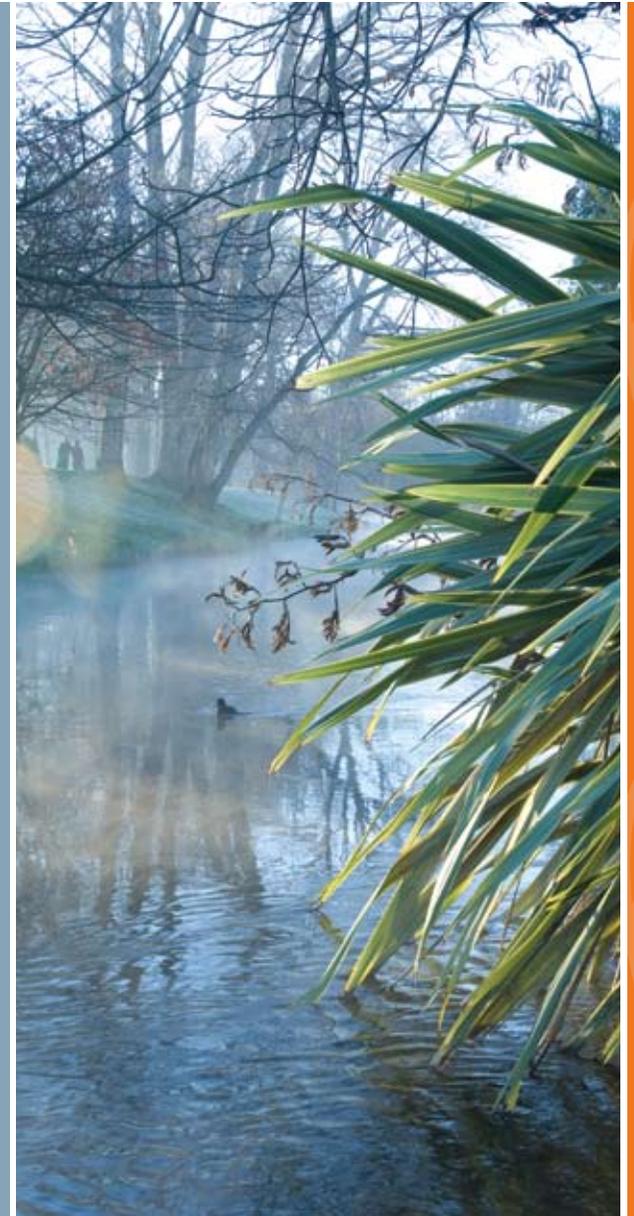


APPLICATION FOR DESIGNATION OF CHRISTCHURCH  
CITY AS AN INTERNATIONAL SAFE COMMUNITY  
OF THE WORLD HEALTH ORGANISATION  
COLLABORATING CENTRE ON COMMUNITY SAFETY

April 2008





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## Introduction

The Safer Christchurch Strategy, adopted in September 2005, was developed to make Christchurch a safer place to live, work, play and learn. The strategy covers the three areas of Injury Prevention, Road Safety and Crime Prevention. Accreditation of Christchurch City as a International Safe Community was a key objective in the Safer Christchurch Strategy.

The Safer Christchurch Interagency Group incorporates a wide network of local agencies and community groups involved in injury prevention, road safety and crime prevention in Christchurch City.

This application describes how Christchurch City meets the International Safe Community Criteria.



## Message from the Mayor



Christchurch is generally a safe place to be, but as the biggest city in the South Island and the second largest in New Zealand, Christchurch faces many of the safety issues experienced by other cities.

Safety has always been a priority focus for our City. There has been an enormous amount of work done in the City over many years to improve safety, leading up to the launch in 2005 of the Safer Christchurch Strategy. It aims to make Christchurch the safest city in New Zealand.

I am very proud of what has already been achieved under the Strategy through a very strong city-wide collaborative approach. There is a strong sense of community in Christchurch and a real desire to not only make the city a vibrant place, but also a place where people want to live, work and play.

The safety of Christchurch residents and visitors to our city has to be paramount to achieve this vision. The Council is committed to making the city safer for everyone. It is recognised this can only be achieved through a collective response and it is rewarding to see, as chairperson of the Safer Christchurch Interagency Group, the energy, commitment and co-operation there is with our partner agencies to work together.

Quiet simply, it is a basic human right that people should be able to live in their home and community without fear. Feeling unsafe whether a resident or visitor of our city is not acceptable. It is essential to the well-being of everyone that we are able to live rich and fulfilling lives in a safe community.



Bob Parker  
**CHRISTCHURCH MAYOR**

## Message from Kaiwhakahaere, Te Runanga o Ngāi Tahu



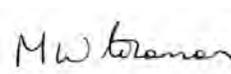
Tena koutou katoa,

On behalf of Te Runanga o Ngai Tahu, I am pleased to express our support for the valuable initiatives instigated and guided with insight by the Christchurch City Council. We are deeply committed to the ideal underlying these programmes; of creating a safer Otautahi (Christchurch) for all residents and visitors, where a unified approach is taken to crime and injury prevention, and road safety.

We recognise the extensive efforts by the Christchurch City Council to make this project an inclusive and collaborative effort by creating 'Safer Christchurch Partners', of which we are one. We celebrate the diversity within the community of Christchurch that welcomes and supports people of differing race, age, gender, ability, social and economic status. We recognise that such diversity brings about unique health and safety issues for this community, and also consider that our collective responses to diversity are enriching in many respects. We perceive the success of this project lies both in the results, and the rewards from enhancing the unity within our community.

Ngai Tahu holds a special place in this diverse community; as tangata whenua – the Indigenous Peoples of this place. Within our traditions, we have responsibilities to support the health and wellness of the community of Otautahi (Christchurch). Our role as a partner in these programmes is an important and valued way of giving effect to these obligations, and we look forward to building upon our contributions as the successes and directions of these initiatives evolve.

Nahaku noa



Na Mark Solomon  
**KAIWHAKAHAERE**



CHRISTCHURCH CITY: AN OVERVIEW





Christchurch City is located on the east coast of the South Island of New Zealand. The Māori name for Christchurch is Ōtautahi. The name is derived from a Ngāi Tahu Chief, Tautahi, who built a settlement on the banks of the Otakaro (Avon River) that flows through Christchurch City.

Māori oral tradition identifies the first inhabitation of Christchurch by Māori around 1000 years ago. Ngāi Tahu holds the rangatiratanga or tribal authority to over 80 per cent of Te Waipounamu (The Greenstone Waters), the South Island. Christchurch served as an important food gathering area, mahinga kai, for the Waitaha migration stream of Ngāi Tahu.

Christchurch's first European settlers arrived in 1840. The City of Christchurch, located on the Canterbury Plains, was planned in the late 1840s in England as a model Anglican church settlement. Christchurch City is known as the Garden City due to its expansive parks and public gardens.

The Christchurch City Council amalgamated with the territorial local authority of Banks Peninsula District Council in March 2006. The largest settlement on Banks Peninsula is Lyttelton, a port town connected to urban Christchurch by road and rail tunnels. Christchurch now has a total land area of 141,260 hectares, about 70 percent of which is located in Banks Peninsula. The majority of the population is concentrated in urban Christchurch, and a total of 86.5 percent of Christchurch's land area is dominated by non-urban land use.

The topography of Christchurch City comprises two distinct geological areas, being the alluvial Canterbury Plains and Banks Peninsula, a volcanic formation. Christchurch is bordered by the Waimakariri district to the north, Selwyn district to the south-west and the Pacific Ocean to the east.

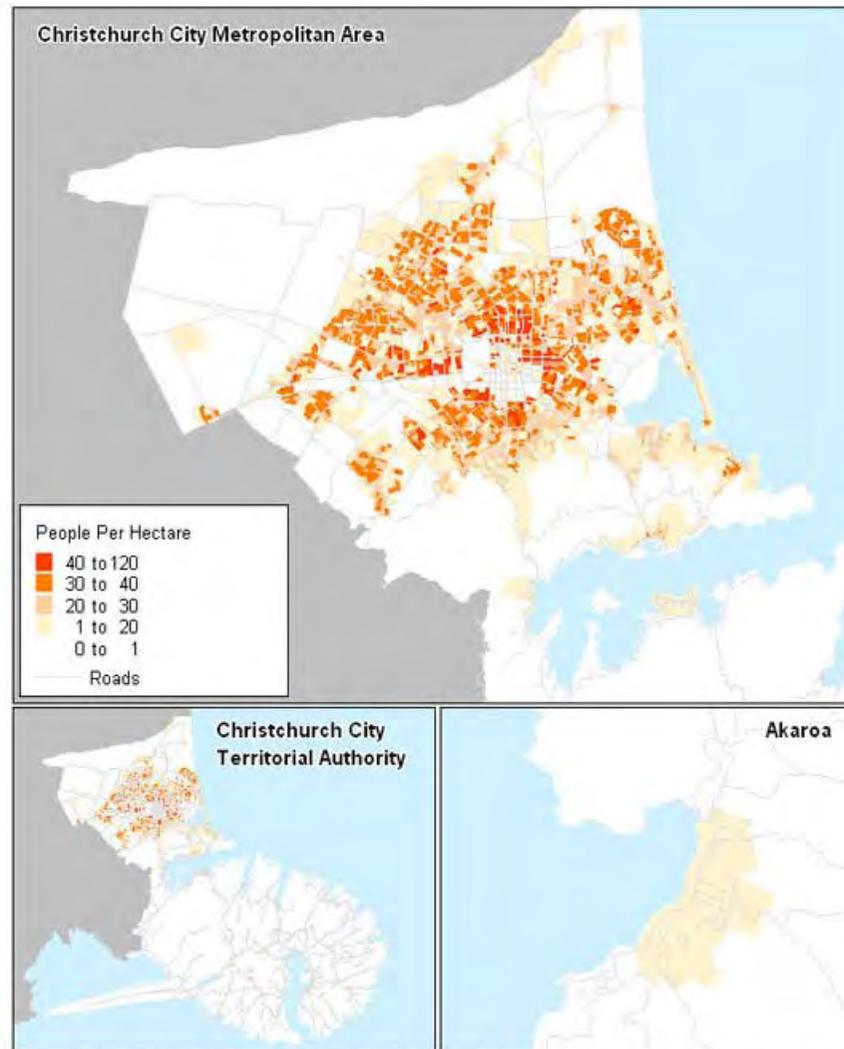
Christchurch is the largest urban centre in the South Island, and with a population of 348,435 in March 2006, Christchurch City Council serves the second-largest population of any territorial local authority in New Zealand. Christchurch has a growing population, up 7.5 percent from its 2001 population. Growth is strongest in the north and south-west of the city. The population is expected to reach 450,000 by 2041.

Christchurch's population is less ethnically diverse than New Zealand's population as a whole. Māori comprised 7.6 percent of the population in March 2006, while just over three-quarters of the population identified as European and about 12 percent as New Zealander. Asian peoples comprised 7.9 percent of the population in March 2006. Christchurch has an ageing population.

Christchurch City is catered for by three major tertiary institutions and 164 schools. Christchurch has nine major hospitals, the majority of which are publicly funded and operated. Christchurch is also well-catered for in terms of recreational opportunities, with 9911 hectares of open public space, and ready access to a range of beaches, rivers, hill areas and the Southern Alps. A growing array of walking tracks, cycle trails and cycleways are well-used by residents and visitors.

Transportation requirements in Christchurch are well-served by an international airport, located on State Highway 1, the main trunk railway north-south and railway to the West Coast of the South Island. Telecommunications are continually being upgraded, and Christchurch hosts a wide range of major manufacturing and processing industries. The Port of Lyttelton serves a large geographic area, including the West Coast, shipping coal and timber from the region. Unemployment is relatively low, at 2.6 percent in the quarter to September 2007.

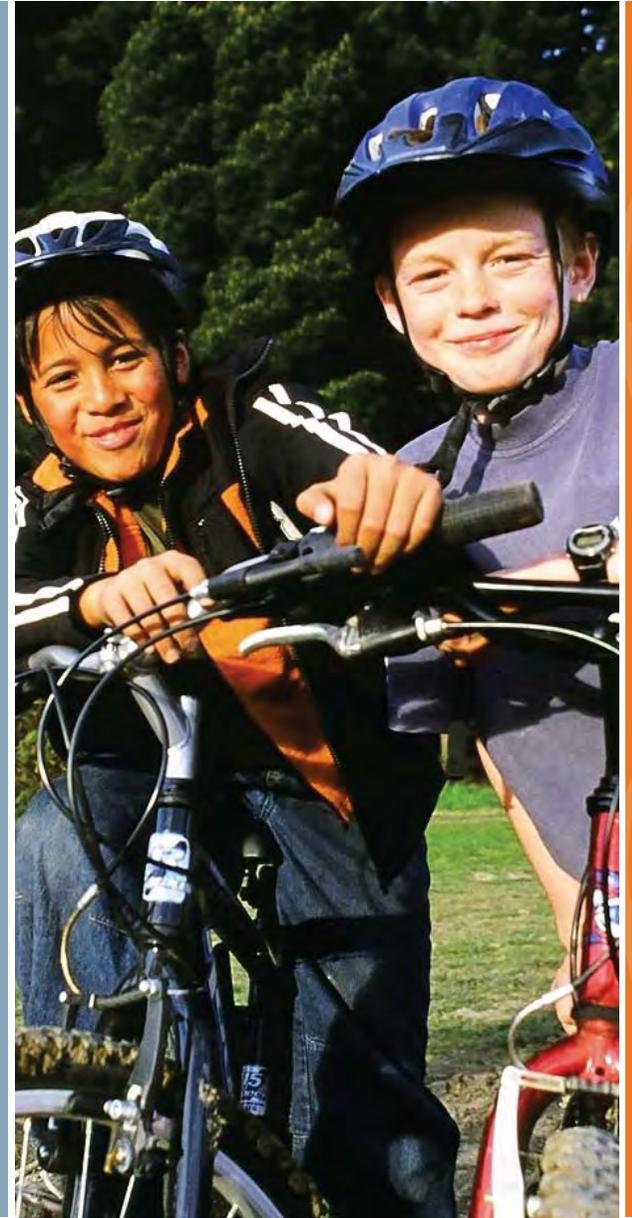
### Population Density of Christchurch City, 2006



Source: Statistics New Zealand, Census of Population and Dwellings, 2006  
Prepared by the Monitoring and Research Team, CCC, 28/06/2007



A PICTURE OF INJURY AND COMMUNITY  
SAFETY IN CHRISTCHURCH CITY





In New Zealand, injuries are the leading cause of premature death and disability. Injuries currently result in about 1600 deaths and 42,000 hospitalisations each year; the number of people treated at emergency departments, general practice or those who do not seek medical help are likely to add significantly to these figures. In a population of 4.5 million this makes a huge impact. A significant share of this injury burden belongs to the citizens of Christchurch City.

During 2006–2007, ACC nationally accepted more than 1.8 million injury claims. The social and economic costs of injury are estimated to be \$6 to \$7 billion annually, yet most injuries and their consequences can be prevented. The benefits of injury prevention are therefore considerable.

In 2006, Safer Christchurch commissioned an update to a previous report, *Injury Prevention Christchurch - Community Injury Prevention and Safety Project* prepared by Crown Public Health (now Community and Public Health, Canterbury District Health Board) in 2002.

The 2006 report contains injury data for the Christchurch city area. It includes:

- Hospitalisation data gathered by the New Zealand Health Information Service (NZHIS) for 2003-04 and for the preceding decade;
- Injury fatality data for 2001-2002;
- Emergency department arrivals data gathered by Christchurch hospital for 2004-05;
- New claims information from ACC; and
- Crimes recorded by the Christchurch Police.

Emergency Department data from Christchurch Hospital is considered an important addition to the NZHIS hospitalisation data presented, because in Christchurch only 48 percent of those attending the emergency department are admitted to hospital and therefore part of the NZHIS statistics.

The 2006 report forms an important planning resource for Safer Christchurch's Injury Prevention Coordinating Committee. It is supplemented by a number of other reporting systems used by the Road Safety Coordinating Committee and Crime Prevention Coordinating Committee in their planning. These are further outlined in the section on Criteria 4, but include:

- *Land Transport NZ report, Christchurch City.*
- *Land Transport NZ briefing notes – road safety issues, Christchurch City.*
- *Fiscal Year Canterbury District Police Crime Statistics.*
- *The Quality of Life in Twelve of New Zealand's Cities report (2007).*
- *Fact Sheet 9, Injury Fatalities by Territorial Local Authority,* produced by the Safe Communities Foundation New Zealand, showed that in 2000-2001 248 injury fatalities occurred in Christchurch City, and a further 10 in Banks Peninsula. In Christchurch, suicides accounted for 39 percent of these deaths, falls 25 percent and 17 percent resulted from motor vehicle traffic incidents.



