.

The Whangarei District Council has a variety of roles including: facilitating solutions to local needs; advocacy on behalf of the local community with central government, other local authorities and other agencies; development of local resources; management of local infrastructure including network infrastructure (e.g. roads, sewage disposal, water, stormwater, flood and river control works) and community infrastructure (libraries, parks and recreational facilities); environmental management; and planning for the future needs of the local district.

Plunket

Plunket is New Zealand's leading provider of well child and family health services in New Zealand. It provides a unique mix of a professionally educated workforce working hand-in-hand with volunteers throughout New Zealand. Plunket programmes aim to support families with young children by providing appropriate clinical and support programmes, educational activities and so on. They are the only non-profit organisation in New Zealand to provide these facilities to New Zealand families.

New Zealand Transport Agency

New Zealand Transport Agency (NZTA) formerly known as Land Transport NZ a government agency with an objective to contribute to an integrated, safe, responsive and sustainable land transport system. In order to achieve this, NZTA work in partnership with central, regional and local government and with many other stakeholders to help develop land transport solutions and maintain and improve safety standards on the roads.

Roadsafe Northland

The Northland Regional Council (NRC) contracts the Northland Road Safety Trust to manage the Community Road Safety Programme Funding which it receives from Land Transport New Zealand, together with funding from the four councils - Far North, Whangarei, and Kaipara District Councils and the NRC. The Trust employs two Road Safety Coordinators, one for the Far North District and one for Whangarei and Kaipara Districts.

Sport Northland

Sport Northland is Northland's Regional Sports Trust and exists to get more Northlanders participating in physical activity.

The Trust is the delivery agent in Northland of SPARC (Sport and Recreation New Zealand) programmes including the Education Sector (Active Movement, Active Schools, SportFit), Participation (Push Play, 10,000 Steps Northland, Active Workplaces, Green Prescription), Sport Development (RSO Support, Coaching) and He Oranga Poutama (More Maori Active).

One of 17 Regional Sports Trusts throughout New Zealand, Sport Northland is a charitable trust and works closely with many key stakeholders in getting 'More Northlanders Active':

New Zealand Fire Service

The statutory role of the New Zealand Fire Service is fire safety, fire prevention, and fire extinction. Whangarei is the regional office for Northland region.

The vision of NZ Fire Service is to work with communities to protect what they value and their mission is to reduce the incidence and consequence of fire and to provide a professional response to other emergencies.

In 2002, a spate of fatal house fires in Northland lead to the establishment of Te Kotahitanga, an interagency programme with Work and Income New Zealand, Housing New Zealand, ACC and People Potential. Northlanders under the Taskforce Green programme were trained to become 'fire safety advisors' and visited 'at risk' communities providing fire safety advice, installing smoke alarms and completing escape plans for households.

Criteria 2:

*Long-term, sustainable,
programmes covering both genders
and all ages, environments, and
situations*

Criteria 2: Long-term, sustainable, programmes covering both genders and all ages, environments, and situations.

Long term programmes undertaken by the members of the SWN reflect the national injury prevention priority areas as outlined in the New Zealand Injury Prevention Strategy, as well as those key areas of injury prevention specific to Whangarei and Northland.

The SWM group members ensure that sustainability of programmes is a vital part of the initial planning. The members also believe that long-term programmes are about changing behaviour in individuals to support the creation of a safer environment, both socially and physically, for the Whangarei District.

The programmes/projects/initiatives that are enumerated below reflect a commitment to both genders, as well as all ages, environments and situations. The wide variety of the programmes ensures that our young and elderly populations, and also Māori whanau (families), are included in their service provisions.

Injury prevention in Whangarei District:

Programme and developer	Injury prevention focus	Target population	Length of operation	Reach of programme	Results	Partners
Bikewise Month - Bikewise Month - Mayoral Challenge and 'Go by Bike day' Developed by -	Bike Wise is New Zealand's national programme of activities which promote cycling as a fun, healthy and safe way to travel.	All cyclists and prospective cyclists in the district	One month, February annually	Throughout the region with separate events in each district	In 2010 : Whangarei Mayoral Challenge – 160 cyclists Go By Bike Day Breakfast – 71 cyclists Cycle Friendly Employer Award applications – 14 businesses	Bike Northland, WDC, Sport Northland, Road Safe Northland, Brain Injury Assn., More FM, Avanti Plus ,
Child restraints ante- natal workshops	Safe transportation of newborns and children aged 0-5 years	To provide information to new parents attending ante natal classes as to the correct use and choice of child restraints	These workshops are included in all ante natal programmes run by the Parents Centre.	Classes of about 20 new parents are run as part of the existing Ante Natal Classes arranged by The Parent Centre.	8 workshops were run last year with 137 new parents in attendance.	RoadSafe Northland Plunket, The Parents Centre.
Pool Fencing Developed by WDC	Safety of the children around swimming pools	Spa and swimming pool owners in the Whangarei District	Ongoing	Spa and swimming pool owners in the Whangarei District	Public awareness campaign where pool owners are encouraged to audit their own pool, Enforcement and inspection by WDC	ACC, WDC, pool retailers, pool fencing contractors.

Programme and developer	Injury prevention focus	Target population	Length of operation	Reach of programme	Results	Partners
Smokefree homes Developed by NDHB	SF Homes from health and fire safety perspective	Maori, rural, low socio-economic	Maintained working partnership with NZTKP since August 2006 to promote smokefree homes. The programme ended 30 June 2011.	Northland wide	<p>Reduction in visibility of smoking</p> <p>Increased environments with no smoking.</p> <p>Knowledge and attitude change</p> <p>28% of NZ Fire Northland Residential monitor respondents stated that members of their household smoke this represents a large decrease from the 2010 survey (40%).</p> <p>64% of respondents stated that they, or a member of their household smoke, stated that Smokefree information provided has led them to no longer allow people to smoke inside their home¹.</p> <p>ASH Year-10 survey results for 2010 show a decrease in Smoking in the Home from 33.8% in 2009 to 27.9% in 2010.</p>	NZ Fire Service

¹ NEW ZEALAND FIRE SERVICE Northland Fire Region 2011 RESIDENTIAL MONITOR Household Survey Research Report April 2011 Prepared by: Damien Cullinan and Cathy Linton

Programme and developer	Injury prevention focus	Target population	Length of operation	Reach of programme	Results	Partners
Speed Awareness campaigns and Speed Reduction Education 'Pace Cars'. Developed by Sport Northland	To reduce the road trauma suffered of vulnerable road users through reduction in speed on urban roads	Organisations with Fleet vehicles, and Drivers and businesses committed to protection of vulnerable road users	2 years	Corporate Businesses, Individuals and Schools	<ul style="list-style-type: none"> ▪ By 30 June 2011, ▪ 233 Individuals (some of which have multiple vehicles). ▪ 41 Whangarei organisations/businesses (including Sport Northland) with ▪ 345 vehicles. <p>A total of 668 pace cars on Whangarei and Northland roads</p>	RoadSafe Northland , Sport Northland
'Is It worth It?' Developed by ACC, Manaia PHO and ALAC Funded initially by ACC then by Community Action Against Alcohol Funding (CAAF) through ALAC	Reduction of alcohol-related harm to youth through increased awareness and responsibility regarding the supply of alcohol to minors, the choices they have, the decisions they make and to ultimately keep young people safe from the ill-effects of alcohol. The project is also about reinforcing the responsibility of parents and caregivers regarding the supply of alcohol to minors	Students from the following 9 Whangarei High schools:- 1. Whangarei Boys 2. Whangarei Girls 3. Kamo 4. Tikipunga 5. Bream Bay 6. Tauraroa Area School 7. Te Rawhitiroa Maori Emerson School 8. Mangakahia Area School 9. Pompellier Catholic College	4 years. Commenced 2007 and completed June 2011	To all High School Students through Health Team participation and activities with the family, Whanau and friends as a result of the projects.	<p>7 of the 9 High Schools delivered funded (by CAAF) projects to illustrate the heightened awareness of alcohol related-harm and the importance of making the right decisions. Projects ranged from public murals, dramatised skits and Whanau "alcohol free days" to talent shows, health days and funding of Mocktail glasses and ingredients for School after balls, which promoted alcohol safety messages.</p> <p>Students from this project have gone on to be involved in the Are We Worth It Project!</p>	ACC Manaia PHO ALAC

Programme and developer	Injury prevention focus	Target population	Length of operation	Reach of programme	Results	Partners
<p>'Are we worth it'</p> <p>Developed by ACC, Manaia PHO, ALAC and Youth Transition Services</p> <p>Funded by Community Action Against Alcohol Fund (CAAFF) through ALAC</p>	<p>Reduction of Alcohol Related Harm amongst youth and the growing of youth Alcohol Champions and Ambassadors to be effective role models regarding the choices made regarding alcohol</p>	<p>Representing Whangarei youth as a whole with both students and youth from High Schools and alternative education settings working together.</p>	<p>One year long project running from July to December 2011</p>	<p>Whangarei Youth as a whole with the inclusion of He Mataariki – school for Teen Mothers</p>	<p>Currently, the project has contributed to increasing the knowledge of all the young people involved in both sessions – Waitangi Retreat and He Matariki visit - regarding reducing alcohol related harm amongst the group who were present and their immediate sphere of influence –immediate family and friends to whom they will have spoken to</p> <p>A further meeting will be planned as a refresher for the Waitangi Retreat group of youth prior to going into the public speaking arena and media world – which will be the next phase of the AWWI? Project.</p> <p>A 2 day "Retreat" is to be organised for the He Matariki youth at the end of the school Term 3 (October 2011) to explore the subject further and merge the youth groups.</p>	<p>ACC Manaia PHO Youth Transition Services</p>