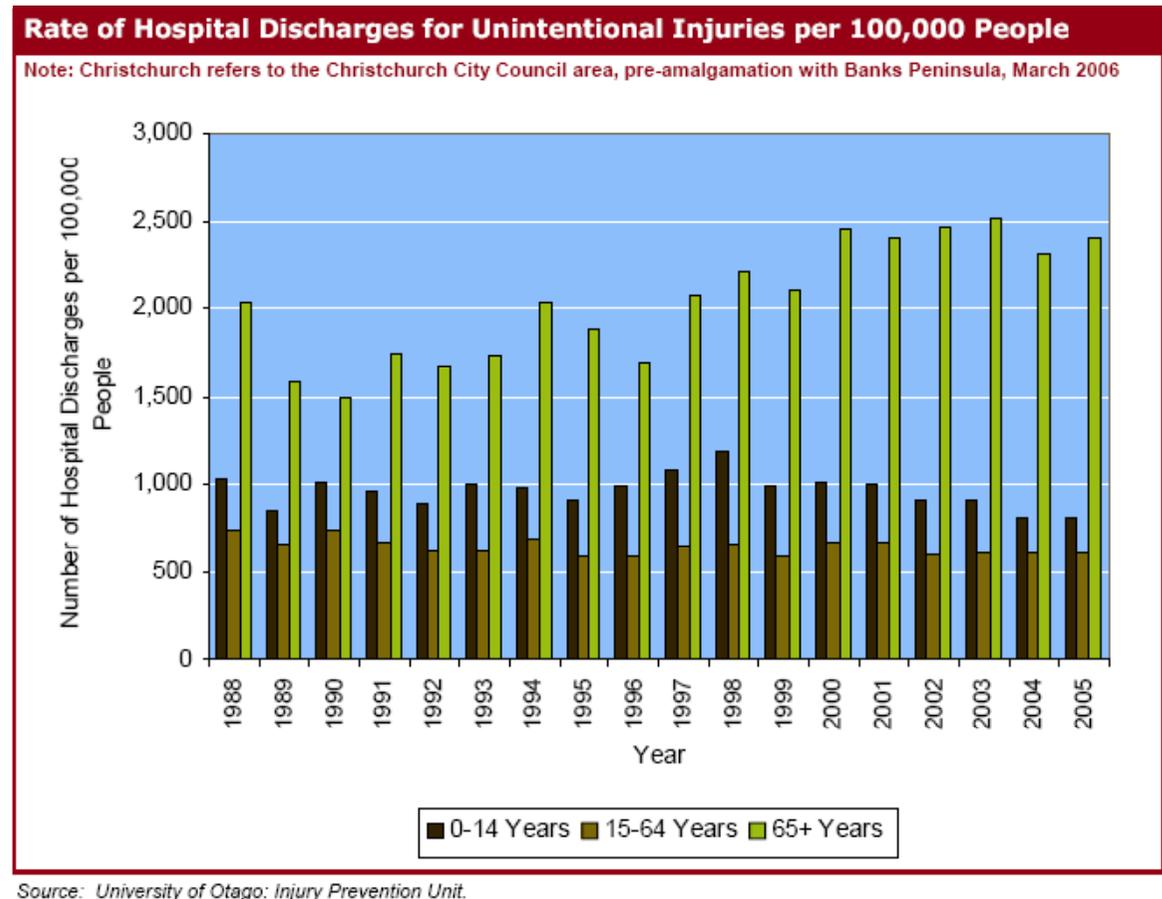
Table 2. Injury hospitalisations Christchurch TLA, by major cause and discharge year, rates per 100,000

Major Cause	Discharge year - Rates per 100,000 <sup>1</sup>											Total 1995- 1999	Total 2000- 2004	%Variance 1995-1999 & 2000-2004
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004			
Adverse Effects	179	173	184	187	206	196	207	201	195	193	191	946	987	4.3
Cut/Pierce	60	65	68	64	69	70	73	80	68	65	63	336	349	3.9
Drowning	3	2	2	2	3	2	2	2	1	0	1	11	6	-45.5
Fall	389	362	357	444	443	432	463	483	480	473	439	2038	2338	14.7
Fire/Hot object or substance	23	21	17	19	19	15	15	14	16	14	15	91	74	-18.7
Firearm	0	1	0	2	2	1	0	1	2	2	1	6	6	0.0
Machinery	17	14	10	11	13	10	19	13	20	22	20	58	94	62.1
Motor Vehicle Traffic	141	121	103	106	116	78	76	97	82	91	84	524	430	-17.9
Natural/Environmental	13	13	13	15	14	15	17	19	16	16	17	71	85	19.7
Other Land Transport	18	14	14	18	21	22	22	25	20	22	21	89	110	23.6
Other Specified	46	30	36	36	35	25	39	44	33	37	31	162	184	13.6
Other Specified, nec	11	6	6	6	5	2	3	6	5	4	3	25	21	-16.0
Other Transport	7	8	2	3	3	2	7	6	5	4	4	18	26	44.4
Overexertion	25	18	33	47	63	50	63	62	61	54	59	211	299	41.7
Pedal Cyclist, other	24	20	21	25	25	24	26	27	23	24	25	115	125	8.7
Pedestrian, other	4	3	3	4	2	3	8	4	4	5	5	15	26	73.3
Poisoning	93	119	113	115	130	104	114	150	123	127	118	581	632	8.8
Struck by or against	88	89	92	89	90	86	80	82	70	80	76	446	388	-13.0
Suffocation	3	3	7	5	6	4	5	6	2	2	5	25	20	-20.0
Unspecified	24	20	14	17	19	14	29	27	19	23	22	84	120	42.9
<b>Total</b>	<b>513</b>	<b>3096</b>	<b>468</b>	<b>3210</b>	<b>3281</b>	<b>3154</b>	<b>508</b>	<b>3348</b>	<b>3247</b>	<b>1003</b>	<b>3204</b>	<b>13209</b>	<b>11310</b>	<b>-14.4</b>

<sup>1</sup> 1994-1997 data based on 1996 Census sub national population estimates, as there are no estimates/counts available for 1994, 1995 or 1997. 1998-2004 rates are based on yearly sub national population estimates.

In 2005, there were 3076 hospital discharges for non-intentional injuries in Christchurch City. People in the 65 years and over age group comprised 37 percent of these discharges. Falls were the leading cause of injury throughout Christchurch according to all indicators.

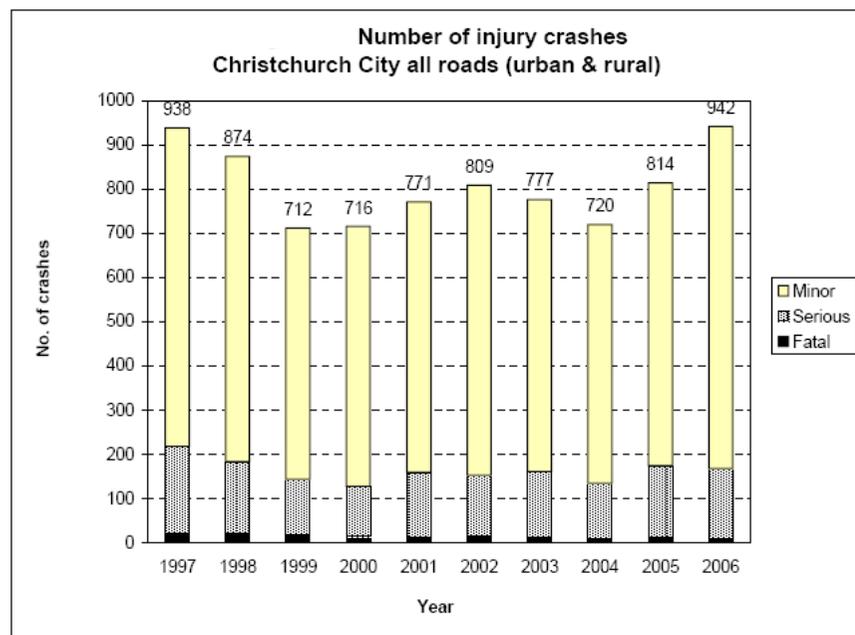
The graph below shows the rate of hospital discharges for unintentional injuries per 100,000 people in Christchurch, before amalgamation with Banks Peninsula. The trend lines are starting to decrease for the 0-14 year age group but for the other two age groups the trend line is reasonably static. Rates of hospitalisation for unintentional injury for children 0-14 years were third lowest of the 12 largest cities in New Zealand in 2005, at 823.6 per 100,000. Rates for residents aged 14 and over were sixth-lowest of the 12 largest cities in 2005, at 42.1 per 100,000, compared with 56.7 percent for New Zealand as a whole.



## Christchurch City Road Safety Statistics

The New Zealand *Road Safety to 2010* strategy's goal is reduce the number of road deaths per year nationally to no more than 300 and hospitalisations to no more than 4500 by 2010. With just under 400 road deaths in the 2006 calendar year, this target is still some way off.

In 2006, on local roads in Christchurch City, there were 772 injury crashes and 1656 non-injury crashes. In addition, there were 171 injury crashes and 320 non-injury crashes on State Highways. Social costs of road accidents in Christchurch in 2006 were estimated by the Ministry of Transport as costing \$217 million.



Christchurch City Road Safety Report 2002 - 2006

According to LTNZ Briefing Notes, *Road Safety Issues, Christchurch City*, the 10 deaths in 2006 were the lowest total recorded since 1980. In the same period, the worst year was 1989, when 44 people died on Christchurch roads.

In 2006, as well as the 10 deaths, the following road trauma were reported:

- There were 167 serious casualties.
- There were 994 minor casualties.

As well as the 10 fatal crashes:

- There were 159 serious injury crashes;
- 777 minor injury crashes; and
- 1976 non-injury crashes reported.

Compared to previous years, serious injury numbers fell slightly in 2006 but were still above the 10-year average.

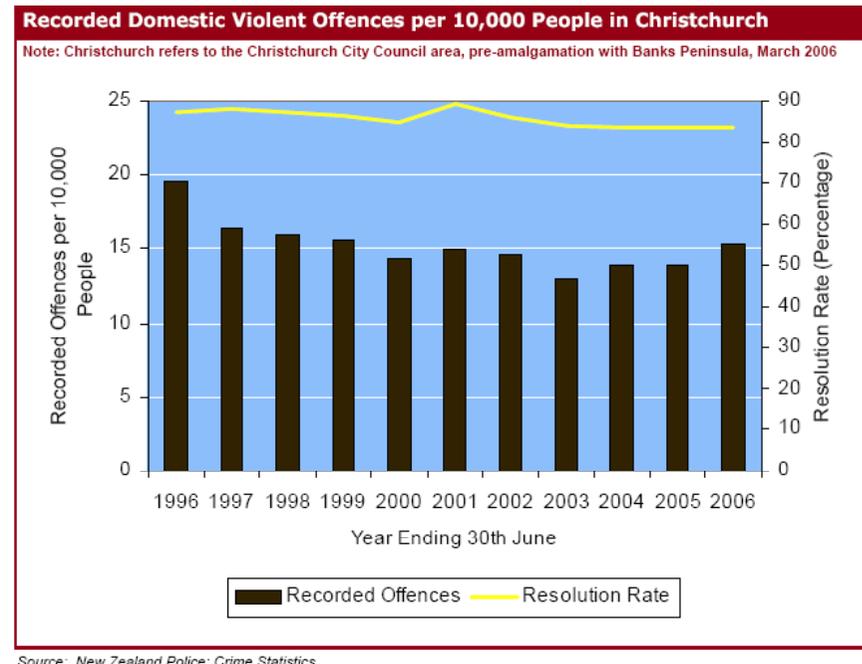
Intersection crashes are one of the most common crash types in Christchurch.



population for Christchurch in 2005-2006 was 102, compared with a national rate of 123. This was the fourth-lowest rate out of the 12 largest cities in New Zealand (Quality of Life in Twelve New Zealand Cities, 2007). Christchurch also has a high rate of sexual offences, at 9.4 per 10,000 population in 2005-2006 (the second highest rate of New Zealand's 12 largest cities).

**Family Violence:** Considerable work has been done within the Canterbury district to increase the reporting of family violence-related incidents. Media attention and the work of the Family Safety Team have resulted in an increase of recorded incidents. The district is now working closely with repeat victims of family violence who are being identified through a number of reporting procedures.

In 2006, the rate of recorded domestic violence offences were 15.3 per 10,000 people, equating to a total of 552 recorded offences. This was the highest figure since 1996 (637). Between 1996 and 2003, rates of offending generally decreased, from a high of 19.6 per 10,000 people to a low of 12.9 in 2003. Of note though, is crime statistics only reflect reported and recorded offences, rather than the actual level of offending in the community. It is thought that only 18 percent of domestic violence incidents are reported to the Police.



Source: New Zealand Police: Crime Statistics.

As at 2006, the rate of substantiated cases of child abuse and neglect was 11.1 per 1000 children aged 17 years and under for Christchurch, compared with 15.6 percent for all of New Zealand (Ministry of Social Development, 2006, in Quality of Life in Twelve of New Zealand's Cities, 2007).





SAFER CHRISTCHURCH





Safer Christchurch is founded on the principles of collective action, collaboration and coordination and proactive responsiveness. The whole community is recognised as having a role to play in injury prevention and safety promotion.

In development since 2004, the Safer Christchurch structure was formalised in 2006, with the establishment of the final coordinating committee. Safer Christchurch built on a history of coordination and collaboration in Christchurch. This had previously been supported through the former Christchurch Safer Community Council (established in 1990 as one of four pilot safer community councils throughout New Zealand, and based on a French crime prevention and urban safety initiative) and the long-established Christchurch Road Safety Coordinating Committee. Safer Christchurch and the Safer Christchurch Strategy are strongly connected to Christchurch City Council's Long Term Council Community Plan (LTCCP) and statutory requirements of Council to plan for its community and coordinate this planning across sectors (Local Government Act, 2002). The strategy relates to the Strengthening Communities Strategy Goal Seven: Enhancing the safety of communities and neighbourhoods.

Underpinning the work of Safer Christchurch, the Safer Christchurch Strategy is the first community safety strategy developed for Christchurch City. The Strategy aligns injury prevention, road safety and crime prevention under the overarching aim of Christchurch becoming the safest city in New Zealand. All the initiatives within these areas work towards Christchurch's application for accreditation as an International Safe Community. The goals and objectives of the Safer Christchurch Strategy have been developed with an appreciation of the contributions made by community organisations and government agencies who contribute to community safety in Christchurch.

Christchurch City Council plays a lead role in Safer Christchurch, although the initiative belongs to the city as a whole.

Since its establishment, the Safer Christchurch Inter-Agency Group has sought to align three aspects of safety enhancement, being injury prevention, crime prevention and road safety, by bringing together key players in all of these areas.

The Safer Christchurch team is made up as follows:

- Safer Christchurch Interagency Group, with representatives from a number of central government agencies and sector groups;
- Christchurch Road Safety Coordinating Committee, focused on road safety;
- Christchurch Crime Prevention Coordinating Committee, focused on crime prevention;
- Christchurch Injury Prevention Coordinating Committee, focused on injury prevention;
- Christchurch Road Safety Coordinator; Schools Coordinator, Cycle Safe Team Leader and Crash Bash Assistant
- Christchurch Injury Prevention Coordinator, to be appointed in 2008
- Christchurch City Council Team Leader Safety.

Safer Christchurch has links to Healthy Christchurch, an inter-sectoral network modeled on the WHO Healthy Cities concept and launched in 2002.

Each of the committees, which together comprise Safer Christchurch, has developed its own terms of reference outlining how members and groups will work together.

## Safer Christchurch Inter-Agency Group



### Safer Christchurch Inter-Agency Group

Left to right: Diane Fenika (Ministry of Pacific Island Affairs), Michael Aitken (CCC), Julia Main (Dept of Internal Affairs), Lynnette Ebbom (Child Youth & Family), Mayor Bob Parker, Robyn Steel (CCC), Ann Hodgson (ACC), Trish Fraser (CCC), Fuimaono Tuiasau (Ministry of Justice), District Commander Dave Cliff (Police), Geoff Giller (Ministry of Health), Ashley Seaford (Work and Income), Yvonne Palmer (Older Persons Sector), Nick Scott (Dept of Corrections), Denise Kidd (Ministry of Social Development), Inspector John Price (Police), Maggy Tai Rakena (Family Sector), Natalie Hazelwood (Land Transport New Zealand), Kevin Grimwood (Youth Sector).

The Safer Christchurch Inter-Agency Group is an inter-sectoral group which meets bi-monthly, providing oversight, governance and support to the Safer Christchurch Strategy. Through the Strategy, the group seeks to strengthen, coordinate and/or complement the safety aspirations of those government agencies and community organisations already actively involved in safety promotion and injury prevention in Christchurch.

The Safer Christchurch Inter-Agency Group is committed to the overarching aim of its guiding Strategy; for Christchurch to become the safest city in New Zealand. The Group has also played a role in the coordination of resources for the Strategy to be implemented including applying for International Safe Community accreditation.

With the Safer Christchurch Inter-Agency Group as the governing body of Safer Christchurch, management of the Strategy is provided by three committees, each focused on a different aspect of safety. Each of these committees is outlined below.