Programme and developer	Injury prevention focus	Target population	Length of operation	Reach of programme	Results	Partners
'Dressing the Part' Developed by ACC, NZ Police, Youth Transition Services. Funded by Community Action Against Alcohol Funding (CAAF)	Reduction of Alcohol Related Harm through addressing the drinking culture and attitudes youth have towards alcohol by raising awareness of host responsibility under the Sale of Liquor act through on-licensed premises. It also addresses the responsibilities of the young adults within these premises and the adverse effects of alcohol both on your body and regarding decision making. It promotes safe partying and provides strategies for planning a safe, injury free night out to remember	Youth, aged 15 – 24 years of age in alternative education settings – coordinated by Youth Transition Services and with a catchment area of the following Training Providers:- 1. People Potential 2. Reagent Training 3. Salvation Army 4. NorthTec	Commenced in June 2009 and ongoing	To all alternative education students no longer in main stream schooling and extending to their friends, family and Whanau	Dressing the Part is being seen As a 'Best Practice" programme currently being run in Whangarei and North Shore with a view to it being funded by CAAF to run in Kaipara and the Mid and far North. Participants in the programme attend a 2 day presentation: – Day one (Friday) covers the legal aspects of Host responsibility delivered by the Alcohol Harm Reduction Officer in the Police Station. Participants then learn about the costs alcohol has on the individual, society – both economic and personally – and on individual choices and decisions – delivered by Injury Prevention Consultant, ACC. Day two (Monday) is delivered on an On Licence Premises – where the Licensee delivers an alcohol presentation from their point of view. Once	ACC NZ Police Youth Transition Services (YTS) ALAC

					again, safe party tips and the planning of night out to remember is discussed. An Attendance certificate is provided to youth who attend both sessions. Participants from this project are involved in the Are We Worth It? Project.	
RADAR - Interagency alcohol and drug harm reduction media campaign Developed by NDHB	Alcohol and drug related harm	Any age group	RADAR was formed in 2004. Current programmes which funding has supported include: Drive Soba Programme Year long media campaign	<ul style="list-style-type: none"> • Drive Soba Programmes are for third and Subsequent recidivist drink-drivers throughout Northland • Media Campaign 30 second ad's throughout Northland every day on all radio stations 	92% non re-offending rate of those who have completed programmes Media Campaign only launched in September 2011	NDHB, Rubicon, Road Safe Northland, ALAC, Kia Ora Ngatiwai, ACC, MSD, Police, Ngati Hine Health Trust, Manaia PHO, Representative from the National Committee of Alcohol and Drug Treatment
Soba Driver Recidivist Drink Driver Programme	To reduce the trauma and incidence of alcohol related fatal, serious and minor injury crashes	All drivers with 3+ EBA (Evidential Breath Tests)	Currently has been running for 4 years, supported by Police Probation services, Judges.	Initially Whangarei but now offered throughout Northland with 9 Whangarei 9 programmes	Participants who have completed the programme have been checked for re-offending through the Police CAS system at 2 years and 4 years (just completed). These results showed (5% non re-offending rate at the 2 year mark and 92% non re-offending rate after 4 years.	RoadSafe Northland i.e. Council, Police NDHB. Also Probation, Judges, court registrars. A funding partner to extend the reach of the programme is the Road Safety Trust

Programme and developer	Injury prevention focus	Target population	Length of operation	Reach of programme	Results	Partners
Whangarei Alcohol Monitoring Group Interagency Sale of Liquor Act Team	Reducing alcohol-related harm from licensed premises	18+ years	10 Years – officially under a partnership MOU 15 months	Whangarei	Being evaluated from July/August 2011 to be advised	Police, NDHB, Fire, Whangarei District Council
Whangarei Emergency Department Alcohol Data Collection Developed by NDHB and ACC	Alcohol-related injury	All age groups	MOU signed in August 2011 Ongoing, launched in 2011	Whangarei Emergency Department	Data collection processes in development. ED staff wearing 'Ease Up On The Drink' T-shirts on Friday and Saturday nights	NDHB, ACC, ALAC
RYDA Developed by - RYDA NZ Ltd	Young Driver Education programme	Year 11 high school students	Annually	Available to all high schools and includes some AE schools and some home schooled students	Attendance varies depending on other curriculum demands and decisions In 2010 769 students attended from 8 schools	RYDA NZ, Rotary, police, Brain Injury Assn, St Johns Driving Academy, RoadSafe Northland DHB, Mitsubishi Motors, Fulton Hogan
Drivers License Assistance Course Developed by -	To assist at risk youth obtain their learner licence.	Clients of Youth Transition Service and referrals from Police and Justice	Programmes are offered monthly	Offered centrally in the district and available to youth registered with training providers	In 2010: 77 completed 6 three-day courses. 50 sat their licences resulting in 40 passes	RoadSafe Northland, People Potential, Youth Transition Service, Police' St Johns Driving academy

Programme and developer	Injury prevention focus	Target population	Length of operation	Reach of programme	Results	Partners
Modified Tai Chi Programme Developed by ACC	Falls prevention programme	Older adults 65+ years, living independently in the community who have experienced a fall in the last 12 months. Course can also be accessed by older adults aged 55+ years who are of Maori or Pacific descent	Programme began in 2006 and is ongoing	Programme is still operating in the Whangarei, Kaipara and Far North Districts	Whangarei Results for 1/7/08 to 30/6/09 Total starting Tai Chi = 184. Total completing = 153. <u>Impact Evaluation</u> - 153/184 participants or 83% completed a 20 week Tai Chi course. Whangarei Results for 1/7/09 to 30/6/10 Total starting Tai Chi = 161. Total completing = 105. <u>Impact Evaluation</u> - 105/161 participants or 65% completed a 20 week Tai Chi course. Whangarei Results for 1/7/10 to 30/6/11 Total starting Tai Chi classes = 93. Total completing = 57. <u>Impact Evaluation</u> - 57/93 participants or 61% completed a 20 week Tai Chi course.	Being delivered by local Tai Chi Providers. The programme is promoted through community media, older persons organisations (RSA, Age Concern, etc), Northland's PHOs, Northland DHB and the Positive Ageing Advisory Group.
Otago Exercise Programme Developed by ACC	Falls prevention programme	Older adults 80+ years, living independently in the community who have experienced a fall in the last 12 months. Course can also be accessed by older adults aged 65+ years who are of Maori or Pacific	Programme began in the 07/08 financial year and finished at the end of the 09/10 financial year	Programme was in operation in the Whangarei, Kaipara and Far North Districts. Programme has now finished.	Whangarei Results for 07/08 - Total starting = 47. - Total exits = 9. <u>Impact Evaluation</u> - 38/47 participants or 81% completed the 12 month OEP programme. Whangarei Results for 08/09 - Total starting = 74 - Total exits = 17 <u>Impact Evaluation</u> - 57/74 participants or 77% completed the 12 month OEP	ACC contracts were held with two Physiotherapy practices in Whangarei District for this delivery. The programme was promoted through older persons organisations (RSA, Age

		descent			programme. <u>Whangarei Results for 09/10</u> - Total starting = 43 - Total exits = 9 Impact Evaluation - 34/43 participants or 79% completed the 12 month OEP programme.	Concern, etc), Northland's PHOs, Northland DHB and the Positive Ageing Advisory Group.
Vitamin D project Developed by ACC	Falls prevention programme	Older adults living in Residential Care Facilities	Programme began in 1/7/10 and is ongoing	Programme is in operation in the Whangarei, Kaipara and Far North Districts	<u>Whangarei Results</u> There are 15 Residential Care Facilities in Whangarei District and 25 in Northland. The target is a 75% prescription rate by 30/6/12. Prescribing rates are as follows: Baseline = 12%, September 2010 = 47%, December 2010 = 55%, March 2011 = 67% and June 2011 = 68%. The target % uptake till end June 2011 was 50% so this target has been well exceeded.	2 year contract signed with Northland DHB. Working with 25 Residential Care Facilities in Whangarei, Kaipara and Far North Districts.
Step Ahead Developed by ACC	Falls prevention programme	Older adults	Programme began in 2006 and finished in 2009.	Programme was delivered in Whangarei District.	Two courses were run each year with a maximum of 15 participants. The course evaluated well with 70% of participants stating new things they had learnt and that the course was well worth attending.	Funded by ACC initially then delivered by Age Concern.
Safe with Age Then Driver Refresh Developed by RoadSaef Northland	Older drivers' programme	Initially drivers 55+ then drivers 65+	Run until 2010	District wide: Driver refresh was locally funded after funding was withdrawn by NZTA	Annually 10 courses were run with an average of 110 participants. 50% took the opportunity to have a practical coaching session	RoadSafe Northland, Age Concern, St Johns Driving Academy, IC Motor Group, Norhtland Road Safety Trust Inc