## Christchurch Injury Prevention Coordinating Committee

Christchurch's Injury Prevention Coordinating Committee was established in November 2005, following a recommendation from the *Injury Prevention Christchurch: Community Injury Prevention and Safety Project (2002)* and subsequent coordination efforts. Membership of the group has grown to now include representatives from 15 organisations within the community. The recommendations of the 2002 project were affirmed by the Safer Christchurch Strategy.

Christchurch's Injury Prevention Coordinating Committee meets monthly, with coordination support provided by an Accident Compensation Corporation representative as part of their role. The committee has sought salary funding to employ a full-time Injury Prevention Coordinator for Christchurch, initially for a three-year period. The Ministry of Health, ACC and Christchurch City Council will contribute financially to this position, which should be in place by mid 2008.

## Christchurch Crime Prevention Coordinating Committee

Christchurch has had a coordinating body in place in the area of crime prevention since 1990, when the city was selected as one of four pilots for a central government – Department of the Prime Minister and Cabinet – (later Ministry of Justice) funded Safer Community Council. The Trust was disbanded in 2004 after a central government review of Safer Community Councils, with community safety initiatives around New Zealand becoming more closely aligned with Territorial Local Authorities once again. It was at this time that the Safer Christchurch Interagency Group was established deciding to focus not only on crime prevention but also on injury prevention and road safety to include a broader, more holistic community safety picture.

The Crime Prevention Coordinating Committee is currently coordinated by Christchurch City Council's Team Leader Safety as part of the Council's commitment to Safer Christchurch. As well as key statutory agencies, membership of the Crime Prevention Coordinating Committee is purposefully intended to cover a number of other crime prevention-related networks in Christchurch, including the following:

- Community Violence Reduction Project
- Liaison on Alcohol and Drugs (LOAD)
- Canterbury Abuse Intervention Project (CAIP)
- Elder Abuse Practitioners' Group
- Strengthening Networks
- Neighbourhood Support Canterbury
- Disabled Persons Assembly
- Refugee and Migrant Forum
- Social Service Provider Network

The Crime Prevention Coordinating Committee meets six weekly, delivering on clearly defined roles.

## Christchurch Road Safety Coordinating Committee

Christchurch Road Safety Coordinating Committee has been established since 1989. The committee, which meets monthly, comprises representatives of a range of organisations with a stake in safety on our roads. The committee plans and prioritises road safety initiatives in Christchurch through the Christchurch Road Safety Strategy (2004), the Road Safety Action Plan, and following national priorities set and funded by Land Transport New Zealand. Three Road Safety Coordinators are currently employed in Christchurch, working in the areas of general road safety programmes, schools and cycle safety.





AN INFRASTRUCTURE BASED ON PARTNERSHIP  
AND COLLABORATIONS, GOVERNED BY A CROSS-  
SECTIONAL GROUP THAT IS RESPONSIBLE FOR  
SAFETY PROMOTION IN THEIR COMMUNITY.

1





Christchurch City has for almost two decades been the focus of active efforts to enhance collaboration and establish partnership models in the fields of community and road safety. Christchurch City Council has taken a lead role in these endeavours.

Christchurch City was one of the four pilot sites for a safer community council, established in 1990. Before amalgamation with Christchurch City Council in 2006, Banks Peninsula District Council also had its own Safer Community Council, established in 1995. The safer community council model, delivered until establishment of Safer Christchurch, brought together representatives from a broad range of statutory and community agencies and community leaders and members to coordinate crime prevention initiatives and develop collaborative and partnership responses to crime prevention and safety promotion.

As well as pioneering coordination in the area of crime prevention, Christchurch also led New Zealand in collaborative approaches to road safety. The Christchurch Road Safety Coordinating Committee, the first such committee in New Zealand, was established by Christchurch City Council in February 1989. Christchurch City Council was also the first local authority in New Zealand to employ a Road Safety Coordinator. In 1991, the Land Transport Safety Authority (now Land Transport New Zealand) used the Christchurch model to fund road safety coordinators and encourage local authorities to set up similar committees.

Safer Christchurch has expanded on the existing coordination bodies to more fully deliver an infrastructure grounded in partnership and collaboration across its three areas of focus: injury prevention, crime prevention and road safety. Safer Christchurch has also sought to build on key national organisational strategies and initiatives through collaboration and coordination. Its overarching goal is for Christchurch to be the safest city in New Zealand.

The Safer Christchurch Inter-Agency Group provides governance to the model, with strong support provided by Christchurch City Council as a lead agency. The three Coordinating Committees draw together a range of organisations with an interest in safety enhancement in a partnership approach.

The Safer Christchurch Interagency Group has representation from the following agencies and sector representatives:

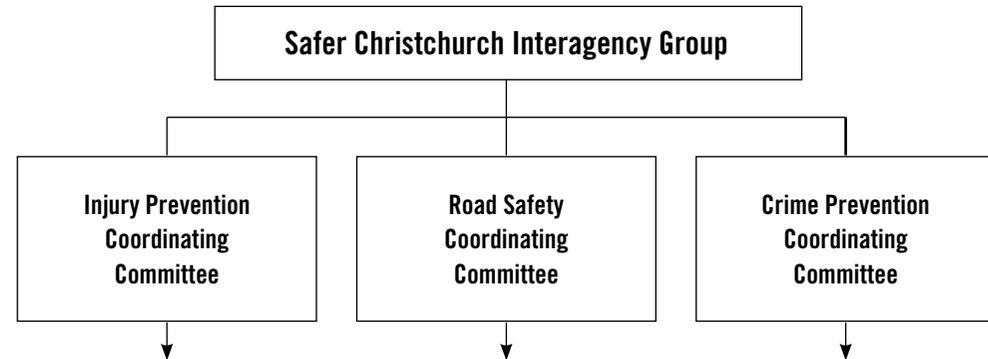
- Accident Compensation Corporation (ACC)
- Canterbury District Health Board (CDHB)
- Land Transport New Zealand
- Healthy Christchurch
- Ministry of Health
- Ministry of Social Development
  - Child Youth and Family
  - Family and Community Services
  - Work and Income
- Christchurch City Council
- Christchurch Police
- Department of Internal Affairs
- Families sector representative
- Housing New Zealand
- Ministry of Education
- Ministry of Justice
- Ministry of Pacific Island Affairs
- Older Persons Sector Representative
- Te Runanga o Ngāi Tahu
- The Department of Corrections
- Youth sector Representative

As the Territorial Local Authority, Christchurch City Council has demonstrated long-standing commitment to the Safe Community concept and the development of an infrastructure that supports this. As well as including safety in its Long Term Council Community Plan (LTCCP), Christchurch City Council employs or contracts the services of the city's four Road Safety Coordinators, dedicates a community advisor to Safer Christchurch, provides representation on both the Inter-Agency Group and the three Coordinating Committees, and provides administrative support to Safer Christchurch. Safer Christchurch is chaired by Christchurch's Mayor.

The structure of community safety activity in Christchurch City is depicted in the following diagrams.

Safer Christchurch has a sound working relationship established with Safer Waimakariri, the Safe Community located closest to Christchurch.

## Safer Christchurch Structure



**PURPOSE Focus on:**  
Suicide & Self Harm  
Falls  
Sports injuries  
Alcohol related harm  
Neighbourhood based initiatives

**PURPOSE Focus on:**  
Speed  
Alcohol and drugs  
Intersections  
Safety belts and child seats  
Fatigue and distraction  
Specific risks  
Physical environment  
Specific road users

**PURPOSE Focus on:**  
Crime Prevention through Environmental Design  
Community Violence in Central City  
Alcohol related Violence  
Family Violence  
Neighbourhood based initiatives  
Neighbourhood Support Victims  
Reduction of reoffending and integration into community

## Structure, Roles and Strategic Goals of Coordinating Committees

### Christchurch Road Safety Coordinating Committee

This was formed in 1989, with Christchurch City Council leading the process, and has met monthly since its establishment. The committee has operated successfully throughout its existence with good support from a wide range of organisations with a road safety interest in the city. The committee meets the legislative requirement that Territorial Local Authorities provide road safety plans. The Road Safety Coordinating Committee developed the Christchurch Road Safety Strategy in 2004, setting goals and objectives in road safety for a five-year period. A new strategy will be developed for 2010-2014. Funding from Central Government for road safety is targeted to programmes developed annually in line with the Road Safety Strategy, a living strategy.

The Christchurch Road Safety Coordinating Committee is convened by a Road Safety Coordinator, the role funded by Christchurch City Council and Land Transport New Zealand through its funding to CCC. The coordinator delivers road safety-related community development, safety promotion and information services. The Road Safety Coordinator is supported by a Cycle Safe Coordinator, a Road Safety Schools Coordinator and a Community Alcohol Action Programme, all based within Christchurch City Council. Membership of the Road Safety Coordinating Committee includes;

- Land Transport New Zealand
- Christchurch City Council
- Safer Christchurch,
- Ministry of Transport
- Police
- Ministry of Justice
- Nga Maata Waka
- Pacific People
- Environment Canterbury
- Automobile Association
- ACC
- Spokes
- Transit New Zealand
- District Council Road Safety Coordinators
- NZ Road Transport Association
- Trucking NZ
- Students Against Driving Drunk; and
- NZ Roadshow Trust



## Crime Prevention Coordinating Committee

The Crime Prevention Coordinating Committee, formed in 2005 to build on the earlier work of the Christchurch Safer Community Council, represents the networks involved in crime prevention within Christchurch City. This group, which meets six weekly, is responsible for coordination and implementation of crime prevention-related aspects of the Safer Christchurch Strategy. The Crime Prevention Coordinating Committee works alongside the Safer Christchurch Interagency Group, reporting on a regular basis to the inter-agency group. It is coordinated by a Christchurch City Council staff member as part of their Safer Christchurch role.

### Role of the Crime Prevention Coordinating Committee:

- To inform the Safer Christchurch Interagency Group on Crime Prevention.
- To increasing collaboration among the crime prevention sector.
- To coordinate planning in line with the Safer Christchurch Strategy.
- To provide a snapshot of activity in terms of need, interventions and opportunities to facilitate better decisions in terms of funding for outcomes.
- To play a role in analysing hard data – quantitative and qualitative.
- To make recommendations to the Safer Christchurch Interagency Group.

### Strategic Goal:

Enhance safety from crime through preventative and supportive actions.

### Aims:

- To work with other agencies and the wider community to provide active support to locally led initiatives that make significant contributions to reducing the incidence and effect of crime.
- To receive and consider reports and advice from crime prevention agencies.
- To coordinate and lever the safety efforts of organisations and groups working in the crime prevention field.
- To advocate for crime prevention programmes, projects and initiatives consistent with the Christchurch Safety Strategy and parent organisations strategies.
- To develop an annual programme, project priorities and milestones consistent with the Safer Christchurch Strategy and parent organisations strategies.
- To work in partnership and report to the Safer Christchurch Interagency Group on activity in relation to crime prevention activity and the Safer Christchurch Strategy.
- To prepare an annual report of activity.

Terms of reference, including protocols for collaboration and accountability and reporting are in place for committee members.

## Injury Prevention Coordinating Committee

The Injury Prevention Coordinating Committee represents the key agencies and groups involved in injury prevention within Christchurch City, and is the newest Safer Christchurch Coordinating body. The Injury Prevention Coordinating Committee works alongside the Safer Christchurch Interagency Group, supported at present by coordination delivered by ACC, with a strong likelihood of a full-time Injury Prevention Coordinator role in the near future, jointly funded for a three-year period by ACC, Ministry of Health and Christchurch City Council. This position is seen as critical for effective implementation of Goal One of the Safer Christchurch Strategy. Safer Christchurch sees a strong injury prevention infrastructure as the key to increasing the community's ability to act on injury prevention and safety promotion initiatives through the building of local partnerships. Coordination and collaboration on injury prevention initiatives in line with the Safer Christchurch Strategy and the six national injury prevention priority areas in the New Zealand Injury Prevention Strategy is essential.

The Injury Prevention Coordinating Committee, initially called the Injury Prevention Reference Group and formed in November 2005, meets on a monthly basis, delivering a programme planned on an annual basis in line with the Safer Christchurch Strategy.

The Injury Prevention Coordinating Committee draws together a wide range of organisations within the Christchurch community with an interest in reducing injury-related harm, achieving a target set in a study of injury prevention in Christchurch in 2002. As set out in its terms of reference, the committee membership includes;

- Accident Compensation Corporation,
- Canterbury District Health Board
- Christchurch City Council
- New Zealand Fire Service

- Land Transport New Zealand
- Police
- SPINZ – Suicide Prevention Institute New Zealand
- Stay on Your Feet Canterbury
- Presbyterian Support
- St John
- Water Safety New Zealand
- Sport Canterbury
- Neighbourhood Support
- South Island Injury Prevention Coordinator; and
- Waimakariri Injury Prevention Coordinator

### **Role of the Injury Prevention Coordinating Committee:**

- To work with other agencies and the wider community to implement injury prevention-related aspects of the Safer Christchurch Strategy.
- To receive and consider reports and advice from injury prevention agencies.
- To coordinate and lever the safety efforts of organisations and groups working in the injury prevention field.
- To advocate for injury prevention programmes, projects and initiatives consistent with the Christchurch Safety Strategy and parent organisations strategies.
- To develop annual programme, project priorities and milestones consistent with the Safer Christchurch Strategy and parent organisations strategies.
- To work in partnership and report to the Safer Christchurch Interagency Group on activity in relation to injury prevention activity and the Safer Christchurch Strategy.
- To prepare an annual report of activity.

**Strategic Goal:**

- To reduce the incidence of injury in our community.

**Aims:**

- To provide coordination of injury prevention activity and direction to the Safer Christchurch Interagency Group in line with the Safer Christchurch Strategy.
- To document injury prevention programmes and identify gaps to which further prevent action that can be directed.
- To develop an action plan around the prevention of suicide and self harm.
- To Support initiatives which aim to enhance the safety and reduce the incidence of injury of people in the Christchurch, e.g. children, families and older persons.
- To support initiatives that prevent sports injuries, e.g. Clubmark.
- To identify and develop initiatives which reduce childhood injuries.

The Injury Prevention Coordinating Committee collects injury data, and in 2006-2007 it updated data in the Injury Prevention Christchurch: Community Injury prevention and Safety Project document to ensure availability in Christchurch of updated injury data. Gap analysis is employed in priority setting by the committee.

## Sustainability

Christchurch City has a well-established history of collaborative safety efforts, especially in the areas of road safety and crime prevention. Christchurch City Council has been central in many such initiatives, alongside, Police, ACC and a number of other statutory agencies as well as community-based organisations.

Community safety is embedded in the policy frameworks of all key parties in Safer Christchurch, and in the statutory requirements under which many operate.

With a history of almost two decades of collaboration and active inter-agency coordination in road safety and crime prevention, such an approach has successfully endured many changes in governance, management and funding regime, demonstrating long-term sustainability. The commitment to the Safe Community model demonstrates the way the dream of a safety culture has spread beyond safety on the roads and from crime to a more holistic approach; Christchurch is committed to enhancing safety across all aspects of daily life.

## Safer Christchurch Strategy

### Where Does it Fit?

#### Community Outcomes - A Safe City

We are free from crime, violence, abuse and injury. We are safe at home and in the community. Risks from hazards are managed and mitigated.



#### Long Term Council Community Plan

Community Support - safety. The Council contributes by co-ordinating the Safer Christchurch Interagency Group, and implementing the Safer Christchurch Strategy.



#### Strengthening Communities Strategy

GOAL 7: Enhancing the safety of communities and neighbourhoods. This goal supports Council's commitment to the Safer Christchurch Strategy which aims to make Christchurch the safest city in New Zealand. Inclusion of this goal within this strategy confirms that enhancing communities and neighbourhood safely will continue to be a major focus for Council's Strengthening communities.



#### Safer Christchurch Strategy

AIM:

Christchurch is the safest city in New Zealand.