Programme and developer	Injury prevention focus	Target population	Length of operation	Reach of programme	Results	Partners
Home Safety Checklist Presentation Programme Developed by ACC	Home safety	Working age population in Whangarei District and the whole of NZ. Age group targeted is 25yrs to 64 years.	Programme began on 1/7/09, was evaluated in 2010 and is ongoing in Whangarei District and throughout the whole of NZ.	This is a national programme for ACC. It reaches a % of the working age population in Whangarei District and NZ.	Results: - 99% of evaluation forms analysed rated the information received as useful. - Participant's knowledge increased from 10% (before the workshop) to 46% (following the workshop). - 87% of participants had made at least one safety change to their homes following the workshop. - 87% agreed that the workshop increased their knowledge about home safety - 99% of those who had made a change to their home believed this would have a positive benefit for them and their families.	Delivered by ACC but is promoted through any community group or workplace that is made up of the target age group – 25 to 64 years.
Drivers Fatigue Campaign Developed by RoadSafe Northland	Reduction of Fatigue related crashes	Drivers travelling on State Highways for long distances	Run annually in the high risk fatigue risk season from October to April	Locals and visitors to the district travelling on State Highway one	3125 drivers and passengers attended 6 stops	RoadSafe Northland, NRC, WDC, Northland Road Safety Assn, Brain Injury Assn, State Insurance
Workplace Safety Discount Programme Developed by ACC	ACC Workplace Safety Discounts are a way to save 10% off the work levy for small businesses who can show sound health and safety practices.	Small employers in the agriculture, construction, fishing, forestry, motor trades, road transport and waste industries.	Since 01/04/2006	For the 2011/12 year there are currently 40 employers in the Whangarei District area in the Workplace Safety Discount programme	40 employers in the Whangarei District area are in the Workplace Safety Discount programme.	- ACC - Employers

Programme and developer	Injury prevention focus	Target population	Length of operation	Reach of programme	Results	Partners
Workplace Safety Management Practices Programme Developed by ACC	Aimed at medium and large employers, the ACC Workplace Safety Management Practices programme rewards employers who build safer workplaces, in exchange for putting in place systems and processes that promote injury prevention, the programme gives employers discounts on their standard ACC WorkPlace Cover levies.	Medium and large employers.	Approx 1/1/2002	For the 2011/12 year there are currently 145 employers in the Whangarei District area in the Workplace Safety Management Practices programme.	81 employers in the Whangarei District area are currently at tertiary level.	- ACC - Employers
Crashes on Bends Developed by – RoadSafe Northland	To raise awareness of bends where a high incidence of crashes occur	Drivers travelling on high crash rate routes	One month	The Distribution area of The Whangarei Report, which is the Whangarei District	170 entries were received for a competition featured in 2 papers 2 weeks apart	Fulton Hogan (prize) WDC, The Report, RoadSafe Northland
Te Kotahitanga Project - Fire NZ	Fire related injuries	Residential	10 years	Northland region wide	Significant reduction in fire fatality and fire damage in residential properties. The project has finished at the moment.	Varied along the years, included both commercial and community agencies

Programme and developer	Injury prevention focus	Target population	Length of operation	Reach of programme	Results	Partners
Partnership Programme Developed by ACC	The ACC Partnership Programme gives employers significant discounts on their ACC levies, in exchange for taking responsibility for the employees' work injury claims. The underlying philosophy is that taking responsibility for costs will provide incentives to employers to focus on injury prevention and rehabilitation.	Large employers	Since 01/07/2000	For the 2011/12 year, 1 employer with their Head Office (HO) in the Whangarei District is in the Partnership Programme. There are a significant number of employers who have employees in the Whangarei District who are in the Partnership Programme, but have their HO located in other areas of NZ.	Accredited Employers have a claims rate that is 12% lower than standard employers and claims costs are 15% lower. (Information sourced from the Department of Labour June 12 consultation document regarding 'Increasing Choice in Workplace Accident Compensation').	- ACC - Employers - Employees
Home Safe Home Project - Fire NZ	Fire related injuries	Residential	Since 18 months	Whangarei District wide	Initial results indicate that the project has continued raising awareness around fire safety at home.	In-house project
Early childhood Education Centres - Fire NZ	Regulatory compliance around fire safety	Early Childhood Education Centres	6 years	Northland region wide	Increase and better compliance among Early Childhood Education Centres around fire safety	Fire NZ, Ministry of Education
Fire Safety Liquor Liaisons - Fire NZ	Alcohol-related fire injuries	Residential consumers of alcohol	Ongoing since 10 years	Whangarei District wide	Increased awareness of alcohol-related fire injuries at home. Reduction in alcohol-related fire incidents	NDHB, WDC, Police NZ.

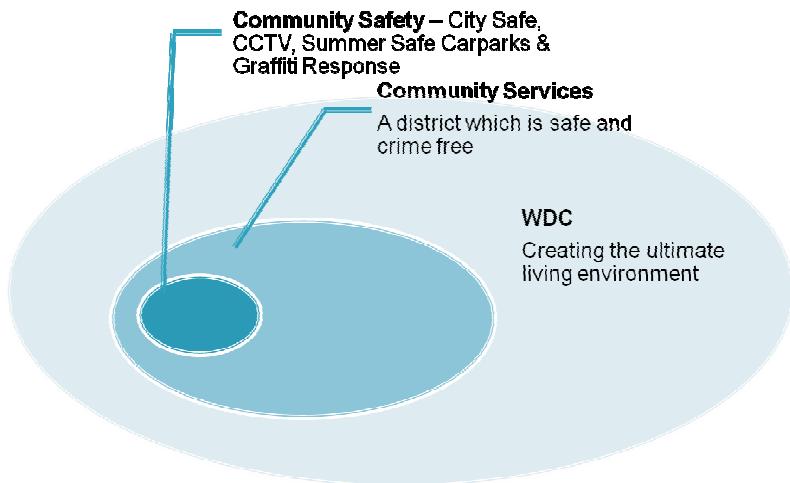
Following are some of the other examples of long-term programmes that are being run in the Whangarei District to address injury prevention and safety.

City Safe Initiative

The Whangarei District Council in partnership with the Police and Chamber of Commerce launched this initiative. Its main aim is to have a 'District which is safe and crime free'. City Safe was launched in 2008 as a crime prevention and safety scheme for the central city and as well as working in with police the officers' activities included enforcing council bylaws in the downtown area.

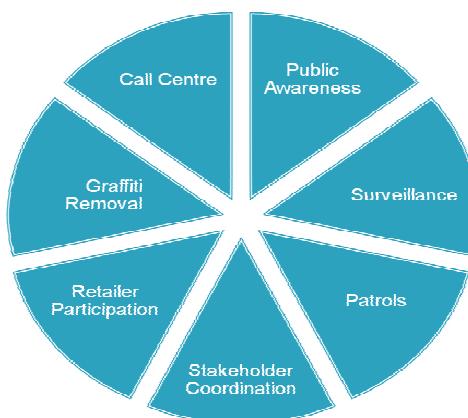
It involves Community Safety aspects like, CCTV, Summer Safe Car Parks and Graffiti response and a Community Services component to support it (Figure 6)

Figure 6: City Safe - An overview



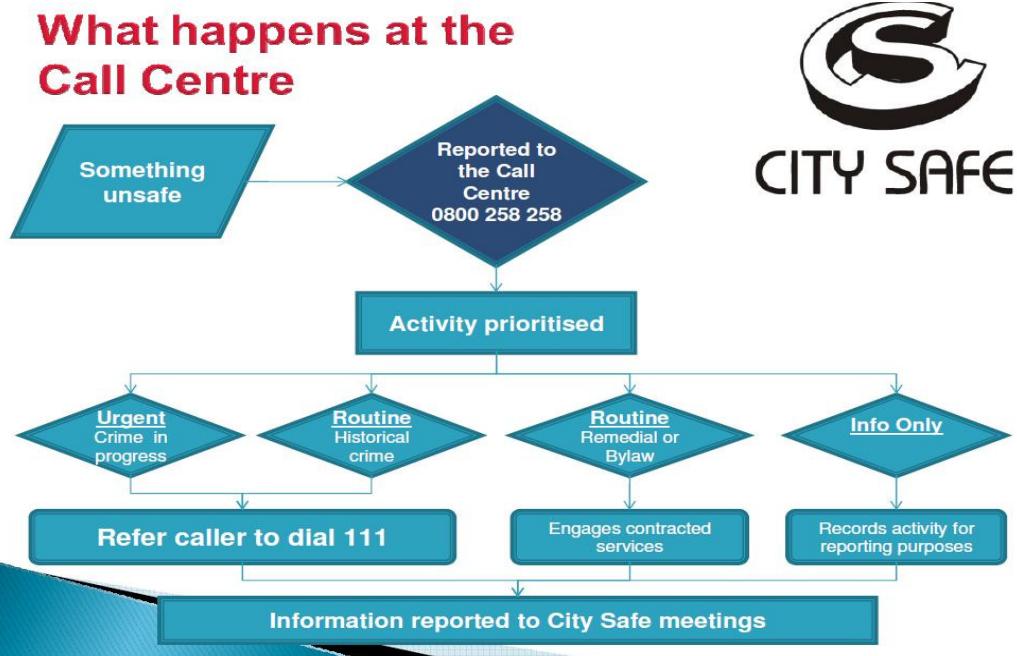
Following figure (Figure 7) clearly shows various components involved in this initiative.