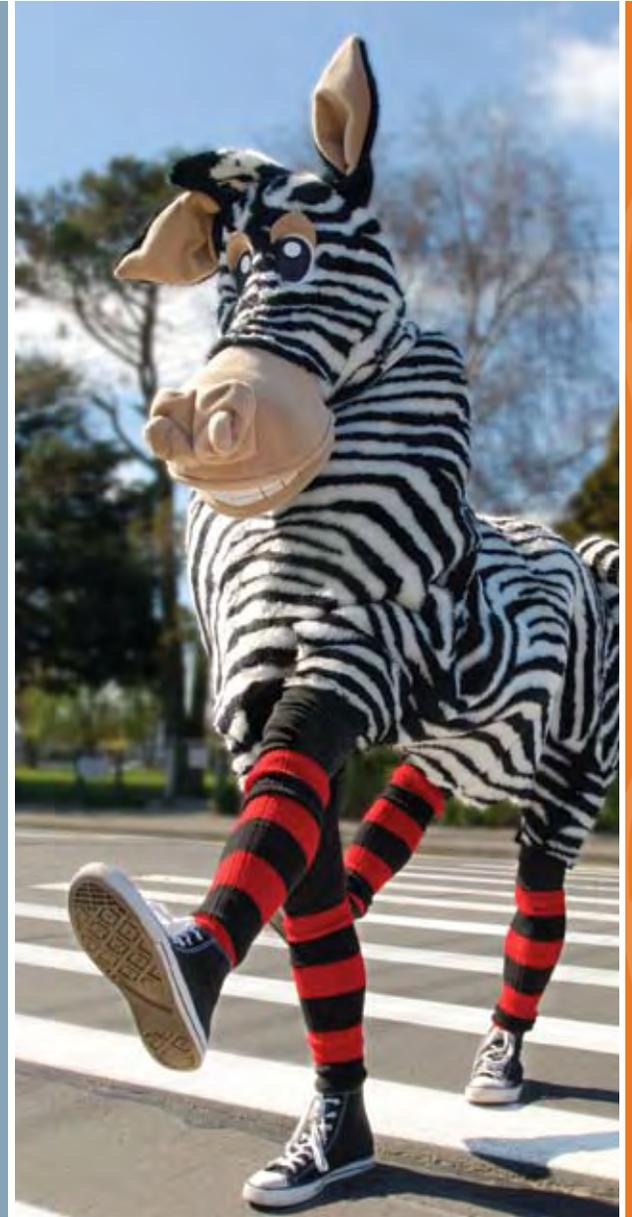
GOAL:

- 1. Reduce the incidence of injury in our community**
  - Provide active support to locally led initiatives that make significant contributions to reducing the incidence of injury.
- 2. Enhance safety on our roads**
  - Support the implementation of the Christchurch Road Safety Strategy 2004.
- 3. Enhance safety from crime through preventative and supportive action**
  - Ensure the phased adoption of Crime Prevention Through Environmental Design principles into city-wide planning and policy.
  - To promote Crime Prevention Through Environmental Design principles for application by owners and occupiers of existing buildings and spaces.
  - To provide active support to locally led initiatives that make significant contributions to reducing the incidence and effect of crime.
- 4. Support safety and injury prevention through collaboration and coordination**
  - Ensure that there are collaborative relationships built between central government, local government, iwi, non-government organisations and the community sector.
  - To gain accreditation as a World Health Organisation Safe Community.
  - Ensure effective injury prevention, road safety and crime prevention activity through sustained funding arrangements.
  - Ensure the phased adoption of public awareness regarding Safer Christchurch and its initiatives.



LONG-TERM, SUSTAINABLE PROGRAMMES  
COVERING GENDERS, ALL AGES,  
ENVIRONMENTS AND SITUATIONS.

2





Christchurch City is fortunate to have a wide range of community safety programmes in place which are inclusive of all ages and genders and reach out across the wider community, transcending environments and situations. Christchurch also has a long history of high levels of volunteer work. It also has a large number of organisations and agencies providing social services and community work. Without this work Christchurch would not now be in a position to consider the many projects and services that assist in making it a safe city.

Many safety initiatives have demonstrated sustainability over many years, through changes in government, in funding and in the population and the way people live and work. Others have been developed more recently, as a deliberate response by Safer Christchurch and its members to safety priorities established through data analysis.

## Programme Planning and Priority Setting

Each of the three coordinating committees is responsible for gathering data relevant to their area of safety. Safer Christchurch produces an Annual Report which draws this information together for planning and evaluative purposes. Each coordinating group also reviews relevant data on a continuous basis to inform its priorities.

Alongside the feedback from their members and within the parameters of the Safer Christchurch Strategy, also based firmly on analysis, the committees draw on trends in safety-related indicators to set priorities for the coming year. The programmes planned for each year are designed to provide effective, efficient responses to issues identified as of greatest priority in Christchurch.

Each Coordinating Committee draws on a membership with considerable expertise in its field of safety enhancement and harm reduction, and connections with other networks in the community. Many of the programmes which are supported by Safer Christchurch have been developed at community level. Christchurch City Council's Community Development team is actively involved in supporting many of these initiatives, both through the Council's commitment to Safer Christchurch and because such initiatives relate to Christchurch's LTCCP outcomes.



## Road Safety

Programme and Developer	What it addresses	Population it targets	Length of operation	Reach of Programme	Results	Partners
<b>Parents as Role Models,</b> NZ Roadshow Trust	This project employs a facilitator to visit groups of parents of young children and work through a process with them to demonstrate that their children will copy their style of driving. Studies show a correlation between the driving history of parents and that of their offspring.	Parents of young children.	10 months	Sixteen groups of about eight parents.	The results will be shown in the evaluation which will be reported on at the end of the pilot project in December 2008.	Christchurch City Council, NZ Police and Land Transport New Zealand.
<b>Cycle Safe</b> Developed by Christchurch City Council	Safe cycling training in schools.	Year six pupils at Christchurch Schools.	Since 1997	Cycle Safe has 93 schools on its books, including Home and Special needs Groups. Each year, 3300 children participate in the programme.	Recognised as a best practice example for New Zealand in Cycle Safety education, this project is fully booked. Currently Council is working with LTNZ on setting National Cycle Skills Training Guidelines for New Zealand. Evaluated by the Injury Prevention Research Centre, Auckland University.	25 percent funded by Christchurch City Council and 75 percent Land Transport New Zealand

<b>Programme and Developer</b>	<b>What it addresses</b>	<b>Population it targets</b>	<b>Length of operation</b>	<b>Reach of Programme</b>	<b>Results</b>	<b>Partners</b>
<b>Stopping Distance Events,</b> Christchurch City Council	This project holds events outside schools and Christchurch Polytechnic Institute of Technology to demonstrate the increase in stopping distance with an increase in speed. A driving instructor drives towards a row of cardboard figures in the road at 50km/h, brakes at a certain spot and stops just before the figures. He drives the route again at 60km/h, brakes at the same spot and hits one of the figures, spraying tomato sauce over the car. A mock crash demonstration where the Fire Service and St John rescue trapped victims from a crashed car follows to drive home the message.	School communities	Regular events over two months each year.	Messages through advertising reach 50% of the community; each event has 400 attendees on average.	Requests from schools and community groups for more demonstrations, use of the project by other organisations around the country, positive response from parents and teachers and a good response from media. Survey of residents' shows 50% had heard of the demonstrations. Survey also showed that the messages of the demonstrations were remembered by most of those who had heard of them.	Land Transport New Zealand, Police, ACC, host schools, CPIT, Fire Service, St John and The Breeze Radio Station.
<b>Slingshot Seat Belt Campaign,</b> Christchurch City Council, Land Transport NZ, ACC	This project uses a giant 3D slingshot billboard, radio advertising and two ordinary billboards to get across the message: "The back seat's no safer. Buckle up." Of 56 road fatalities in Christchurch in 2007, 20 were not wearing seat belts and 15 probably would have been saved if they had been. Focus groups with teenagers show they think they are safer in the back seat.	Teenage passengers in the back seat of vehicles.	March to June 2008.	Listeners to The Breeze radio station, passing traffic seeing billboards on their route.	Changes in behaviour in the target group will be evaluated along with the crash statistics.	Land Transport New Zealand, ACC, Police, Carat NZ, and The Breeze radio station.

<b>Programme and Developer</b>	<b>What it addresses</b>	<b>Population it targets</b>	<b>Length of operation</b>	<b>Reach of Programme</b>	<b>Results</b>	<b>Partners</b>
<b>Crash Bash and Crash Bash Roadshow,</b> Christchurch City Council, SADD	Alcohol is still one of the major factors in crashes in Christchurch. The incidence of these crashes is rising. The first stage of this project is a scriptwriting competition promoted in schools. The winning script is developed using professional actors and performed at school assemblies in secondary schools around Canterbury during a period of about six weeks.	Young drivers	November to April 2008.	Secondary school students in Canterbury.	Evaluation forms are collected after each performance. A more formal evaluation two years ago showed positive results.	Land Transport New Zealand, SADD, and Canterbury secondary schools.
<b>Share the Road,</b> Christchurch City Council	Safety of cyclists.	Drivers and cyclists.	Since October 2006.	City-wide media campaign, timed to coincide with enforcement effort towards drivers misusing cycle lanes.	The 'Share the Campaign' was recalled by about 50 percent at a series of focus groups.	Police, Christchurch City Council, Cyclist media and community
<b>Local Safety Campaigns targeting Truck Drivers,</b> NZ Road Transport Association, Region 4	Safety for truck drivers including seat belt wearing, slips, trips and falls around trucks and fatigue.	Truck drivers	One year	Canterbury-wide.	All campaigns evaluated, with results shared on NZRTA website. The seat belt campaign was particularly successful with wearing rates increasing from as low as 37 percent to about 70 percent. The other campaigns are more difficult to measure but in general it is safe to say that the Incident rate/\$1m Liable Earnings has declined year on year for the last six years.	NZRTA, transport operators.

## Brief Description of Programmes

### Parents as Role Models project

The NZ Roadshow Trust held a forum sponsored by MoT and ACC in September 2006 to explore the issue of parents as role models for their children's driving. Two speakers from Australia, Barry Elliott, a road safety researcher and Joan Adams from VicRoads who has developed resources encouraging parents of preschoolers to be positive role models for their children's road behaviour addressed the forum along with three New Zealand researchers. There is a body of international research showing links between parental driving and that of their children when they learn to drive. The two Australian speakers suggested that parental role models in road user behaviour, driving style and attitude to other road users affect children from preschool age. VicRoads starts the process by targeting parents of six-month-old children with messages about road safety and the importance of positive role models.

Since the forum, the Trust has developed a matrix of the activities suggested at the forum and has trialed a process for developing parental understanding of how they act as role models when driving with a group of parents of 18-month-old children. A recent video produced in Australia shows graphically how children model adult behaviour, including behaviour as drivers. The Trust has bought a copy of this video for use in promoting the message.

The project aims to have parents aware of the positive impact of modeling appropriate behaviour for their children in relation to driving and road-user behaviour. It seeks to achieve this by providing parents with information about the impact of role modeling on their children at all ages in relation to driving and road-user behavior, and using a defined and tested process to convince parents that they are role models for their children's behaviour in relation to driving style and attitude to other road users. The Roadshow Trust is contracting a person to work with groups of young parents, taking them through a process to show them how they act as role models for their children's later driver behaviour. The programme will be delivered between March and October 2008, with an evaluation undertaken to assess what messages participants received at the session, whether their behaviour changed as a result, and to assess the longevity of the messages and behaviour change.

### Cycle Safe

Cycle Safe Christchurch is a Cycle Safety education programme targeting year six pupils, and developed and owned by Christchurch City Council. It is free to all Christchurch Primary Schools. The programme has five modules encompassing clothing for cycling, cycle maintenance, helmet wearing/fitting, cycle skills, road rules, intersection simulation training, on road riding in groups and an individual road test. The children receive a certificate to the level achieved. Cycle Safe was evaluated in 2001 by the Injury Prevention Research Centre.



## Stopping Distance Events

In New Zealand in the period from 2001-2005 there were 149 crashes where pedestrians were injured by vehicles travelling too fast for the conditions. These 149 crashes resulted in 162 pedestrian casualties made up of 23 fatalities, 50 people with serious injuries and 89 people with minor injuries. In Canterbury in the period from 2001-2005, there were 17 crashes where pedestrians were injured by vehicles travelling too fast for the conditions. If a pedestrian is struck by a car at 30km/h the risk of a fatality is 5 percent. At 50km/h the risk rises to 40 percent. If the car hits the pedestrian at 70km/h the risk of a fatality is 95 percent.

This project was originally devised by the Christchurch Speed Safety Group, an interagency group set up to plan and manage road safety programmes relating to speed in Christchurch. Speed Stopping Distance Demonstrations show how much longer it takes a vehicle to stop at 60km/h than at 50km/h. Showing this to drivers may encourage them to slow down around pedestrians. The demonstrations also give school staff and parents facts with which they can target their community to moderate driving speeds. Students can use the information to ask parents and the community to slow down. They can use the information to contribute to class discussions about driving speed, reaction time and road safety issues.

2008 is the fifth year in which stopping distance demonstrations have been carried out in Christchurch. On four consecutive Tuesday nights early in the first term of the year, a team starts gathering in the early evening to prepare for the events. The spectators, who have learnt about the demonstration through a letterbox drop, flyers sent home from school, newspaper advertising and radio promotion, begin to assemble. From 6pm free sausages provided by the Christchurch City Council and cooked by Fire Service personnel for kindergarten fundraising, on a barbeque supplied by The Breeze radio station, are handed out to on-lookers. The road

outside the school is closed for two hours, and pedestrian fences are put up if necessary to keep the crowd out of the danger zone. A crashed car is brought on a truck and set up against a nearby pole in realistic fashion. A series of cardboard people, a man, a woman and a child are set up in a row across the street. A sound technician sets up speakers along the footpath and hands out the microphones to the radio announcer from The Breeze and to the Police Inspector who helps with the commentary.

At most events about 400 spectators including parents, children, neighbours and young people from the community attend. Competition entry forms are handed out to the spectators along with road safety pens and fridge magnets with messages about stopping distances. At 6.30pm the show starts. A teacher, the school principal if possible, is recruited to ride as a passenger in the car, along with the radio announcer. The driving instructor takes the car back to the start of the run. He drives toward the figures at 50km/h and brakes at a certain point. He stops just before he reaches the cardboard figures. Then he does the same thing at 60km/h. Braking in the same place he hits one of the figures and tomato sauce sprays over the car. The stopping distance is almost twice as far. After the demonstration, Fire Service and St John stage a mock crash with students as victims rescued from the crashed car.

Surveys of parents show that their awareness of the consequences of speed has been increased. Four events were carried out in Christchurch each year in 2004, 2005 and 2006. A survey carried out by an independent market research company of 400 Christchurch residents in 2005 indicated that about 3 percent of the respondents had attended an event, but 50 percent had heard of the events. The messages from the events were well remembered by those who had heard of the events.

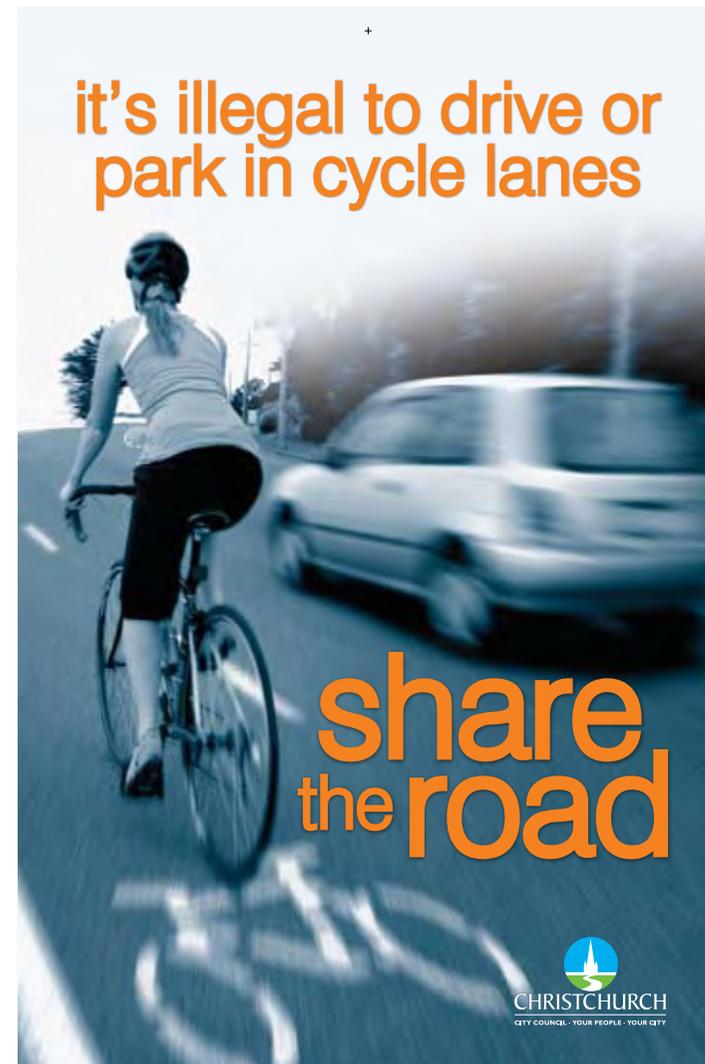
## Share the Road Campaign

The Christchurch City Council have been involved with delivering a Share the Road Campaign during October for the last two years. The campaign has been coordinated to coincide with the Police cycle lane enforcement programme. The aim of the Share the Road campaign is to raise awareness of other road users. The campaign fits under the City Council, Road Safety Strategy and Cycling Strategy.

There were three key marketing objectives for the campaign:

1. Prompt Driver behaviour to not drive and park in cycle lanes
  - Use a simple creative proposition to tell drivers what to do (don't drive or park in cycle lanes).
  - Primary tools are on road messaging (bus backs, adshells).
  - Secondary tools, information direct to worker drivers, articles for the following publications (Council newspaper, local magazines).
2. Enforce Driver behaviour – Police Cycle Lane enforcement campaign during October
  - Media release (combined with Police).
3. Prompt Cyclist behaviour to ride according to the road code
  - Direct email through the cycle network (cycle club/group network).
  - Website advertising cycling websites (vorb, Ground Effect, cycle event sites).
  - Share the Road article cycle magazines.
  - Encourage event organisers to promote appropriate cycle behaviour during training.