Figure 7: Components of City Safe



The call centre established has a toll free 0800 number (0800 258 258) which is manned 24 hours a day. The concerned residents and visitors can call the toll free number to report any unruly behaviours, nuisance and graffiti. If the matter is serious then the call is immediately diverted to the emergency number 111. Following flow chart (Figure 8) explains what happens once a call is received.

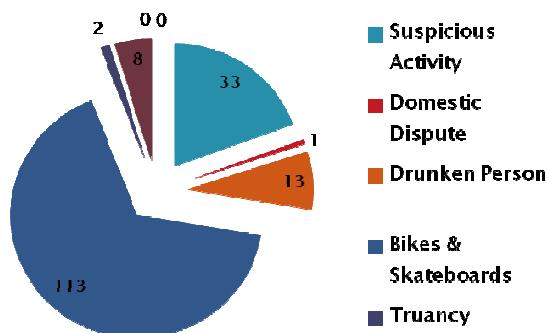
Figure 8: City Safe Call Centre



The CCTV results for the period between December 2010 and June 2011 show that majority of enquiries were truancy related in the Whangarei CBD (Figure 9). Most of these enquiries were either requested by the Police or the Community Officer.

Figure 9: CCTV Enquiries - Safe City

CCTV Dec 2010 – June 2011



Data between January 2010 and August 2011 around graffiti response show that there has been increased reporting and removal of the graffiti in the District. To prevent graffiti WDC funded painting of murals at some of the key areas in the Whangarei City (Figures 10-13).

Figure 10: Graffiti - before



Figure 11: Graffiti - removed



Graffiti removal programme was run in partnership with Ministry of Justice in the Whangarei District region.

Figure 12: Preparing to paint murals



Figure 13: Finished mural paintings



During May 2010, a new resource (brochure) [Appendix-5] to address the issue of graffiti, "Stop Graffiti - It's NOT Okay to look the other way", was developed by the Whangarei District Council in partnership with the Police, Whangarei Chamber of Commerce, Te Ora Hou, D'Tag, Resene and Department of Corrections. The brochure clearly outlines things that the community members can do if their property has been vandalised with graffiti. It encouraged people to take pictures and report it to the Police so that they can be acted up on.

Another initiative under City Safe umbrella is the Summer Safe Car parks. Under this initiative car parks in high risk areas in the Whangarei District were patrolled by volunteers to prevent vandalism and theft in the car parks. Signs alerting car owners at these car parks were also installed.



THE WHANGAREI REPORT, Thursday, February 10, 2011 | 3

Capable guardians deter theft from cars

RODGER COOK/JPS

Decked out in fluorescent yellow safety vests and gleaming smiles, a group of volunteers have diversified the crime fighter image.

Whangarei Police have attributed a 21 per cent decline in reported thefts at carparks to the volunteers safeguarding vehicles at Whate Bay, Matapouri, Whangarei Falls, AH Reed Park, Abbey Caves and Ocean Beach.

The joint initiative between police and the District Council, launched in December, involved new "Hide it, Lock it, Report it" signs, CCTV cameras at the carparks and patrols of community volunteers armed with information brochures and rubbish bags to give away - branded with reminders to keep vehicles secure.

Volunteer at AH Reed carpark Sandra Taylor, 46, doesn't consider herself a crime fighter - she's just happy to help out the community.

"It's really nice to be able to help the police because they always help us," Ms Taylor said.

"We're there as a preventative action, people know that they can go and enjoy their walks and not have to worry about the safety of their cars."

Whangarei Police area controller Paul Dimeray is astounded by the "capable guardians" efforts over the summer.

"There has been some excellent results with a rather large reduction in our theft in cars - we've only had 12 thefts from our carparks, clearly the figure we are looking for is zero but this is still a great reduction," Mr Dimeray said.

"I really do want to thank the volunteers as they have sent out the message to offenders that if you want to offend then do it outside the region."

6th annual
A
Antique Fair
12 & 13 Feb
Sat & Sun
10am - 5pm

Table Tennis Centre
Kensington Park
Western Hills Drive
Whangarei
Selling everything
Victorian to Retro

Adults \$5, children free,
free re-entry, free parking
Contact Promotions 03 447 112

Overall the City Safe initiative has increased safety perception in the CBD and also around the Whangarei District. Retail businesses in the CBD are very supportive of the initiative and have often reported that the presence of a Community Safety Officer in the CBD has improved safety.

Safekids Information Day:

During June 2011, the NDHB held a Safekids Information Day with a particular focus on preventing driveway injuries and run-over. The other topics covered during the day around child safety were vehicle passenger safety and burns prevention among children. This is an annual event and the topics vary according to the priorities at that time.

Walking and Cycling Strategy:

The Whangarei District has adopted a Walking and Cycling Strategy. It aims at having a circuit of walkways and cycleways into the hub of the Whangarei City where people can enter the city without having to use the main arterial routes. It also aims at safety of the pedestrians and also cycle users in the District. Its membership includes, RoadSafe Northland, WDC, NDHB, Sport Northland and community representatives.

One of the several outcomes from the Walking and Cycling Group is the placement of several "Share the road" signs on the State Highways and local roads alerting motorists of cyclists. These signs also alert the motor vehicle drivers about narrow shoulders. Currently the Walking and

Cycling Strategy of the Whangarei District is being reviewed to make it more effective. Another outcome of this group is that they have successfully advocated for painting arrow marks on State Highways, at certain distances, alerting the motorists (especially foreign tourists) to keep left all the time.

Early Childhood Education Centre Coordinator

The Public and Population Health Unit, Northland DHB has a dedicated 1 FTE role as an Early Childhood Education Centre (ECE) Coordinator. It has a Northland wide focus. The role involves both regulatory and compliance aspects in regard to health and safety issues at ECE centres. Every ECE centre should comply with ECE Regulations set by the Ministry of Education. Before commencing services, all ECE centres get compliance check from the Coordinator. The Coordinator ensures that the ECE centre has a good Health and Safety Plan and all play equipments are safe for children to use. As part of her role she also delivers latest injury prevention resources to ECE centres during her visits.

A wider network of agencies and people involved in ECE centres in Northland called "Celebrating Northland Tamiriki Network Group" has been formed since early 2000's. They host a conference every two years in Northland, during which several guest speakers are invited to speak on ECE issues. During this conference several workshops are also run covering various health and safety topics in ECE field.

Until 2009, the coordinator carried out regular audit of the ECE centres. The Coordinator has observed that there has been a lot of improvement in Health and Safety issues in the ECE centres.

Criteria 3:

Programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups

Criteria 3: Programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups

As well as ensuring the viability of long-term projects promoting injury prevention and safety across the Whangarei District, the SWN group has also placed strong emphasis on high risk groups in the community, such as children under 5 years, water safety and alcohol-related harm in the community.

As mentioned in the Introduction, Northland has a long coastline and most Northlanders enjoy varied water based activities, including collection of shellfish for food (*kai moana*). The proximity to long coastline and communities' engagement in water based activities increases the risk of water-related injuries among Northlanders. Recent injury data (Section 4) shows that water-related injuries in Northland have been steady and they peak during summer times. Hence there has been increased focus on water safety initiatives and some of the examples have been discussed in this section.

It is evident from statistics that alcohol-related harm is on the increase in Whangarei District. Alcohol is a contributory factor in both fatal and serious crashes on our roads (29%). Analysis of police violence statistics also highlights alcohol as a significant contributor to acts of crime and violence in the Whangarei District. It is estimated that alcohol-related injuries make up to 14% of all injury presentations at the Whangarei Hospital Emergency Department.

Since 2010, there is a huge drop in road-tolls on Northland roads. This has been attributed to strong relationship between various agencies, utilising multiple strategies and delivering various injury prevention projects / programmes on road safety in the region. Apart from the projects mentioned in Section 2, two projects, namely Motor Cycles Training Courses and Modified car project have been briefly described as examples of this intersectoral work.

The case studies discussed below focus on developing a positive safety culture among all age-groups and in various environments across the Whangarei District. Apart from these, some of the projects / programmes mentioned in the previous section (Section 2) also have a strong focus on preventing injuries among vulnerable groups, like Māori, children and older adults.

Swim for Life:

It is a Primary Water Safety Skills Acquisition programme for the region. This project brought together the five existing aquatics programmes to a single strategy. It moved the focus from 'learn to swim' to a more survival skill based programme. There is a dedicated coordinator jointly funded by Sport Northland and Northland DHB. The programme aims at Year 6, 7 and 8 students, providing free tuition and professional development for teachers around water safety. This programme has been extended to more schools and kura (Māori language school) each season, to

aim for full coverage over a five-year cycle. In addition to the in-school skills tuition, the programme is supported by some additional coastal experience days known as “Have A Go”. These days are run in different high-risk coastal community areas each season.

Kauriland’s Water Safety Day:

The Kauriland Water Safety Day is an activity based event for children to experience ocean skills survival skills. The event targets schools in the Whangarei District, with a special focus on lower decile and those without access to pool. It is jointly delivered by Water Safety New Zealand, Sport Northland and NDHB to upskill children, teachers and whanau through real life experience in a pool.

The rationale behind the programme is to ensure all Northlanders have the water safety skills necessary to use and enjoy the water safely and help prevent injury and drowning through water safety education. With Northland’s large coastline the ultimate goal is to continue to reduce Northland’s drowning statistics.

During the day the participants experience a variety of swim and survival skills that can be practiced and applied using the Whangarei Aquatic Centre pools. Four stations, each with three instructors, will teach water activities and safety skills over a rotation period, with each station running for 20 minutes. The four stations are:

- Mini Dippers - Underwater and snorkelling skills
- SwimSafe - Basic swimming techniques
- Hydro Slides - River safety skills
- Wave Pool - Wave and lifejacket skill

Other important topics like, being sun smart, marine conservation, extending our cultural connections and being physically active are also covered during the day.

Promotion of use of personal floatation devices:

It is an ongoing, regional activity promoting the use of personal floating devices at boat ramps, fishing competitions and coastal marae. It is designed to align with the Maritime NZ and Coast Guard Boating Education national campaigns to encourage carriage and wearing of life jackets as per Marine Regulation 91. This varies in location each year, and includes taking of regional surveys on standard form of life jacket use for later collation by Maritime NZ Safe Boating Advisors. It is delivered by members of the Northland Water Safety Forum.

Under Fiver's Water Wise:

A project covering Information and Awareness of good supervision for children aged under-five years. It chiefly involves distribution of information pack and DVD on water safety. The project was profiled at regional Early Childhood Education Conference during 2010. It is a joint effort between two teams of Public and Population Health Unit, NDHB (Health Promotion and Health Protection). This has been an ongoing initiative to inform parents and caregivers on water safety issues.

This programme aligns fully with national initiatives endorsed by Water Safety New Zealand and ACC. It fits with the National Drowning Prevention Strategy and the New Zealand Injury Prevention Strategy.

Kai Te Aki Moana initiative:

This is a targeted Māori water safety project delivered through Northland DHB in partnership with Water Safety NZ. It focuses on the use of local waterways for non-recreational purposes, ie., Kaimoana (food supply) and local environment (whanau cultivation and drainage). This includes drawing out oral history from Kaumatua and Kuia on local waterways, some Te Reo resources around keeping whanau safe and well supervised, and promotes the construction of a local creative resource to be used by Marae, kura kaupapa, kohanga reo and activity groups to promote water safety messages. These often include waita (songs), visual material or story telling drama.

In 2009/10 some work was done with life jacket manufacturers and suppliers to investigate a discount or voucher system for purchasing life jackets following promotions. So far three retailers have come on board to offer some discount.

Modified car project:

Modified Car Project is developed by RoadSafe Northland in partnership with Whangarei District Council, Police, ACC, NZTA SADD and community partners, like AceTowing, Sublab, Repco, and Personalised plates. It has a region wide focus.

The main aim of the programme is to reduce the incidence and severity of road trauma resulting from illegal modification of vehicles by the car owners. It particularly targets young drivers and passengers attending secondary schools.

This new initiative has been developed to provide education to all senior school students on a regular basis. The programme is being delivered in secondary schools in the district. Later, the demonstration will be taken to the wider community at public events.

So far three initiatives have been held involving some 250 students in an activity to identify; discuss; and learn about the risks of illegal modifications.

Motor Cycles Training Courses:

A Senior Sergeant working fulltime for NZ Police coordinates the delivery of the training programme in the Whangarei District (Drive Safe Ltd 021 147 4344 drivesafeltd@paradise.net.nz). He works in the field of Highway Patrol and is the only qualified trainer in Northland at the moment. Vouchers have been produced to promote this activity.

During previous years, ACC have supported motorcycle events via Ulysses and the White Ribbon Ride and will be supported again in November 2011 by ACC and NZ Police. This is an awareness raising ride to share the message "No violence towards women and children" which commences in Wellington and terminates in Kaitaia.

Initially ACC contacted all motorcycle retailers in Whangarei back in 2008/09 to engage interest in working together. Since then ACC has maintained a relationship with Planet Honda as they have been the best retailer to work with, as the others have either closed down or have a primary focus on dirt/farm/motocross bikes.

Rugby World Cup - Raised awareness of alcohol, violence and sport amongst rugby clubs

Northland was the host of two Rugby World Cup Games at Toll Stadium. A control strategy was developed by Police in conjunction with the Northland DHB, Whangarei District Council and the Northland Fire Service in an effort to reduce alcohol-related harm. Initiatives have included:

- Food and Intoxication Audits, testing the compliance of licensed premises regarding food and intoxication levels within premises.
- Controlled Purchase Operation, testing sales to minors in the area and at Toll Stadium.
- Awareness raising of expectation of licensees for the Rugby World Cup through emails and Accord meetings.
- Meetings with official RWC bars.
- Newsletters to all licensed premises on alcohol, violence and sport.
- Radio Ads were developed raising the awareness of host responsibility, keeping safe when going out, alcohol and pregnancy, alcohol and sexual health.
- Monitoring of premises prior to and on game nights.
- Improved Police presence and monitoring, including community and security groups.
- Awareness of liquor ban areas – maps developed by and distributed by the Whangarei District Council.

The agencies have pulled together to conduct joint planning, raise awareness and provide continual enforcement in the lead-up too and during the RWC period.

Northland brief and early alcohol intervention projects - Police, Victim support, Emergency Department and WINZ - Referral to Alcohol Drug Helpline to address drinking behaviour

Alcohol is the most commonly used drug in New Zealand with 88% of men and 83% of women reporting themselves as drinkers. It has been estimated that alcohol costs the government between one and four billion dollars annually with \$1.17 billion a year lost from productivity in the workplace.

The negative impacts on health that arise from alcohol misuse include; violence towards others, road and pedestrian crash injuries, impact on employment and education, foetal alcohol syndrome, chronic liver disease, cancer, high blood pressure, fertility problems, neurological disorders and mental health problems. Māori and Pacific populations are disproportionately affected by the adverse health affects due to alcohol misuse.

Public and Population Health Unit (P&P), Northland DHB is committed to working with other agencies to reduce alcohol related harm and investing health promotion resources in addressing alcohol related harm in Northland communities. One of the gaps identified by the Wellbeing (Health) Impact Assessment (HIA) on Whangarei District Council's Liquor Licensing Policy was poor alcohol-related health data. Whangarei Emergency Department (ED) and P&P started a project looking at collecting comprehensive alcohol-related injury data during early 2011.

Following this, Whangarei Hospital's ED volunteered to be a pilot site for a project looking at offering and referring patients presenting with alcohol-related injuries for a brief intervention programme provided by the Alcohol Drug Helpline (the Helpline) based at Christchurch. During this pilot project, when a patient presents with an alcohol-related injury, after gaining consent, they are referred to the Helpline. Depending on the severity of alcohol-related harm, clients receive appropriate support and interventions provided either by the Helpline and/or our Mental Health and Addiction Alcohol and Other Drugs Team.

The project grew further with Northland Police, Victim Support and Work and Income (MSD) showing interest in piloting similar kind of approach with their clients. Currently, the Police are piloting this with all alcohol-related offenders; Victim Support with their clients who are victims of crime associated with alcohol and drugs; and Work and Income with their sickness beneficiary clients who are presenting with Alcohol Incapacities referred from General Practitioners and also for clients who are on unemployment benefits (Figure 14).