Evaluation of the campaign is being worked on. However, awareness of the Share the Road Campaign was recalled by about 50 percent at a series of focus groups. The campaign budget is \$23,000, and marketing material was used on high-frequency cycle lanes.



## Truck Driver Safety Campaigns

In response to the responsibilities the road transport industry has for the health and safety of its employees and to road safety, New Zealand Road Transport Association's local branch delivers national safety campaigns, such as the DriverSafe Training programme, aimed at improving the safety of drivers 'out of the cab', training them to identify the hazards they will find when working around their trucks, prevention of such injury, reporting systems and having a safety awareness culture.

In addition, New Zealand Road Transport Association's local branch has developed a number of initiatives and programmes focused on safety and regularly runs injury prevention campaigns through local cluster groups. The Canterbury group has, over the past year, run campaigns on seat belt wearing by truck drivers, on slips, trips and falls around trucks and on fatigue particularly in relation to driving.

The seat belt campaign was particularly successful with wearing rates increasing from as low as 37 percent to about 70 percent. Details of the evaluations and results can be found on the website referred to. The other campaigns are more difficult to measure but in general it is safe to say that the Incident rate/\$1m Liable Earnings has declined year on year for the last six years.

## CASE STUDY Slingshot campaign

In 2007 out of 56 road fatalities in Canterbury, 20 were not wearing seat belts, and 15 of those would probably have been saved if they had been wearing them. The seat belt wearing rate here is much lower for back seat passengers than for front-seat passengers and drivers.

A few years ago the Council commissioned a series of focus groups with young people who said they did not wear their seat belts. The results of the focus groups showed that these teenagers felt they were safer in the back seat than in the front seat and therefore they did not need to wear seat belts. In some of the recent crashes in Canterbury, unbelted passengers have been thrown out of cars in crashes and died of injuries sustained when hitting the ground or other objects, or the vehicle has rolled on top of them, crushing them.

### Aim

Improvement in the seat belt wearing rate in Christchurch, especially in the back seat, and a reduction in road crash fatalities not wearing seat belts.

### Objectives

- To raise awareness, especially among teenagers, that the back seat is no safer than the front and that all passengers are at risk if their seat belts are not buckled.
- To support the Police enforcement of seat belt wearing with cards and hand outs.

### Action

The Christchurch City Council and its road safety partners, Land Transport New Zealand and ACC, want to get the message out that it is no safer in the back seat and that everyone in a vehicle should buckle up for every trip. In the first week in March, a giant 3D slingshot billboard with the message “It’s no safer in the back. Buckle up” was put up in Opawa alongside Brougham Street. Two other ordinary billboards with the same artwork were also put up in the city.

The artwork on the billboards was recreated using a local teenager and a car seat from a vehicle popular among young drivers, to give the promotion a local flavour and increase the opportunity for the target group to identify with the promotion. Radio station, The Breeze, promoted the billboard and the seat belt message and took their promotional vehicles to the site distributing cards with the slingshot artwork and sweet treats related to belts, to drive home the message.

Over the following three months, Police are carrying out enforcement on seat belt wearing in the city and giving out treats to those wearing seat belts and cards with the message to those who are not wearing belts.



## CASE STUDY

### Crash Bash and Crash Bash Roadshow

#### Background

A Community Alcohol Action Programme (CAAP) has been in existence in Christchurch since 1992. One of the early features was a drama competition modeled on one developed in Nelson, where students from schools were invited to perform short plays with a drive sober theme. The winning drama was performed to the school community, to other schools and at road safety events.

Over the years the format of Crash Bash has been changed to suit the needs of the students and to get the message to a wider audience. The competition has become a scriptwriting competition rather than a performance. This involves less work and preparation and encourages more entries. The themes for the scripts have been made more specific and changed from year to year while retaining the focus on sober driving.

#### Aim

To reduce drink driving especially among young drivers.

#### Objectives

To raise awareness among young drivers of the consequences of drinking and driving.  
To encourage young drivers to develop coping strategies for dealing with situations where drink driving may occur.





### Action

Every secondary school in Canterbury is invited to have their students submit sober driving scripts on the year's theme (in 2007 the theme was blurring the boundaries, in previous years themes have been being a passenger in a car driven by someone who has had too much to drink, and driving the morning after drinking alcohol). Submitted scripts are required to be of plays that require no more than four actors, be about seven minutes long, and need no technical lighting or sound effects. They are judged and finalists chosen.

The finalists are then invited to a scriptwriting workshop so they can work on refining their scripts ready for performance. They are also required to organise student actors from their school under the direction of a student director for a performance of their re-written script at a competition, at which the winning script is chosen by a panel of judges, who include past winners of the competition as well as people with road safety and theatrical backgrounds.

This script is then further developed into a play suitable for professional performance with the help of a professional dramatist, and taken on a tour of most of the secondary schools in Christchurch and surrounding districts the following year by a professional theatre company of young actors formed for that purpose under the direction of an experienced director.

## Injury Prevention

Programme and Developer	What it addresses	Population it targets	Length of operation	Reach of Programme	Results	Partners
<b>Residential Construction Health and Safety, Pegasus Town and all residential construction sites in Canterbury,</b> developed by ACC, and Department of Labour .	Safety on construction sites.	Construction workers and residents of Pegasus town.	2008	Eight induction sessions run in Christchurch at which 360 contractors and sub contractors received a full induction.	It is predicated that 1600 contractors and sub contractors will have received induction by the end of May 2008.	Accident Compensation Corporation, Department of Labour, Pegasus Town Ltd, Stonewood Homes, Dave McGill Homes, Mike Greer Homes, Golden Homes, Sitesafe, Lucas Safety, Injury Prevention Waimakariri and Infinity Group
<b>Stay on your Feet Canterbury,</b> Ministry of Health/ Canterbury District Health Board/ Community and Public Health	Falls are the leading cause of injury and hospitalisation for older adults aged 65 years and older. Stay On Your Feet Canterbury is a falls prevention programme whereby volunteers deliver the Otago Home-based Exercise Programme to older adults who have fallen or are at risk of falling, and have been referred onto the programme by their GP or allied health professional.	Older adults 65+ (or 55+ for Māori and Pasifika Peoples).	Commenced in 2002	Canterbury- wide	Clients enrolled in the programme return a calendar on a monthly basis on which they have reported their daily activities, i.e. 'E' for exercise, 'W' for walk, 'F' for fall. (Recent data is yet to be analysed).	A Steering Group oversees the governance of the programme (in conjunction with a service contract with the MoH and CDHB) meets on a monthly basis and incorporates representation from – ACC, Presbyterian Support, Sport Canterbury, Arthritis Society, Therapy Professionals, Age Concern, in addition to other health associates including a physiotherapist – Princess Margaret Hospital, community pharmacist, and a Community and Public Health Pasifika persons representative.



<b>Programme and Developer</b>	<b>What it addresses</b>	<b>Population it targets</b>	<b>Length of operation</b>	<b>Reach of Programme</b>	<b>Results</b>	<b>Partners</b>
<b>Stairgate Falls Prevention Project</b> , developed by ACC and Plunket	Falls are a leading cause of injury in preschool children in Canterbury.	Preschoolers with families living in high deprivation areas of Christchurch.	July 2005-June 2006	Plunket caseload, Canterbury-wide, urban and rural.	Minimum of 750 parents received falls education. 200 stairgates were distributed to families who did not have the resources to purchase gate /protect stairs. Falls checklists completed by Plunket nurses on 750 home visits.	Plunket, ACC and Ministry of Health
<b>Fire Safe Schools</b> , New Zealand Fire Service	The aim is to address the problems faced by schools and record incidents of unsafe fire play and vandalism at school.	Schools from preschool through to High School and their communities.	The programme started three years ago and continues to be rolled out throughout the region.	All school-aged children, staff and the boards of trustees.	Raising the level of awareness about unsafe fireplay to staff and students, thereby making the school safer.	MSD: Child Youth and Family, Police, Canterbury Primary Principals Assn, City Council, Primary Teachers' Association, Neighborhood Support, Ministry of Education.
<b>Firewise</b> , New Zealand Fire Service	Educating students and their families about the consequences of unsafe fire behaviour, and how to make them safe at home. Smoke alarms, exit plans, candles, unattended cooking, power points, matches and lighters are tools not toys. For older students, the focus is on leaving home and going flatting.	Students aged 2-4yrs, 10-13yrs and school leavers.	Firewise has been included in the school curriculum for the last 9 years.	School-aged children, staff and their families, nationally and regionally.	Educating and raising the level of awareness of unsafe fire behaviour to reduce the incidences of fire-related issues in the home.	Ministry of Education.
<b>Caring Callers</b> , St John	Provides daily check on socially isolated Christchurch residents at risk of injury.	Socially isolated, predominantly older people at risk of injury.	Since 2001	Christchurch free-calling area.	Ninety-five clients called five to seven times per week. Evaluation found service life-changing for some clients, reduced fear, and reduced need for institutional care.	St John, Age Concern and Canterbury District Health Board.
<b>SPINZ</b>	Suicide prevention workshop.	People at risk and those supporting suicidal people.	Workshop held January 2007.	City-wide	Twenty percent of calls to SPINZ from Christchurch are people supporting others who have been or are suicidal.	Christchurch City Council, SPINZ and Mental Health Foundation.

## Brief Description of Programmes

### Residential Construction Safety, Pegasus Town.

Pegasus is located in Waimakariri District, adjacent to Christchurch City, but the building companies and developers are predominantly Christchurch-based. A collaborative charter has been agreed and signed by the Accident Compensation Corporation, Department of Labour, Pegasus Town Ltd, Stonewood Homes, Dave McGill Homes, Mike Greer Homes, Golden Homes, Sitesafe, Lucas Safety, Injury Prevention Waimakariri and Infinity Group, the site developers. The purpose of this collaboration was to set a new standard and benchmark for future residential construction projects by achieving excellence in health and safety, and to extend people's health and safety behaviour to create a safety culture on all residential building sites in Canterbury and throughout New Zealand.

This project is far reaching and while this initiative was developed with the Pegasus residential development in mind, contractors and sub contractors throughout Canterbury will have benefited. Part of this charter was to supply an induction package for all contractors and sub contractors who will be working for one of the five major builders on the Pegasus site and other building sites in Canterbury. There have been eight induction sessions run in Christchurch at which 360 contractors and sub contractors received a full induction. The induction included health and safety information such as hazard management and personal protective equipment but also conditions of the charter were made clear, such as no smoking on site. It is predicated that 1600 contractors and sub contractors will have received induction by the end of May 2008.

Following their attendance at the induction, the contractors and sub contractors will be supplied with an induction card that will need to be shown upon request if working on the Pegasus site. It has also been made clear to the contractors and sub contractors that it is expected companies will enter the ACC Workplace Safety Discount programme or WSD or the Workplace Safety Management Practice programme. There are three WSD workshops planned for April 2008 in Christchurch.

### Stay on Your Feet Canterbury

Stay on Your Feet Canterbury (SOYF) is a falls prevention programme for older adults currently running in the Canterbury region. The idea for a falls prevention programme emerged in 1998 from Elder Care Canterbury, a group of community, medical, social and Canterbury District Health Board representatives concerned with elder care issues.

An area of particular concern identified by the group was fractured neck of femur and the impact on the elderly. A project was formed to investigate the problem and from there a steering group with relevant community and government representatives.



It is from this steering group that the adoption of the successfully run Australian NSW falls prevention programme SOYF was used and modified to suit the Canterbury region. Modifications of the programme to suit Canterbury included the use of the Otago Home Exercise Programme and the option of using trained volunteers to deliver the programme was also used in Canterbury, an idea that was transferred from the NSW model.



The SOYF Canterbury programme is an umbrella for a variety of falls prevention mechanisms. These mechanisms are broad and include: hazard prevention, falls prevention education, publicity and promotion of falls/hazard prevention, positive ageing promotion and increasing activity in ageing. More specifically, there is the referral based side to SOYF where clients are referred from a range of health professionals to a number of different services dependent on their level of need.

## ClubMark

The ClubMark programme was developed following research carried out to establish the capability of sporting clubs in Christchurch. The research found many clubs were under resourced in many areas so Sport Canterbury and Christchurch City Council with the assistance of ACC and Community and Public Health designed a three-tier accreditation tool to measure capability and health, and to promote the injury free message. The three tiers are Bronze, Silver and Gold.

In 2003 a full-time ClubMark Coordinator was employed by Sport Canterbury again with assistance from Christchurch City Council and ACC. Initially the coordinator delivered the programme to 10 targeted sports but the number of sports wanting assistance has grown and now more than 20 sports are involved. The role of the coordinator is to audit the club and to provide appropriate assistance to help the club improve its level of capability.

The accreditation tool covers areas such as planning, financial capability, administration, communication, coach, official, player and volunteer recognition and development, school and community links and a variety of health issues. The health issues include Smokefree, injury prevention, responsible alcohol use, SunSmart, FairPlay and anti-bullying.

ClubMark has been delivered nationally since 2006 with ACC the major supporter. Initially, the programme was piloted in four areas including Christchurch at Bronze level but is now being piloted in 11 areas at Bronze and Silver level. Research from the initial pilot phase has provided favourable results and the second phase research is about to commence.

## Beach Education

Beach Ed (Beach Education) is a unique opportunity for schools to experience a fun, safe and educational day at the beach instructed by qualified lifeguards and operating to a strict National Code of Practice.

Beach Ed complements any water-related instruction students may receive at their school. However, not all schools have a swimming pool or specialised teachers who are confident in teaching a number of children in the water environment. Hence Beach Ed may, in fact, be the only formal and correctly supervised water education these children receive.

The programme is delivered in a structured manner by qualified instructors in a disciplined environment that sees the children taught Surf Awareness through a combination of theory and practical surf participation modules.



Beach Ed meets many objectives of Health and Physical Education in the New Zealand Curriculum, in particular strands A, B and D. The programme introduces children to:

- The beach environment.
- Lifeguards and their role in the community.
- Teaches children how to identify hazards and manage their risk accordingly.
- The physical environment as they develop their movement concepts and motor skills

The Beach Ed programme is a practical and theory based programme with activities including:

- Surf Safety Rules
- Sun Smart practices
- How to recognise dangers at the beach and water activities (equipment provided)
- Take home Teacher resources

The programme operates to strict safety guidelines in conjunction with Water Safety New Zealand and Surf Life Saving New Zealand.

## AquaSafe

At a time when drowning is receiving much publicity, there are continued school pool closures, school curricula is so full that activities such as swimming, lifesaving and water safety instruction are falling by the wayside. The costs of swimming programmes are a barrier to many schools and individuals; there is a disproportionate death by drowning rate among Māori, Pasifika and Asian people. Despite the publicity, we still see people jumping into the water to save others, as well as people swimming beyond their comfortable limits. Without doubt, there is a need for on-going aquatic survival and rescue skills education in New Zealand and resources to equip as many as are able and interested to teach these skills. The Royal Life Saving Society's Vision is to educate every New Zealander to be safe in, on and around water, and to be able to rescue others in difficulty in water. During the past 18 months the Society has made significant strides to increase participation, which equates to more New Zealanders receiving vital life skills. With the direct involvement in delivery of survival and rescue skills by Girl Guiding New Zealand, RLSS NZ is able to open the way to targeting a key area of youth in the community.

## Plunket Stairgate Falls Prevention Project

Falls have been identified as a leading cause of injury in children in Canterbury. ACC worked with Plunket to develop a falls prevention project which ran in the 2005-2006 financial year.

This project aimed to:

- Increase caregiver knowledge of the developmental stages of children under five and how this impacts on risk of falling.
- Increase caregiver understanding of measures that can be taken to reduce the risk of falls to children under five; and
- Increase access to and use of safety aids designed to prevent or minimise harm from falls.

ACC contracted the project to be delivered as part of the Plunket Well Child visits. The audience were families living in high deprivation areas of Christchurch (Dep 8, 9, 10), as well as those identified by a Plunket Nurse as having need of safety education. The project involved the following:

- Falls checklists were completed by Plunket health workers at 750 home visits. Discussion was directed towards falls risks within each individual home, therefore making the health promotion individualised and meaningful. Falls prevention and safety were often the sole reason for Plunket's contact with a family, while remaining in accordance with the Ministry of Health Well Child contract.
- All falls checklists have been retained by Plunket as they contain personal client information that Plunket is not authorised to share this information with external agencies.
- Falls prevention discussions and fridge magnets distributed at different developmental ages have been part of a faceted approach to Plunket's health promotion around child safety.
- 200 safety stairgates have been distributed as part of this project.
- Demand for the stairgates was far higher than the number available.
- Recommendations for safety aids in response to identified need are part of normal Plunket safety education, but not usually available to be given to high-need clients free of charge.

## Fire Safe Schools

This is a regional programme developed by New Zealand Fire Service, aiming to address the problems faced by schools and record incidents of unsafe fire play and vandalism at school. The programme has raised the level of awareness about unsafe fireplay to staff and students in target schools, making these schools safer. The programme is being expanded to other regions in New Zealand.