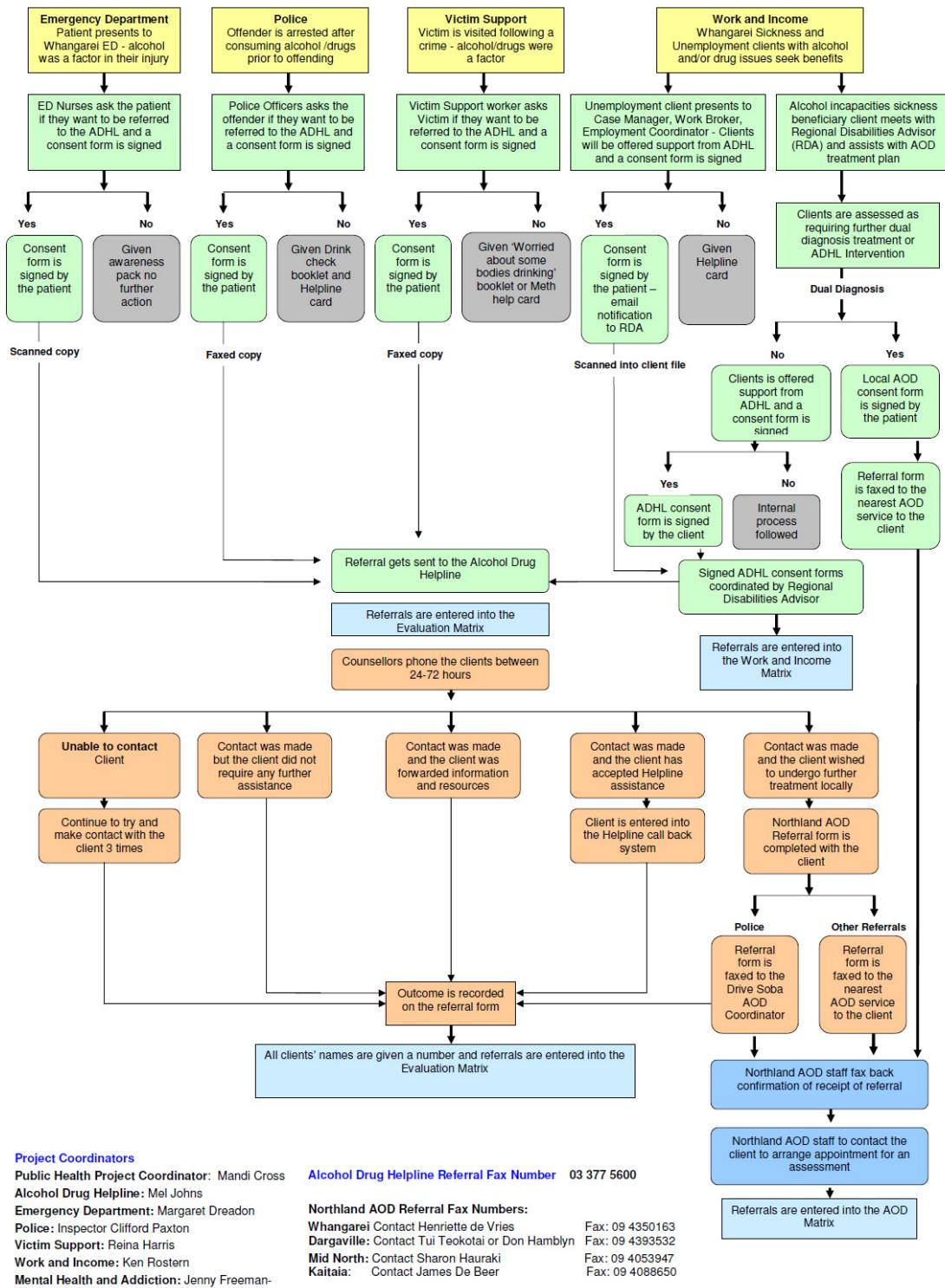
As at August 125 referrals to alcohol drug helpline from the Police have been made. The Whangarei Hospital's ED has referred 2 patients during August 2011.

All these projects are first of their kind in the country and would be evaluated at the end of one year to assess their effectiveness in reducing alcohol-related harm in Northland. These projects are

being coordinated by Alcohol Harm Reduction Coordinator, Public and Population Health Unit, Northland DHB.

Figure 14: Alcohol Drug Helpline Projects

Northland Alcohol Drug Helpline Projects - Referral Flow Chart



Criteria 4:

Programmes that document the frequency and causes of injuries - both unintentional (accidents) and intentional (violence and self-directed)

Criteria 4: Programmes that document the frequency and causes of injuries - both unintentional (accidents) and intentional (violence and self-directed)

Various government and non-government agencies collect and analyse injury related data. The Safer Whangarei Network (SWN) Group members in Whangarei District utilise various data sources that are available to assist with planning and monitoring of injury rates within the District, and these include (but not limited to):

- NZ Police Data
- New Zealand Transport Agency data
- ACC
- Injury Prevention Research Unit (NQIS)
- Safe Community Foundation New Zealand Fact sheets
- New Zealand Hospitalisation Data
- Water Safety Forum
- NZ fatality data

Following are some of the key examples from where injury related data is accessed and analysed by the SWN group members:

Crime Statistics

The NZ Police produces a regular annual report on crimes committed in the District. This report can be accessed through the NZ Police website. Statistics reported in this report are derived from the Police National Intelligence Application (NIA). These Official Crime Statistics present a snapshot of data in NIA relating to offences within a given year, as at the date 14 days following the end of that year.

Road safety

Traffic injuries

This database of traffic crash involvement within the Whangarei District is maintained by the New Zealand Transport Agency which can be accessed and analysed.

The database assists in identification of locations, ages, types of road user, causes, type of injury and environmental factors to target in the community.

Injury Prevention Research Unit

Injury Prevention Research Unit (IPRU) is part of the Department of Preventive and Social Medicine at the Dunedin Medical School, University of Otago.

IPRU collects a wide range of injury related statistics which includes unintentional and intentional injury and outcomes of injury. It also collects data around where injury occurs, such as in transport,

sport and recreation and work, or on groups within the population who are at risk, such as children, young people, or older people.

Injury related statistics can be accessed through National Injury Query System (NIQS) which is an online database. Through NIQS data on the injury mechanism(s), intent(s), year(s), age group(s) or Local Authority/District Health Board(s) of interest can be accessed and it also produces statistics on the numbers and rates of cases.

ACC

ACC collects a wide range of injury and death related statistics around unintentional injury. It collects data around where injury occurs, such as on the road, during sport and recreation and in the workplace. Injury data is also collected and analysed on all age groups within the population particularly those who are at risk, such as children, young people, or older people.

The SWN group members are always on lookout for improving the methods of injury-related data gathering in the Whangarei District. One such example is, the SWN members from NDHB have implemented a new project with an aim to collect alcohol-related injury data at the Whangarei Hospital's Emergency Department. In future this local data would be very useful in planning and implementing programmes / projects focusing on prevention and/or reduction of hospitalisations due to alcohol-related injuries.

Such data provides the basis for the development and delivery of all programmes within the SWN. All the programmes are based on community need and available data from a wide range of sources. Long-term programmes are also constantly monitored and refined to ensure they continue to reflect changes in injury data.

Whangarei District Safety Profile

Injury is a major public health issue in New Zealand and is one of the leading causes of mortality and morbidity.

The following information on injury and safety in Whangarei District has been collated by the various stakeholders under Safer Whangarei Network.

Whangarei District Road Safety Statistics:

Following data on road safety issues in Whangarei district has been accessed through New Zealand Transport Agency's Crash Analysis System (CAS).

During 2010 the major road safety issues in Whangarei District were Alcohol, Speed, Bends and Road factors and roadside objects. Nationally, Speed, Alcohol/Drugs, Young Drivers, Roads and Roadsides and Motorcyclists were identified as priorities as part of Road Safety 2020 - Safer Journeys strategy.

Table 2 and Table 3 outline the data on road trauma in Whangarei District during 2009:

Table 2: Whangarei District Road Trauma 2009

Casualties	Whangarei District
Deaths	16
Serious casualties	42
Minor casualties	223

Table 3 Whangarei District Road Crashes 2009

Crashes	Whangarei District
Fatal Crashes	14
Serious injury crashes	33
Minor injury crashes	157
Non-injury crashes	595

In 2009 on local roads in Whangarei District there were 143 injury crashes and 419 non-injury crashes. In addition on State Highways in Whangarei District there were 61 injury crashes and 176 non-injury crashes.

Table 4 below shows various types of injuries resulting from the injury crashes by rural or urban areas (rural is defined as an area with a speed limit of 80km/h or more).

Table 4 Casualties by urban / rural areas in Whangarei District - 2009

Casualties by urban / rural 2009				
	Fatalities	Serious injuries	Minor injuries	Total
Rural	11	32	95	138
Urban	5	10	128	143
Total	16	42	223	281

Fatal and serious crashes in the District remained at the same levels for the last decade (Table 5). During 2003, Minor injury crashes rose sharply which was attributed to a previous poor reporting rate and have remained at much the same level ever since.

Table 5: Crash trends in Whangarei District 2000-09

Crash trends in Whangarei District				
Year	Fatal crashes	Serious crashes	Minor crashes	Total crashes
2000	14	27	58	99
2001	12	34	71	117
2002	14	33	99	146
2003	20	33	150	203
2004	6	57	154	217
2005	6	42	179	227
2006	12	40	158	210
2007	11	36	152	199
2008	15	41	173	229
2009	14	33	157	204

The Whangarei District's statistics regarding crashes on wet roads for fatal and serious crashes are well above that for its peer local bodies. Alcohol and speed related fatal and serious crashes are also well above its peer local bodies.

On an average 37 deaths per year occur on Northland's roads. During 2009/10 there was a large drop in lives lost, 22 people died, which was the lowest number of fatalities on Northland roads for the past 41 years. But there was much more drop for the year ending June 2011 and there were 14 deaths on the region's roads. Low road fatalities have been attributed to a combination of enforcement, education, engineering and a community prepared to make changes. Close working relationship between various partner agencies like, the Police, local governments (WDC, KDC and FNDC), NZTA, ACC, Northland DHB and Roadssafe Northland has made this result possible.