## Firewise

New Zealand Fire Service's Firewise programme is a four-level package, designed by the Fire Service to be delivered by teachers, usually incorporated in their health studies. It also is in line with the advertisements on TV. The programme seeks to educate students and their families about the consequences of unsafe fire behaviour, and how to make them safe at home. Smoke alarms, exit plans, candles, unattended cooking, power points, matches and lighters are tools not toys. For the older students, the focus is on leaving home and going flatting. Firewise has been included in the school curriculum for the last nine years.

## St John Caring Caller Service

Caring Caller was originally set up in Auckland in 1996 as a telephone friendship service, with the addition of 'a daily check that all is well' for those living on their own and at risk of adverse event in their home that no one would be aware of. It is not yet available throughout New Zealand. The first group of volunteers delivering it in Christchurch commenced calling in November 2001. The programme specifically targets lonely and socially isolated people, and those at risk of an untoward health event, e.g. a fall. The service is funded by St John from donations and sponsorship. There is no charge to the client.

Christchurch's Caring Callers programme covers the Christchurch free-calling area – Kaiapoi to Southbridge. In Christchurch there are 95 clients. A recent independent evaluation found that "the social and psychological benefits generated by this service accrue not just to clients, but also to their families, health professionals and to the caring caller volunteers themselves" (Buchan and Austin, 2007).

Some referrals to Caring Callers come from Age Concern, although 46 percent of referrals come from hospital social workers/needs assessors.

## Crime Prevention

Programme and Developer	What it addresses	Population it targets	Length of operation	Reach of Programme	Results	Partners
<b>Canterbury Solutions to Sexual Violence (CSSV) 'Grooming' project</b> , Developed by a collaboration of local perpetrator and victim services alongside others from health and Child Youth and Family; Ministry of Social Development.	An education campaign designed to raise public awareness of child sexual abuse and the grooming process involved.	Whole community	Operating since early 2007.	It includes a poster, pamphlet and community workshops.	CYFS head office plan to use some of the material for a nationwide campaign.	STOP Trust, START Inc, and Child Youth and Family.
<b>Community Watch</b> , 10 volunteer-run groups in greater Christchurch, supported by Police, developed at community level.	Locally led initiative making significant contribution to reducing the incidence and effect of crime via enhanced surveillance. Groups get crime reports from the Police each week and use this information to focus on a certain geographical area within their patrol boundary.	Whole community	Operating since 1994.	Groups operate in most parts of Christchurch.	Patrols have contributed to reducing: - Vandalism and graffiti has declined in areas that are regularly patrolled. - During major games at AMI Stadium, all groups work together to patrol the area around the stadium and as a result car thefts have dropped from about 25 to almost nil.	Police and local business community, community



<b>Programme and Developer</b>	<b>What it addresses</b>	<b>Population it targets</b>	<b>Length of operation</b>	<b>Reach of Programme</b>	<b>Results</b>	<b>Partners</b>
<b>Igniting Change – Act to Prevent Family Violence</b> Developed by an Interagency Project Team	Prevention of family violence and elder abuse in the Christchurch community.	Community-wide focus.	Operating since 2006.	City-wide	Family violence survey achieved a 19 percent response rate with 940 surveys being returned. Successful social marketing activities have been delivered. Strong corporate support.	Christchurch Women’s Refuge, Family and Community Services, Department of Internal Affairs and Christchurch City Council
<b>Canterbury Youth Workers’ Collective</b>	Developed to enhance accountability within Youth Work, address poor public perception of the profession, caused through publicity regarding incidents of poor professional practice and raise the standard of youth work practice in Canterbury.	Youth and those who work with them.	22 years	Canterbury-wide	Improved accountability and professionalism among Canterbury’s Youth Workers. 186 Individuals and 40 Agencies have signed up. Delivers 10 training events to 250 people annually. Enhanced networking and collaboration and a reduction in young people exhibiting difficult behaviour at large public events.	Christchurch City Council, Canterbury Community Trust, Department of Internal Affairs and Youth Work Provider Agencies
<b>Crime Prevention through Environmental Design (CPTED),</b> Christchurch City Council	Publicity and implementation of CPTED principles, and development of a commitment towards these in Christchurch urban planning.	Christchurch City Council, architects and designers, the wider community.	12 years	City-wide	CPTED training and major safety audits completed. Commitment to on-going training.	Christchurch City Council and Police

<b>Programme and Developer</b>	<b>What it addresses</b>	<b>Population it targets</b>	<b>Length of operation</b>	<b>Reach of Programme</b>	<b>Results</b>	<b>Partners</b>
<b>Neighbourhood Support Canterbury</b>	Enhancement of neighbourhood safety and connectedness.	Targeted at all neighbourhoods.	Operating in Christchurch since 1979 and in the revised format from 1999.	There are some 2050 contacts in Christchurch and Banks Peninsula. Each contact looks after a group and the groups vary in size from about five to 25 houses, with an average of about 20 houses each.	Evaluation identified enhanced perceptions of neighbourhood friendliness and safety for members and linked Neighbourhood Support with a reduction in crime.	Police, Christchurch City Council, Civil Defence and Fire Service
<b>Canterbury Elder Abuse and Neglect prevention services (EANP), Age Concern Canterbury</b>	Established to reduce the incidence of elder abuse and neglect; psychological abuse, material/ financial abuse, physical abuse, sexual abuse, and neglect - intentional or unintentional.	Older people, families/ whanau and their carers.	Established in 1989.	Provides older people, their families and carers city-wide with information, assessment, advocacy, support or intervention/ referral.	Age Concern Canterbury EANP services works to ensure the well-being, rights and safety of older people and those who care for them are respected - National Strategy which encompasses research, intervention and prevention. - Local networking with professionals and social agencies. Data collected by Age Concern New Zealand is analysed.	Ministry of Social Development, Age Concern Canterbury, Safer Christchurch Crime Prevention Coordinating committee CAIP, and Elder Abuse Practitioners' Group.

<b>Programme and Developer</b>	<b>What it addresses</b>	<b>Population it targets</b>	<b>Length of operation</b>	<b>Reach of Programme</b>	<b>Results</b>	<b>Partners</b>
<b>Self Defence for Women</b> , developed by Hei Hei Broomfield Community Development	Developing self defence awareness and confidence in women.	Female residents in Hei Hei Broomfield, a socially deprived community in West Christchurch.	Delivered periodically over the past 18 years.	Hei Hei Broomfield	Course comprises three two-hour courses. Nine participants on last course	Christchurch City Council funds delivery by YMCA.
<b>Hornby Toy Library Inc. Security Measures</b>	The toy library was at high risk of burglary. The library serves a low socio-economic population, providing affordable access to educational toys for young families, and break-ins were negatively impacting on the ability to provide this service.	Children and young families.	Since 2007	Hornby	No burglaries since alarm and monitoring have been in place.	Christchurch City Council funded Hornby Toy Library Inc. for security enhancements.
<b>Project Legit</b> Floyds Creative Arts, Developed by Christchurch City Council	Designed to address in a proactive way the problem of tagging around the Ōtautahi/Christchurch area.	The project is targeted at identified taggers from the 16 to 18 year-old bracket. Benefits whole community.	In operation for four years.	The project is targeted at identified taggers from the 16 to 18 year-old bracket. Involves known taggers in legitimate graffiti art, painting murals on tagged spaces, from businesses to underpasses.	Murals have remained intact and untouched so far. Perceived positive attitudinal change for majority of young people who have attended the programme, with more thought going into where they choose to tag and an interest in pursuing their artistic talents at a higher level. Documentation of each student's personal status and youth worker evaluates each student or a course-by-course basis.	Floyds Creative Arts Trust (the projects administrator), and the Christchurch City Council.

<b>Programme and Developer</b>	<b>What it addresses</b>	<b>Population it targets</b>	<b>Length of operation</b>	<b>Reach of Programme</b>	<b>Results</b>	<b>Partners</b>
<b>Addressing noise and safety issue of street racers</b> , Police, Land Transport New Zealand, Christchurch City Council, MoT	The quality of life was greatly affected for residents due to the noise of the car drivers.	There are two markets for this intervention, they are the boy racer/hoons themselves and the wider public who have the perception of the effect that this is greater than the reality.	Three years	This has an effect on up to 10,000 boy racers/hoons but through the media has an impact on the whole Christchurch population.	Results have been mixed. There have been a growing number of boy racer/hoon cars on the road but the effects on society would be far greater except for our intervention.	Police, road safety groups and the community.
<b>Strengthening Communities Project Phillipstown</b> , developed by the Strengthening Community team	Graffiti vandalism clean-up project developed in the Phillipstown area to reduce the implications of graffiti vandalism on the perceptions of community pride, safety and well-being of the residents and businesses in Phillipstown and the wider area.	Phillipstown community and Young people referred through Police Youth Aid.	Operational since 2004	While it started as a locally focused project, it now reaches 15 areas across the city supported by more than 184 community members volunteering their time for graffiti clean up in the pilot project. Now planning to go city-wide.	<ul style="list-style-type: none"> <li>• 36 young people have been referred to project.</li> <li>• Completed 1325 hours of community service.</li> <li>• Seven young people moved into employment/apprenticeships.</li> <li>• Three have returned to school.</li> </ul> Fifteen areas across the city supported by 184 community members volunteering time for graffiti clean-up.	Truancy service, Phillipstown school, Hagley/ Ferrymead community Board, Linwood Youth worker, Canterbury Youth Collective, Police Youth Aid, Community, Beat, Phillipstown Community Worker Phillipstown Centre Charitable Trust, local businesses, residents, Project Legit P.E.E.P.S, and Christchurch City Council.

<b>Programme and Developer</b>	<b>What it addresses</b>	<b>Population it targets</b>	<b>Length of operation</b>	<b>Reach of Programme</b>	<b>Results</b>	<b>Partners</b>
<b>Junior Neighbourhood Support</b> , developed by Neighbourhood Support Canterbury and Christchurch Police, Fire Service and Civil Defence	Aims to promote sense of pride, safety and community spirit in children and the wider community.	Primary School Children YO-8	Operating since term 3, 2006.	Delivered to children across four schools.	Rewards children for voluntary community work, assistance in emergencies and caring for the environment.	Neighbourhood Support Canterbury and Christchurch Police, Fire Service and Civil Defence.

## Brief Description of Programmes

### CSSV Project (Canterbury Solutions to Sexual Violence)

This project was first born out of observations made by some CYFS, STOP and START Inc staff that there was a correlation between physical and sexual violence particularly in the family setting. This was at odds with much international research that suggested these were quite separate issues. A large cross-sector forum to discuss this observation early in 2007 led to the establishment of a network of interested parties to advance the public's awareness of sexual abuse. The network includes representatives from both perpetrator and victim NGO social service providers, Police Family Safety Team, CYFS, Pasifika and Māori Social Services and on occasions health sector staff. It is an open forum with some changes of membership but a considerably strong core of regular attendees.

The network sought to achieve some practical improvements in the general lack of knowledge re-sexual abuse. A specific project addressing the 'Grooming' of child sexual abuse victims was selected to start with. This includes a poster and pamphlet which are presently under production with donated artwork from the Natcoll design students. Community education workshops are also being arranged having trialed a prototype in November 2007 in a school community.

A full public launch of the project is scheduled for late April with accompanying media coverage. An education session for the social service sector to support this campaign is also under development. Other publicity is being discussed. The printed material is to be distributed to local social services, GPs offices, CYFS offices, schools and health services, as well as such venues as pubs and shops. A website is a planned component of the campaign and will be hosted on the STOP agency website initially.

### Community Watch

In Christchurch, the first Community Watch was set up in South Christchurch in 1994. There are now six Community Watch groups in operation in Christchurch City, and a further four covering greater Christchurch. All are independently run with the backing of the New Zealand Police.

Each community watch group operates independently of the others, although the groups network on a regular basis through Combined Community Watches of Canterbury (CWOC) to plan together and share ideas and experiences. Training is provided for combined groups on a bi-annual basis with assistance from St John, New Zealand Fire Service and Police. They all work as a unit for major events at Christchurch's main sports stadium, patrolling the adjacent area during and following events to enhance community safety. Aims of Community Watch cars are to assist the Police in a proactive capacity with a view to reducing crime, maintaining regular mobile patrols and enhancing community cooperation towards building a safer community.

### Neighbourhood Week

Neighbourhood Week commenced with the Christchurch City Council's Shirley/Papanui Community Board in 1997, and was so successful that the other Community Boards in Christchurch have become involved. Funding to support neighbourhood events during the week totals about \$30,000. Neighbourhood Support NZ also adopted the week and other councils in New Zealand hold activities during the week. Christchurch has maintained the neighbourhood activities in local streets and there has been an increase in the number of streets setting up Neighbourhood Support. The event keeps growing each year, with community boards, which initially spent \$1000, now providing up to \$6000 to support neighbourhood events. Every year there are creative street events to get everyone involved, even Rest Homes are holding events with their neighbours.

## Christchurch Youth Work Project

The Christchurch Youth Work Project has operated since February 1997, via a partnership between Christchurch City Council and Christchurch Police. The project is co-managed by Police and Christchurch City Council, and represents a sustained partnership response to the issue of youth offending and youth safety in Christchurch.

Since late 1997, youth workers have been employed directly by the Council, with a full-time obligation to the client work and street work duties associated with the project. The youth workers role is to provide a last chance for young people who through their behaviour show a capacity to become a significant offender but still in the early stages of a pattern of offending; make contact with young people, building rapport, helping them access information, acting as a positive role model, and minimising harm to their health, well-being and behaviour. The project has been evaluated in its early stages, with two subsequent independent reviews undertaken. The most recent review found the project to perform well against its objectives, the project making a difference by curbing the risk of offending by young people and of them becoming a victim. The youth workers were identified as key support and change agents for young people who lack positive mentor relationships.

Presentations on the Christchurch Youth Work Project have been made at various forums in the city during the past few years, as well as at the New Zealand Safer Community Council conference in 2005 and at the Child Youth and Family Service annual conference in the same year.

## ACTIS

The Aranui Community Trust Incorporated Society grew from a joint project developed by Christchurch City Council and Housing New Zealand, aimed at improving community well-being in Aranui. ACTIS exists to bring together the people of Aranui by following the principles of:

- Respecting all cultures.
- Protecting families across all generations.
- Nurturing everyone and their ideas.
- Informing everyone of the issues.
- Promoting high standards of conduct.
- Being proud and doing things well.
- Living by the Tiriti o Te Waitangi.

ACTIS works towards building capacity and sustainability for Aranui through closely working with the community itself, as well as local government and key statutory agencies. ACTIS facilitates bi-monthly community meetings, hosts the Affirm Aranui family festival, and led to the development of a Heartlands service in Aranui, bringing a range of government agencies to the community to deliver locally advice and services. ACTIS is closely associated with adult community learning, training and employment support, health information and facilitates referrals to other agencies.

## Canterbury Youth Workers' Collective

The Canterbury Youth Workers Collective was first incorporated as the Canterbury Youth Workers Training Forum in 1986, officially changing its name in 1996 to the Canterbury Youth Workers Collective. Training on various topics related to youth work have been run since 1986. These are now monthly. The Department of Internal Affairs was involved in setting up the original training forum, and continues to partner with the Collective today, covering most of the costs through the Department of Internal Affairs Youth Work Training Scheme. CYWC receives positive feedback on the practical nature of the training and the topics covered.

CYWC developed the first Code of Ethics for Youth Work in New Zealand, drawn up and put in practice in 1999. The document was drawn up in response to the need to have Youth Workers held accountable to a professional standard of practice. Many Youth Work agencies and networks from around New Zealand have based their own Code of Ethics on the CYWC's document. Currently, CYWC has 186 Individual members signed up to the Code of Ethics, and 40 Agency members, held accountable through a complaints process, administered by two complaints officers. Regular Code of Ethics training days are run throughout the year.

CYWC switched to holding informal, networking focused monthly meetings in 1996, as a result of the committee at the time looking to create opportunities for youth workers to meet together and network, with the goal of increasing understanding within Christchurch's youth work community of the variety of services available, and creating stronger working relationships between youth workers based at different agencies. The Monthly Network meetings continue to be a key part of the services that CYWC offers, with meeting attendance averaging about 40. Meetings are hosted by a different agency each month. The continuing high level of attendance shows youth workers in Christchurch find value in the meetings.

The Collective was independently evaluated in 2003. In this evaluation, many interviewees commented that CYWC could be given credit for raising the standards of youth work in Canterbury. Aside from this, thousands of youth workers and other professionals have been upskilled through the training during the last 22 years.

Since 1999, CYWC has produced a Youth Services Directory in response to requests from Youth Workers and Agencies about what youth services are operating in Christchurch. The directory includes lists of youth-focused counsellors, youth work supervisors, and lists of services by location and type of service provided. Feedback from youth workers and other professionals is the Youth Services Directory is a valuable service. It is updated and published annually.

CYWC started providing co-ordinated teams of youth workers at large public events in 1998, with the goal of ensuring young people attending the events were safe, especially focusing on intoxicated young people. During the last 10 years, there has been a huge reduction in the amount of young people drinking alcohol and getting into 'unsafe' situations at these events. The initiative was developed in consultation with the former Safer Communities Council and other agencies with a metropolitan focus, in response to young people's behaviour at large public events. CYWC was the first youth work network in New Zealand to provide teams of youth workers at public events.

## Crime Prevention through Environmental Design (CPTED)

*The National Guidelines for Crime Prevention through Environmental Design in New Zealand* was published in November 2005. Although some training around CPTED principles among Christchurch City Council staff had already occurred, these guidelines introduced CPTED principles in ways that are appropriate and provide a framework for the New Zealand context. Therefore, on-going training for planners and developers was recognised by the Crime Prevention Coordinating Committee as important to ensure Christchurch City's public spaces and parks are designed with CPTED in mind. It is now common practice at Christchurch City Council for any design brief to include adherence to CPTED principles.

In 2004, an information pack, including CPTED guidelines, *Safer Canterbury, Creating Safer Communities* was developed as an adaptation of a 1996 Christchurch Safer Community Council publication on Crime Prevention through Environment Design and Planning; there has been an inter-agency commitment towards publicising and widening the implementation of CPTED principles in Christchurch for at least 12 years.

In 2006 the following training occurred:

- July 2006 – 31 Police and Council Staff attended a CPTED introductory training workshop.
- July 2006 - Eight Christchurch City Council staff attended an advanced CPTED site assessment course.
- February 2008 — Three Police and 24 Council Staff attended a CPTED introductory training workshop provided by Local Government New Zealand.
- March 2008 - Eleven Christchurch City Council staff attended a three- day advanced CPTED training course facilitated by Tony Lake.

Boffa Miskell was engaged to undertake a CPTED site assessment on the Bus Exchange in Central Christchurch in conjunction with other Council staff/units. \$10,000 was received from the Crime Prevention Unit, Ministry of Justice for this project. A comprehensive report was produced detailing recommendations for the current bus exchange and highlighting issues to be aware of for the future bus exchange building.

A number of in- house CPTED audits have been undertaken/completed at on Christchurch parks and public spaces.

## Neighbourhood Support Canterbury

Neighbourhood Support was designed originally to address crime problems in neighbourhoods, and was originally delivered by Police. In 1999, Police withdrew as the lead agency and Neighbourhood Support became an independent organisation with a parent body NSNZ and in each of the 12 Police regions throughout the country committees were set up. Most are Incorporated Societies.

There are currently 1459 neighbourhood support groups in Christchurch and Banks Peninsula. Groups vary in size from about five to 25 houses, with an average of about 20 houses each.

Neighbourhood Support works closely with the Police, City Council, Fire Service, Civil Defence and many other organisations in the community to reduce crime, improve safety and prepare to deal with emergencies and natural disasters. Neighbourhood Support aims to make homes, streets, neighbourhoods and communities safer and more caring places in which to live.

Neighbourhood Support Groups enable people to share information, ideas and insights. A Neighbourhood Support Group will:

- Encourage neighbours to talk to each other.
- Share information that will help reduce the risk and fear of crime.
- Help foster a sense of community spirit, where everyone is respected and valued.
- Educate and empower neighbours to take responsibility for their own safety.
- Identify the needs of neighbours and ways to assist each other.
- Identify the strengths and skills of neighbours to contribute to solving local problems.
- Minimise burglaries and car crime in the local area.
- Reduce graffiti, vandalism, violence and disorder.
- Support victims of crime.
- Enhance the safety features and appearance of the neighbourhood.
- Decide on ways to handle any civil emergencies that may occur.
- Know when and how to contact Police, other emergency services or support agencies.
- Liaise and co-operate with other community groups.

## Age Concern Canterbury Elder Abuse and Neglect Prevention services (EANP)

First established in 1989 as one of seven pilot projects within New Zealand, this has subsequently increased to 26 programmes with contract and analyses of referrals through Age Concern New Zealand. This initiative was established to improve the quality of life of older people in abusive situations and reduce the incidence of elder abuse and neglect by providing older people families/whanau and their carers with information, assessment, advocacy, support or intervention/referral. Community awareness and education programmes are provided to professionals and others who work with older people and their families/whanau, enabling them to detect early recognition of elder abuse and neglect. Referrals come from a range of sources, professionals, self, social agencies, friends and family.

Age Concern Canterbury EANP services works to ensure the well-being, rights and safety of older people and those who care for them are respected. There is a National Strategy which encompasses research, intervention and prevention and local networking with professionals and social agencies. Data collected by Age Concern New Zealand is analysed.

## Self Defence for Women, Hei Hei Broomfield Community Development

The Community Development worker for Hei Hei identified a need for women to feel safer when moving about their local community. A self defence for women course has been delivered periodically during the last 18 years. The course is delivered by YMCA, and funded by Christchurch City Council. The course is promoted via A4 flyers pasted about shop windows; with the main advertising being word of mouth. The most recent course was well-received, participants learning much. The community development worker has found the course to be a valuable component of community work in Hei Hei-Broomfield, an area of high social need.

## Hornby Toy Library Inc. Security Measures

Hornby Toy Library approached the Riccarton/Wigram Community Board of the Christchurch City Council with concerns about the security of its Toy Library and the people working within it. They proposed as a solution to this the installation of a burglar alarm and monitoring system. The Board agreed to fund this installation, and there have been no burglaries since.

## Project Legit

Project Legit is a community art scheme proudly supported by the Christchurch City Council. It proactively targets young people involved in tagging. Since its inception in 2004, the project, which employs a manager, artist/tutor and youth worker, has to date participated in a number of successful projects within the Ōtautahi/Christchurch region, as well as assisting in the gradual decrease of tagging in some areas and the positive education of those involved in this most controversial of art mediums. In 2008, the project has proven to change perceptions of this form of street art and during the past three years has added vibrant colour to the cityscape. Project Legit is housed within and administered by The Floyds Creative Arts collective, who also have a similar kaupapa and interest in youth, this will assist the project to continue to build positive relationships between youth and the community.

## Addressing Noise and Safety Issue of Street Racers

Boy Racers/hoons cause a significant deterioration in the quality of life for a number of people in Christchurch. Police work closely with the City Council, Land Transport New Zealand and the Ministry of Transport to devise ways to ameliorate the problem. This means joint presentations and representations on law changes, providing alternative outlets for boy racer activity, and by providing education to youths on the risks of dangerous driving and by showing how cars can be modified legally to make them safe.

## Strengthening Communities Project Phillipstown

The successful Graffiti Vandalism Pilot Project was initiated in 2004/5 by the Phillipstown Strengthening Communities Advisory Team with the support of Christchurch City Council staff, the Hagley/Ferrymead Community Board and City Council Litter Strategy Implementation team. Initial investigation during the planning stages of the project recognised that the role of a lead agent was a key component for achieving the project's success through collaboration between those agencies which are involved in removal, restorative justice and legal art programmes.

Through development of reduction strategies within the pilot project it was recognised that consistency of removal by volunteers was a key component, the pilot project team under guidance from Council staff, developed the Christchurch City Council Volunteer Registration and Removal Guidelines. These were subsequently released in May 2007. The guidelines, along with a rise in tagging across the city, prompted a significant increase in the number of communities across the city requesting support to develop localised volunteer removal programmes. To date there are 15 areas city-wide supported by more than 184 community members volunteering their time for graffiti clean up.

To date the project has seen some 36 young people referred to the project, completing 1325 Hours of community service. This intervention project has resulted in seven young people being supported into employment/apprenticeships along with three returning to school.

As the Phillipstown project neared the end of the pilot phase, it was clear to the projects advisory group that the implementation of the pilot, and increase in graffiti vandalism across the city, had propelled the project city-wide almost from the outset. Council is currently developing steps to further develop this initiative into a city-wide intervention, incorporating restoration, prevention and restorative justice components.

## Junior Neighbourhood Support

Operating since term three, 2006, Junior Neighbourhood Support is currently delivered in four primary schools in Christchurch, and is likely to expand into other schools. It is a rewards programme recognising safe behaviour and positive community participation of children.



Project Legit artwork.



## CASE STUDY: Igniting Change - Act to Prevent Family Violence

In October 2005, a community forum was held to discuss a change in attitudes and behaviours towards family violence in Christchurch. Canterbury senior managers, innovative thinkers and business leaders met with social marketing and family violence specialists as a first step toward changing our community's tolerance of family violence. The key conclusion from this forum and subsequently adopted by the Safer Christchurch Interagency Group was 'that Christchurch adopts a social marketing approach to eliminating family violence'. Considerable effort has been directed towards developing the Family Violence Social Marketing Project titled: Igniting Change – Act to Prevent Family Violence. Christchurch Women's Refuge has been contracted as lead agency for this project and has employed a part-time project coordinator. The project is supported by a Reference Group of Advisors with a range of specialised skills.

The key objectives for the Christchurch Campaign are:

- Increased community awareness and understanding that family violence is not acceptable.
- Increased community knowledge of what can be done if family violence is suspected.
- Increased community action when family violence is suspected.
- Community believes its actions can change attitudes and behaviours towards family violence.

An action plan has been developed for this project with key activity areas outlined below:

- Develop and implement a community engagement plan.
- Development of a communications plan.
- Launch of the campaign.
- Engage strategic partners.
- Campaign activity picked up by the community and the business community.

One of the first projects undertaken was a community evaluation that was to mirror the Ministry of Social Development larger scale nation-wide evaluation. Unfortunately the nationwide evaluation did not eventuate. The Christchurch evaluation was carried out by an independent evaluator, Dr Sue Carswell. The survey was developed in consultation with the Igniting Change Project Management Team who identified the following areas as important in measuring changes in community knowledge and attitudes to family violence:

1. What is the communities understanding of family violence?
2. Do they know the difference between a relationship problem and family violence?
3. Do they regard family violence as a private issue or a community issue?
4. When would they intervene and how would they intervene?
5. Why wouldn't they report family violence?

The Igniting Change evaluation surveyed people on what they knew about family violence, and was mailed out to 5000 people throughout the Christchurch region. The survey achieved a 19 percent response rate with 940 surveys being returned. . The survey enabled the team to pinpoint community attitudes and beliefs around family violence to aid the further development of the project plan to fit Christchurch. The survey will be repeated towards the end of the campaign to enable measurement of the effectiveness of the campaign itself.

Activities undertaken to date:

- A strategic partner's workshop was held with community groups to introduce the project and to ask them what they would like to see happen in Christchurch to reduce family violence, and what they as partner agencies could contribute.
- The launch of the Christchurch Igniting Change was held on September 28 at the Christchurch City Council chambers. A wide range of community members were invited, the launch was by Mayor Garry Moore. The council chamber space was

given a makeover by the design staff at Ballantynes and the theme of the event was 'Hope', with white balloons, ribbons, and butterflies.

- Development of Marketing and Engagement tools: Wristbands, Igniting Change Banner, professional design of other marketing options for the project by a well-known advertising and marketing company in Christchurch.
- Participation in the Police display at the Canterbury Agricultural and Pastoral Show, 2007; the theme was Safer Christchurch. This allowed the hand out of the "Family Violence, it's not ok" booklets, MSD s.k.i.p resources for children and parents, family violence intervention wallets which included a range of mini booklets about parenting, child safety, and safety plans for women and families. Handing out the family violence wristbands, stickers and badges allowed for interaction with the public, to explain what the project was about. The Igniting Change banner was prominently displayed at this event, reflecting the national media campaign. About 120,000 people attend the A and P Show over the three days, allowing the Igniting Change message to be widely spread. The tent as a whole won the More FM highly commended award.
- White Ribbon Day - in partnership with Child, Youth, and Family and the Family Safety Team, the team distributed white ribbons, which represent men standing up against violence towards women, and the Igniting Change wristbands within the central city area. There was a lot of interest in the white ribbon message and the Igniting Change campaign.
- A Christmas tree was entered in the annual Christchurch City Council Christmas tree competition. The theme was a Year is Remembrance; the tree was decorated with angels that represented each person who had died as a result of family violence since 2005. The Christmas tree was voted best tree and the project won \$1000 radio advertising.
- An employment toolkit has been developed, and will be used to engage with businesses in 2008.

- Articles on Igniting Change have also appeared in the following publications: Christchurch Women's Refuge newsletter, Eye on Canterbury – Christchurch's Neighbourhood Support Magazine, Igniting Change has been promoted at Christchurch Women's Refuge Annual Dinner and Auction "Night of Dreams" and by the Manager of Christchurch Women's Refuge through discussions with print media, radio, and also television.
- The message has also been promoted via a Sand Sculpture, Heroes Day—at Wigram Air Force Museum and logo advertising on bus backs.





PROGRAMMES THAT TARGET HIGH-RISK GROUPS  
AND ENVIRONMENTS, AND PROGRAMMES WHICH  
PROMOTE SAFETY FOR VULNERABLE GROUPS.

3





Risk of injury is not evenly distributed across Christchurch's population or across locale.

Collation of ACC and hospitalisation data by Canterbury District Health Board in 2006 identified risk of injury as more likely in industrial and commercial/service settings, with 76 percent of total injuries between 2004 and 2006 occurring in such places. Sports injury rates are higher in Canterbury than the national average, making sports injury prevention a priority alongside workplace safety.

The following groups within the population have been identified by Safer Christchurch as at higher risk of injury and/or requiring specialist safety promotion effort in order to appropriately communicate safety messages:

- Māori
- Pasifika
- Refugee and new migrants
- Children – falls and poisoning
- Young people – alcohol, risk-taking behaviour
- Older people – falls, driver safety

Responses tailored to the specific needs of these groups and situations are needed in some cases to transcend language and cultural barriers to effectively convey safety messages and bring about attitudinal and behavioural change. While consequences may be similar, means of preventing injury and harm differ between groups because injury and harm arises from a different set of risks. Falls are a good example of this: programmes aiming to reduce the risk of falls in older people need to address completely differing risk factors to falls programmes aimed at preventing injury to children.

**The tables presented in the following pages present just a small selection drawn from a much larger array of projects and initiatives operating in the Christchurch community. The sample of projects included have been selected to reflect the wide range of the safety-focused initiatives in place in Christchurch, and non-inclusion of other projects does not imply that other projects are of any less value to the community.**

## Road Safety

Programme and Developer	What it addresses	Population it targets	Length of operation	Reach of Programme	Results	Partners
<b>Safe with Age,</b> Developed by Land Transport New Zealand, and delivered by Age Concern	Older people involved in road crashes were having a longer stay in hospital and this had the potential to result in changes for the older person's drivers licence status. Statistics show that drivers over 60 have a steady rise in incidence of crash involvement.	People over the age of 55 years of age.	Since the 1980s.	Age Concern has held 16 courses to date and more than 180 people have attended.	Older people more confident with their driving. Several people went on to a driver's practical assessment.	Land Transport New Zealand and Age Concern
<b>Child Restraint Car Seat programme,</b> Te Puawaitanga Ki Ōtautahi Trust, developed originally through LTSA, and now funded by Christchurch City Council and ACC	Provision of and education about child seats, provided in a culturally appropriate manner to Māori whanau; rates of child restraint usage are lower for Māori than non-Māori.	Māori parents of young children and low income families,	1998	Christchurch, Ashburton and Waimakariri districts.	All Tamariki Ora/Well-child enrolled whanau are provided with child restraint usage advice and support to access affordable car restraints.	Land Transport New Zealand and ACC.
<b>Car seat rental and purchase scheme,</b> Pacific Trust	Addresses affordability of car restraints for parents and aiga/families as majority of Pasifika families have two or more young children.  Designed to raise awareness of car restraints legislation and correct use of child carseats; car seat use in NZ is hampered by language barriers and families migrating from the Pacific where there is no car legislation.	An injury prevention programme for Pasifika children 0-5 years.	Operating for 7 years.	Service all the Christchurch Pasifika Community and currently service Ashburton area.	Increased number of parents and aiga/families are aware of car restraints legislation in New Zealand, increased usage of car restraints by children aged 0-5 years in aiga/families motor vehicles, enhanced affordability through easy payments applied by the service, developing better working relationships and trust of the coordinator and the parents, aiga/families, and effective Pasifika advertising approach through word of mouth to extended aiga/families and friends, church groups and the Pasifika ethnic communities.	Partnership of Christchurch City Council, Pacific Trust Canterbury and ACC.