Table 6: Transport crash statistics 2005-2009

Crash characteristics 2005 - 2009		
Crash type or contributory cause	% fatal and serious crashes of this type or contributory cause	% of all injury crashes of this type or contributory cause
Alcohol related	29	18
Speed related	30	23
At bends	47	40
Road factors	15	16
Youth (at fault aged under 25)	45	39
Wet roads	29	31

Social costs of motor vehicle injury crashes:

The Ministry of Transport estimated the total social cost of motor vehicle injury crashes was \$3.67 billion during 2009 for whole of New Zealand. It is estimated that each fatal injury on our roads has a social cost of \$3,584,000 millions; serious injury costs \$632,000; and minor injury costs \$63,000. If these numbers were extrapolated for the Whangarei District, the total social cost for all types of motor vehicle crashes on our roads during 2009 was about \$97 millions.

Whangarei District Crime Statistics:

The New Zealand Police produces regular annual reports on crime statistics for various regions in New Zealand. The following data has been sources from the “Northland District Crime Statistics 2009/2010 - A Summary of Recorded and Resolved Offence Statistics - October 2010” through the NZ Police. This report presents official statistics for recorded and resolved offences. Statistics reported in this document are derived from the Police National Intelligence Application (NIA). A recorded offence is counted as resolved when Police apprehend an offender and decide how to deal with him/her. (E.g. warn, prosecute, etc.)

Table 7 shows that total recorded crime in the Whangarei District is averaging at about 10,500 for the years 2008, 2009 and 2010. The crimes that were resolved accounted for 59.5%, 58.3% and 56.2% during 2008, 2009 and 2010 respectively.

Table 7: Summary of the Whangarei District Recorded and Resolved Crime - 2010

Year	2008	2009	2010
Recorded	9,775	10,628	11,055
Resolved	5,817	6,199	6,210

During 2010 there were 1,144.30 crimes recorded per 10,000 population in the Whangarei District which is about 2.8% higher than 2009 (Table 8).

Table 8: Whangarei District recorded crime per 10,000 population - 2010

Area	Recorded per 10,000 population-2008	Recorded per 10,000 population - 2009	Recorded per 10,000 population 2010	Percent variance 2008 to 2009	Percent variance 2009 to 2010
Whangarei	1,033.0	1,113.2	1,144.3	7.8%	2.8%

The following table shows the different types of offences committed in Whangarei District during 2008 to 2010 (Table 9). During this period higher numbers of crimes related to violence are being resolved; drugs and antisocial crimes are increasing; and also crimes related to dishonesty are also on the rise. Crimes related to property abuse decreased by about 17% between 2009 and 2010.

Table 9: Types of crimes committed in the Whangarei District 2008-2010

Type of crime		2008	2009	2010
Violence	Recorded	1,573	1,753	1,867
	Resolved	1,276	1,417	1,577
Sexual	Recorded	83	113	119
	Resolved	47	72	74
Drugs and Anti-social	Recorded	2,073	2,186	2,467
	Resolved	1,918	2,048	2,308
Dishonesty	Recorded	4,091	4,483	4,927
	Resolved	1,236	1,646	1,422
Property damage	Recorded	1,067	1,077	1,101
	Resolved	424	468	458
Property Abuse	Recorded	432	465	388
	Resolved	311	340	292
Administrative	Recorded	127	164	108
	Resolved	115	146	101

Whangarei District Injury related hospitalisation:

The Otago University's Injury Prevention Research Unit hosts the National Injury Query System (NIQS) which records injury related data in New Zealand. These are injury-related data collected through hospitals in New Zealand and provide a reasonable indication of seriousness of injuries.

During 2007 to 2009 there were 3,516 injury related hospital discharges due to all external causes in the Whangarei District region(Table 10) .The crude rate per 100,000 persons for injury related hospital discharges has increased to 1,597.7 in 2009 from 1,421.4 in 2007.

Table 10: Injury related hospital discharges from Whangarei District - 2007 to 2009

Year of Discharge	Number of Discharges	Crude rate (per 100,000 persons)
2007	1,142	1,474.1
2008	1,112	1,421.4
2009	1,262	1,597.7
Total	3,516	1,498.1

Table 11 shows that the age distribution for injury related hospitalisation for different age groups varies significantly in the Whangarei District. Injury related hospitalisations are higher in the age groups of 15-19 years, 20-24 years, 85+ years and children aged less than 9 years in the District.

During 2007 to 2009, 730 people were hospitalised due to transport related accidents (Table 12). During 2009, 24 people were hospitalised due to serious fire-related injuries in the Whangarei District. Nine children aged 0-4 years were hospitalised due to injury related to fire.

During 2006 and 2007 there were 18 deaths due to self-inflicted harm in the Whangarei District with a crude rate of 11.7 per 100,000 people for all age groups. Further data analysis for self-inflicted harm in the Whangarei District shows that majority (six) these deaths occurred in the age group of 20-24 years olds, which gives us a crude rate of about 78 per 100,000 people. The national crude rate for this age group is 19 per 100,000 people.

Table 11: Injury related hospital discharges from Whangarei District for all age groups 2007-09

Age Group	Number of Discharges	Crude Rate (per 100,000 persons)
0-4 year	202	1,208.1
5-9	224	1,332.5
10-14	197	1,084.2
15-19	289	1,640.2
20-24	238	1,914.7
25-29	161	1,520.3
30-34	132	1,089.1
35-39	199	1,276.5
40-44	195	1,155.9
45-49	185	1,054.1
50-54	170	1,057.9
55-59	182	1,261.3
60-64	182	1,379.8
65-69	165	1,474.5
70-74	166	1,912.4
75-79	174	2,400.0
80-84	218	4,136.6
85+	237	5,724.6
Total	3,516	1,498.1

Table 12: Injury related hospitalisation - causes - 2007 - 2009

Cause for hospitalisation	2007	2008	2009	Total
Car occupant injured in transport accident	100	97	92	289
Motorcycle rider injured in transport accident	44	46	40	130
Occupant of heavy transport vehicle injured in transport accident	6	5	66	77
Occupant of pick-up truck or van injured in transport accident	9	4	7	20
Other land transport accidents	40	28	38	106
Pedal cyclists injured in transport accident	41	25	27	93
Pedestrian injured in transport accident	23	17	24	64
Other (Bus, threewheeled motor vehicle injuries, unspecified)	4	0	6	10
Total	267	222	241	730

Water safety:

Northland has more than 1700 km of coastline and at the widest point its west and east coasts are 85 km apart; and at its narrowest, the coasts are only 7.5 km from each other. Many Northlanders enjoy water based activities like, fishing, swimming, surfing, collection of shellfish, etc, which makes them vulnerable to water related injuries.

The Water Safety New Zealand's Regional Drowning Fact Sheet-February 2011 for Northland indicates that there were 54 drowning deaths in the Northland region from 2006 to 2010 and 85% of the victims were male. Since 2010 Majority (46%) of them were NZ European and 33% of the victims were Māori. About 22% of deaths occurred in the aged group of 45-54 years, 19% in 15-24 years and the rest in the age group of 65 years and over. The Far North District had the highest percentage of deaths (60%) and about 31% of the deaths occurred in the Whangarei District.

The data that is available from the National Injury Query System (NIQS) for the years 2005 to 2007, there were 5 drowning deaths in the Whangarei District at a crude rate of about 1.2 per 100,000 people.

ACC Injury data:

The following table (Table 13) shows the number of ACC claims for fatal injuries in Northland region from 2006 to 2011. It clearly indicates that majority of fatal injuries are occurring on road or street in the District followed by home environment.

Table 13: Accepted Fatal Claims in Northland by Scene and Accident Date (2006-2010)

	2006	2007	2008	2009	2010
Home	27	28	31	41	26
Farm	5	<=3	<=3	<=3	<=3
Road or Street	37	28	28	38	30
Industrial Place	<=3	4	<=3	<=3	<=3
Commercial / Service Location	6	4	<=3	6	<=3
Place of Recreation or Sports	<=3	<=3	<=3	5	<=3
Place of Medical Treatment	4	<=3	<=3	5	5
Other	11	12	12	18	10
TOTAL	95	84	81	117	78

New Zealand Fire Service:

The numbers of major fires resulting in structural damage in the Whangarei District have been decreasing since 2007. During 2007 there 73 fire incidents that caused structural damage and this number has dropped to 66 in 2010. Please note that this data covers both Whangarei District and

Kaipara District areas and it is estimated that one-third of these have occurred in Kaipara (Table 14).

Table 14: Fires resulting in structural damage 2007-2010

Year	Total number
2007	73
2008	79
2009	64
2010	66
Total	282

Criteria 5:

*Evaluation measures to assess
programmes, processes and the
effects of change*

Criteria 5: Evaluation measures to assess programmes, processes and the effects of change

Evaluation is one of the integral part of the SWN initiated injury prevention programmes or projects in the Whangarei District. In spite of complexities associated with measuring community awareness around the impact of injury prevention, recording injury rates and the long term nature of such work, the SWN has endeavoured to incorporate evaluation measures into its all programmes.

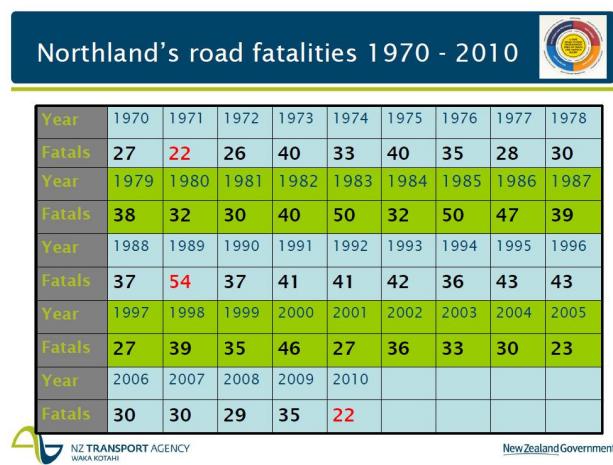
Evaluation is also a key indicator of the sustainability of such programmes, and is invaluable when looking to future planning to assess the best way to direct funding and resources.

Some of the key achievements in the Whangarei District are:

- Reduction of road fatalities in the region
- Increase in awareness of prevention of injury
- Increase in number of agencies/organisation working together in community safety
- Increase in quality of interventions
- Increase in innovative projects/programmes aiming at reducing injuries in the community

Regular monitoring of road tolls and publishing the information has helped to increase the awareness in the community (Figure 15). Low road fatalities have been attributed to a combination of enforcement, education, engineering and a community prepared to make changes. Close working relationship between various partner agencies like, the Police, local governments (WDC, KDC and FNDC), NZTA, ACC, Northland DHB and Roadssafe Northland has made this result possible.

Figure 15: Northland's Historical Road Tolls (Source: NZTA)



The Alcohol and Drug Helpline projects mentioned in Section 3 have evaluation as their key component. As they are pilot projects and first of their kind in the country, evaluating them would give vital information around such initiatives. All four projects will undergo formative, process, impact and outcome evaluation. Learning from these projects would aid in implementing similar initiatives elsewhere in the country.

Below are some examples of the evaluation processes undertaken by the SWN's programmes:

Whanau/Hapu Drink Drive Programme:

The informal evaluation of the Whanau/Hapu Drink Drive programme has been positive from various agencies which provide alcohol support services to recidivist drink drivers. The agencies felt that the programme was important in terms of building relationships, particularly between the Police involved and those in the community. The programme gave the people involved an insight into the Police activities and in turn the Police saw offenders attending the hui as people, not just offenders. The evaluation also showed that many of the recidivist drink drivers were keen to get some help

Otago Exercise Programme Evaluation Results for Whangarei District:

The Otago Exercise Programme is a highly effective falls prevention programme has been developed by the University of Otago, for people aged 80 and over who are still living in the community but are 'at risk' of a fall. People who are of Maori or Pacific descent can be referred to this programme from the age of 65 years. The programme has been shown to reduce falls by almost 50%.

The 12 month programme is fully subsidised by ACC which means there is no charge to the client. It involves several visits from a physiotherapist who teaches participants exercises in their home environment. These exercises focus on improving both strength and balance. After the exercises have been taught, ongoing progress is monitored by follow-up phone calls and home visits.

This programme was offered in the Whangarei District for three financial years and was run by two Physiotherapist practices that were contracted to ACC.

The process evaluation results are as follows:

Year 1 - Results for 07/08 financial year

Total participants put on to programme = 47

Total participants exiting from the programme = 9

Impact Evaluation - 38/47 participants completed the 12 month OEP programme = 81% completion rate for the year.

Year 2 - Results for 08/09 financial year

Total participants put on to programme = 74

Total participants exiting from the programme = 17

Impact Evaluation - 57/74 participants completed the 12 month OEP programme = 77% completion rate for the year.

Year 3 - Results for 09/10 financial year

Total participants put on to programme = 43

Total participants exiting from the programme = 9

Impact Evaluation - 34/43 participants completed the 12 month OEP programme = 79% completion rate for the year.

Tai Chi Exercise Programme Evaluation Results for Whangarei District:

Modified Tai Chi has been developed especially for older adults and is a gentle martial arts technique which is an ideal exercise for older people due to its gentle, rhythmic movements.

Tai Chi classes are fully funded by ACC for participants who meet ACC's criteria and have been operating in the Whangarei District for a number of years.

Tai Chi has been found to reduce the risk of falling by improving balance, co-ordination, flexibility and lower leg strength. Participants also report improvement in conditions such as arthritis, heart disease, diabetes, respiratory disease, depression and stress.

To be eligible for an ACC Tai Chi course a person needs to:

1. Be aged over 65years (55 years for Maori and Pacific people)
2. Live in a community dwelling (i.e. not residential care)
3. Have had a fall or are deemed 'at risk' of falling by a Health Professional
4. Be able to attend a Tai Chi class twice a week for 20 weeks.
5. Have not completed an ACC Tai Chi course before

The evaluation results are as follows:

Results for 1/7/08 to 30/6/09

Total participants starting Tai Chi classes = 184

Total participants completing the Tai Chi course = 153

Impact Evaluation - 153/184participants completed a 20 week Tai Chi course. This is an 83% completion rate for the year

No outcome evaluation figures available.

Results for 1/7/09 to 30/6/10

Total participants starting Tai Chi classes = 161

Total participants completing the Tai Chi course = 105

Impact Evaluation - 105/161participants completed a 20 week Tai Chi course. This is a 65% completion rate for the year

No outcome evaluation figures available.

Results for 31/7/10 to 30/6/11

Total participants starting Tai Chi classes = 93

Total participants completing the Tai Chi course = 57

Impact Evaluation - 57/93 participants completed a 20 week Tai Chi course.

This is a 61% completion rate for the year.

No outcome evaluation figures available.

Whangarei Sub-Urban CPTED-IPTED Safety Report

This report was commissioned by the Northland District Health Board, Whangarei District Council and the Manaia PHO. The report provides an assessment of each study area (major parks and shopping centres in 4 suburbs) against best practice policy and design, current literature, site visit commentary, statistical analysis and consultation. It included detailed recommendations regarding possible future design, amendments / improvements and any operational or policy changes which are considered to impact directly on the safety or accessibility of an area. This report has formed the basis of a community engagement programme where stakeholders are engaging with an identified resident's group in each suburb to support community action on the recommendations within the report.

Criteria 6:

*Ongoing participation in national
and international Safe
Communities networks*

Criteria 6: Ongoing participation in national and international Safe Communities networks

Being one of the first injury prevention coalitions in New Zealand, SWN (formerly known as CIPP) achieved designation as a 'International Safe Community' by the World Health Organisation (WHO) Collaborating Centre on Community Safety Promotion (CC CSP) [in 2006].

The SWN has a strong network across the country through District Health Boards, ACC Branch offices and the National Injury Prevention Coalition. The Whangarei District is encouraging neighbouring districts, Far North and Kaipara, to develop injury prevention strategies and intends to support them in seeking International Safe Community accreditation, particularly the Far North District. Within Northland, the SWN has focused attention on the Whangarei District because of the region's geographic expanse and logistical issues.

The core members of the SWN have found numerous opportunities to share information about programmes developed in the Whangarei District.

Participation in Safe Community conferences:

- 17th International Safe Community Conference in Christchurch 2008

Other:

- Attendance at National ISC Forum in Auckland September 15th 2007
- Attendance at National ISC Forum in Auckland on 23 August 2009
- Attendance at National ISC Forum in Wellington 15th November 2010

The RoadSafe Coordinator for the region has attended TRAFINZ Conferences (The New Zealand Local Authority Traffic Institute) every year since 2006, except 2011. This is the major road safety conference for New Zealand.

Other highlights

Three of the region's Road Safety projects won Road Safety Innovation Awards between 2006 - 2010. A private sector firm (from Whangarei) won a community education award around safety during 2009 for the first time. This safety project was run with schools and private firms operating heavy vehicles on rural roads.

At least three safety projects developed in Whangarei District have been profiled in the National Newsletter of SASTA (Safe and Sustainable Transport Association of Aotearoa NZ) and these were:

- 'Don't buy a Lemon' - Mobility Scooter project
- Pace Car project
- Child Restraints in Ante Natal clinics

The findings of the HIA on the Liquor Licensing Policy were presented at the '3rd Asia and Pacific Regional Health Impact Assessment Conference' held during November 2010 at the University of Otago, Dunedin. Apart from New Zealand, delegates from various countries like Australia, Thailand, Canada, Japan, Mongolia, Samoa, India, Bhutan, Pakistan, Philippines and Vanuatu attended.

The SWN is committed to ongoing education and support for other communities looking to adopt injury prevention programmes. Internationally, this guidance and leadership will be through the Safe Communities Foundation of New Zealand, and nationally through support for the New Zealand Injury Prevention Strategy and Ministry of Health's Public Health priority areas, specifically supporting the conduct of regional forums to improve collaboration and cooperation.

Appendices

1. Members of Northland Intersectoral Forum
2. "Is it Worth It?"
3. "Dressing the Part"
4. Are We Worth It?"
5. Stop Graffiti - Pamphlet