<b>Programme and Developer</b>	<b>What it addresses</b>	<b>Population it targets</b>	<b>Length of operation</b>	<b>Reach of Programme</b>	<b>Results</b>	<b>Partners</b>
<b>Learner Licence Assistance for People from Refugee and Migrant Communities,</b> PEETO Intercultural Development Trust in association with LTNZ	There was a need for people from other countries who intended to or were driving in New Zealand, to have a greater awareness of New Zealand Driver Licence conditions and road rules. This programme was instigated when international student numbers were high and believed to often be driving without a valid licence or minimal experience.	Target groups were international short/long stay students, migrants and refugees both English/Non English speaking.	The programme has been operation for about five to six years.	Funded initially for 50 seminars over a 12-month period. Now with a decline in numbers of International atudents coming to New Zealand, demand has dropped. Present funding for 17 seminars and three courses of 40 hours each is being used to assist refugees to obtain their learner licence or change to a New Zealand licence. Numbers of seminar participants vary from five to 30 - on average 12-15.	Success is measured / evaluated by student evaluations and the repeated seminars requested by English Language Schools. There are also many students requesting 40-hour courses by word of mouth, supporting the need for this type of initiative, resulting in positive outcomes.	LTNZ, PEETO and Christchurch City Council



## Brief Description of Programmes

### Safe with Age Older Drivers' Education Seminars

The Safe with Age course was designed as a thought-provoking and informative two, two-hour seminars. Participants keep their workbook from the course. Courses are peer-presented, and present a refresher-look at safe driving behaviour, changes to the Road Code, planning for life beyond driving, planning trips to minimise risk and dealing with mobility loss.

On completion of the course, participants are given the opportunity to participate in a subsidised one-hour practical coaching and assessment drive with an approved instructor.

### Child Restraint Car Seat programme, Te Puawaitanga Ki Ōtautahi Trust

Rates of child restraint use have historically been lower for Māori than non-Māori. The service was originally developed in partnership with Land Transport New Zealand and Road Safety in an effort to increase rates of car seat usage, through targeted education of new parents alongside an affordable rent-to buy car seat service. Te Puawaitanga Ki Ōtautahi is the only Kaupapa Māori provider of Tamariki Ora/Well-Child health services in Christchurch, and also delivers the Parents as First Teachers and Promoting Participation in ECE contracts for the Ministry of Education. This extensive background allows the organisation to maintain strong and effective engagement with the Māori community in Canterbury, particularly whanau with young tamariki (children). Te Puawaitanga's Car Seat programme also targets other low-income non-Māori families as a priority target group, and networks with appropriate services and health professionals to ensure these families are also able to access the programme. The programme is a home-based service which provides safety information, demonstration on how to use car restraints appropriately and advice on the appropriate car restraints available according to the age, weight and height of each individual child.

### Car Seat Rental and Purchase Scheme, Pacific Trust Canterbury

An Injury Prevention Programme for Pasifika children aged 0-5 years and their aiga/families in providing an accessible service in their own homes at an affordable hire and purchasing payments of car restraints. The service provides safety information, demonstration on how to use car restraints appropriately and advice given for the appropriate car restraints available according to the age, weight and height of each individual child.

The service was developed in partnership with ACC, Land Transport and Pacific Trust Canterbury. Currently the programme is in partnership with Christchurch City Council in continually working towards achieving the main goals to increase the usage of car restraints for children in the Christchurch Pasifika community and to increase the awareness of the Pasifika community in car restraints for children. The delivery of the service has been meeting the needs of Pasifika parents, families/aiga and their tamaiti/children and has been operating since 2001. It is currently expanding in to the Ashburton area where there is an influx of Pasifika migrants.

The success is the programme delivery to the Pasifika community by Pasifika people with the appropriateness of using Pacific languages and Pasifika approaches in the comfort of their own homes with car restraint demonstrations by using their own motor vehicles.

## Learner Licence Assistance for People from Refugee and Migrant Communities

This programme was developed by Judith Ayling, one of the tutors at PEETO, as a response to a request/funding from Land and Transport New Zealand (LTNZ) according to their guidelines, but with flexibility to adapt to changing needs.

It was funded initially for 50 seminars over a 12-month period. Now with a decline in numbers of international students coming to New Zealand, demand has dropped. Present funding for 17 seminars and three courses of 40 hours each is being used to assist refugees to obtain their learner licence or change to a New Zealand licence. Numbers of seminar participants vary from five to 30 - on average 12 to 15. This driver safety programme is also an integral component of the PEETO Orientation Programme for international students at International Aviation Academy, at Harewood.

There was a need for people from other countries who intended to or were driving in New Zealand, to have a greater awareness of New Zealand Driver Licence conditions and road rules. This programme was instigated when international student numbers were high and they were believed to often be driving without a valid licence or minimal experience. Target groups were international short/long stay students, migrants and refugees both English/Non-English speaking.

## Learner Licence Assistance, Shakti Ethnic Women's Support Group

There are many immigrant women in Christchurch who require support to acquire a driving licence. These women have been identified through previous road safety and educational workshops run by the Shakti Ethnic Women's Support Group. Some of the target women either have overseas licences or do not have licences at all. Some continue driving on expired overseas licences as they are hesitant to undergo New Zealand driving tests. Some have never driven at all because of personal, cultural, religious and/or language factors or financial reasons, but are now keen to learn to drive. Cultural factors such as language, beliefs, values and knowledge which differ from those of mainstream New Zealanders contribute to many immigrant women feeling uneasy or distrustful of approaching the relevant authority to take a licence test or even contribute to a lack of confidence in their ability to take the licence test.

All the immigrant women who are targeted to attend these courses need language assistance and culturally-relevant support to overcome difficulties in obtaining a New Zealand driver's licence, and to understand the road code and/or the licensing process. Shakti provides this assistance, thereby enhancing access to driver licensing and driver safety.

## Injury Prevention

Programme and Developer	What it addresses	Population it targets	Length of operation	Reach of Programme	Results	Partners
<b>PEEEPS (Project employment &amp; environmental enhancement programme)</b>	Employment and training of marginalised people, working in an environmentally sustainable way.	Ninety percent of workers have history of mental illness or criminality.	In operation since 1993.	Eastern Christchurch	Safe work practices and skills developed under appropriate supervision while environment enhanced and made safer for all. Over 80 percent of workers are placed into permanent employment in the mainstream sector.	Christchurch City Council, QEII, Coastcare, City Care and not-for-profit organisations.
<b>Enliven</b> , Presbyterian Support Service, ACC and Christchurch City Council	Falls are a major cause of injury in older people in Canterbury. This programme provides community based tai chi programmes for older adults.	Older people at risk of falls.	OEP since 2004 and Tai Chi since 2000.	PSS delivers the Otago Home-based Exercise Programme by nurses to older adults referred through their general practice, and delivers tai chi classes for older adults at risk of falling.	Improved quality of life through increased strength and balance and reduction in incidence of falls.	Presbyterian Support, ACC, Christchurch City Council, Canterbury District Health Board Public Community and Health Unit, Arthritis Foundation, Stay on your Feet and Stroke Foundation.
<b>Falls Prevention Kindergarten Programme</b> , developed by ACC and the Injury Prevention Research Unit, based at the University Otago.	Falls are a major cause of childhood injury.	Preschoolers attending Kidsfirst Kindergartens and their families.	2003-2007	Twenty-four Kidsfirst kindergartens in Canterbury-Westland.	Action plans returned by 80 percent of families. Good feedback on project. Improved understanding of causes and prevention of falls for children.	ACC and Kidsfirst Kindergartens.

<b>Programme and Developer</b>	<b>What it addresses</b>	<b>Population it targets</b>	<b>Length of operation</b>	<b>Reach of Programme</b>	<b>Results</b>	<b>Partners</b>
<b>Sphere of Influence</b> , developed by ACC and Christchurch City Council	A joint initiative to deliver injury prevention messages outside the workplace.	Staff of Christchurch City Council and their extended families, contractors, suppliers and the Christchurch Community.	Since April 2005.	1600 FTE staff and families, unknown public numbers.	Car seat clinics at libraries, child fall safety at childcare centres, slip, trip and fall messages to staff and public, speed indicator meter erected in Centaurus Rd and outside Princess Margaret Hospital, involvement in New Zealand Safety Week and stairgates issued to community centres.  It will be formally evaluated in April 2008 but the intention is that working relationships will continue and new opportunities identified.	ACC and Christchurch City Council.
<b>Early Start</b> , developed by a consortium of providers and researchers including the Christchurch Health and Development Study.	Early Start is an intensive home visiting service for families/whanau with newborn babies where difficult situations and destructive life habits have the potential to negatively impact on the life chances of children in their care, including risk of intentional and unintentional injury.	Infants and their families identified as at risk.	Families are enrolled for 18 months. Programme has operated since 1995.	Christchurch City: At February 2008 Early Start was providing service to 259 families (this includes 477 children).	A randomised trial evaluation of Early Start was reported on in 2005. Findings of the trial were compared with results from both international and New Zealand studies of home visitation, showing that, in comparison to other evaluations of home visitation programmes, Early Start performed better than all the other programmes reviewed.	MSD: Child, Youth and Family, Ministry of Health, Canterbury District Health Board, Christchurch City Council, Trustbank Community Trust, Health Research Council of New Zealand, Hyman Marks Trust, Mayor's Welfare Fund, McKenzie Trust, Telecom New Zealand and UMC Ltd.

## Brief Description of Programmes

### PEEEPS

PEEEPS supports individuals with mental health disability or criminal record into open market employment by developing workskills in a supported environment, with a strong emphasis on health and safety in the workplace. PEEEPS supports its local community by providing more than 3000 hours unpaid work per year, developing and enhancing the environment for non-profit organisations, such as kindergartens, Plunket, and sports clubs.

### Enliven Positive Ageing Services

Presbyterian Support Upper South Island delivers two falls-prevention programmes targeted at older people in Canterbury.

#### 1. OEP, (Otago Home-based Exercise Programme)

This programme was developed and researched by Professor Campbell and Claire Robertson from University of Otago. Research resulted in 37 percent decrease in falls, which is significant given the cohort enrolled in the trial (80+ year-olds). OEP is a one-to-one strength and balance-retraining programme delivered in a client's own home and consists of a series of home visits and phone calls over a 12-month period. ACC called for tenders in 2004 to deliver this programme in the community. Presbyterian Support's successful tender was based on using registered nurses to deliver the programme and has been delivered each year since.

OEP targets frail older people 80+ year-olds who have fallen and or at risk of falling, (65+ years for Māori or Pasifika Peoples) who are living in the community and includes self assisted living.

OEP has reached the following clients

2004/2005 = 80 clients

2005/2006 = 100

2006/2007 = 120

2007/2008 = 252

It has resulted in improved social outcomes for the target group, improved confidence and decreased fear of falling, improved level functioning on a day-to-day basis, and reduced numbers of falls and fall-related injuries. Evaluation is through client evaluation, strength and balance testing. All information sent to AUT as part of national evaluation for ACC, although no data is available to date.

Presbyterian Support works collaboratively within the community, across range of organisations and community groups, such as Arthritis NZ, SOYF, CDHB, and Stroke Foundation.

#### 2. Tai Chi

In 1998, ACC called for tenders by non-government organisations to deliver falls prevention initiatives in the Nelson area. Presbyterian Support submitted a proposal based on Tai Chi on the strength of the 1997 S. Wolf study showing it improved strength and balance and reduced falls by 47 percent.

The tender was successful and the pilot was so successful in Nelson that Presbyterian Support in Christchurch set up their own Tai Chi classes for Older Adults with support from ACC in November 2000. Such was the success of the programme that ACC have now rolled out Tai Chi nationwide with support of a robust body of evidence supporting Tai Chi as a recognised strength and balance retraining programme. The programme is modified to meet the needs of older adults.

Currently ACC fund a 20-week introductory or beginner's class of Tai Chi and on completion, participants move to maintenance groups currently funded by Presbyterian Support.

Tai Chi is targeted at older adults 65+ yrs who have fallen and or at risk of falling (55+ years for Māori or Pasifika Peoples) living in the community or self assisted living. The programme currently has 432 participants involved in Tai Chi in Christchurch City. Results are social connectedness, improved health and well-being, improved functioning on day-to-day basis, improved strength and balance, reduced falls and fall-related injuries, and improved confidence and decreased fear of falling. ACC undertakes ongoing evaluation, and the programme took part in national research trial for Tai Chi carried out by University of Otago, just finished and with no preliminary results available.

## Falls Prevention Kindergarten Programme

ACC developed a programme targeted at families with preschool-aged children, delivered through Kidsfirst Kindergartens, the largest kindergarten network in Canterbury-Westland. The project delivered falls prevention resources and checklists to parents and caregivers of families of 1250 children registered with Kidsfirst. The checklist was given out at meetings and sent home with the children. Parents and caregivers were encouraged to complete the checklist and action plan and return to the facilitator. Incentives were given to participating parents, caregivers and facilitators.

At the same time, posters and displays in the kindergartens complemented and enhanced the messages.

The project allowed for a large audience to be targeted with a safety message. Action plans were returned by 80 percent of families who received them.

## Sphere of Influence

The Sphere of Influence is a concept by which injury prevention initiatives extend beyond the immediate place of work to staff and extended family, suppliers, contractors and the wider community. The aim is to raise awareness of injury prevention issues, reduce the severity of injury and reduce claims and costs for ACC.

The project was formally established as a joint ACC–Christchurch City Council initiative in April 2005 for a three-year period.

The initial injury prevention initiatives have included slips trips and falls, child falls, child restraints and contractor safety. During Safety New Zealand week in 2005 and 2006, Civic Offices had window displays of injury prevention messages and ran competitions for both staff and public. Car restraint clinics have been held at South Christchurch and Upper Riccarton libraries in conjunction with Story Time. Home safety information has been provided to all families in the three Christchurch City Council-operated childcare centres.

The most recent initiative was the installation of pole-mounted, fixed-speed devices in two locations on Centaurus Road and the reduction in speed by 3km per hour. This was funded by both parties and the technical expertise provided by Christchurch City Council.

The sphere will continue into the future. The expectation is that more communication pathways will become apparent as the working relationships develop.

## Early Start Project

Early Start is a home-visiting service specifically designed to enrol families with newborn babies where adverse situations and destructive life habits negatively impact on the life chances of their children. The Early Start programme is designed to challenge these circumstances and to teach nurturing parenting practices enabling families to be the best parents they can be, thereby providing their children with a good childhood experience and giving them an optimum start in life. Early Start Project Ltd is contracted to and is receiving funding from the Ministry of Social Development, Canterbury District Health Board, Child Youth and Family and the Christchurch City Council. Early Start has been offered to Christchurch families since 1995.

Professionally qualified and well-supervised Family Support Workers (with small caseloads) home visit client families and work intensively with families to address a variety of challenges and difficulties facing enrolled families. These can include: family disorganisation, family violence, drug, alcohol and gambling addictions, the effects of poor financial management, poverty, poor parenting habits and life-skill deficits. The worker acts as a mentor, teacher, role model and co-coordinator of services. All workers are expected to be respectful of difference and conduct themselves in a culturally appropriate and safe way. The service is free, voluntary and available to families for up to five years. Child and home safety and monitoring form a core component of the Early Start Project.

In February 2008, Early Start was providing service to 259 families (this includes 477 children).

The Early Start Project Ltd is a charitable company and is managed by a trust board comprising of a consortium of health providers.

- Canterbury Plunket
- Christchurch Health & Development Study (Christchurch Medical School,
- Work and Income
- Pegasus Medical Group
- Community Representatives holding the position of Kaumatua and Mana Whenua
- Business Adviser, and
- Registered psychologist.



## Crime Prevention

Programme and Developer	What it addresses	Population it targets	Length of operation	Reach of Programme	Results	Partners
<b>Liaison with Christchurch's Asian Communities,</b> Christchurch Police	Police were aware that members of the Asian communities in Christchurch did not feel they had the ability to effectively communicate with the Police, leading to under-reporting of crime. A range of initiatives have been put in place to enhance engagement between Police and the Asian population of Christchurch.	All Asian residents of Christchurch and the Asian tourist and international student population.	About six years	City-wide	An Asian Advisory Group has operated for six years, meeting quarterly with Police to address issues and problems impacting on Asian people in Christchurch. Perception of Police survey undertaken in Christchurch's Asian community. Asian Liaison Officer which is a sworn Police position established. Enhanced recruitment of Asian people into Police in Christchurch.	New Zealand Police Canterbury Police District, Asian communities, and Department of Internal Affairs
<b>Small Business Crime Prevention Project,</b> developed by Police	Police analysis of aggravated robbery crime statistics showed a disproportionate number of dairies (convenience stores) being targeted, many owned by migrants from China, India and Korea. A joint approach was developed to reduce the incidence of such crime through a combined approach.	Dairies and small businesses at risk of robbery.	About one year	Canterbury-wide	Product distributor Trents have taken responsibility for delivering safety messages to small businesses. Increased safety through environmental changes.	Police, Trents, The Press and ACC
<b>Family Safety Team,</b> joint initiative between New Zealand Police, Ōtautahi Women's Refuge, Christchurch Women's Refuge and Ministry of Social Development: Child, Youth and Family	Developed to strengthen prevention strategies that reduce the likelihood of severe injury or death from incidents of family violence.	The top 20 'at risk' families in Christchurch	Operating for 2 ½ years	City-wide focus	Successes of the programme include an inter-agency collaborative meeting held weekly to share information regarding mutual families at risk; an increase in the number of successful oppositions to bail, greater awareness within community agencies on how to work with families affected by family violence and effective services provided to families that would not normally engage with traditional community services.	New Zealand Police, Ōtautahi Women's Refuge, Christchurch Women's Refuge and Ministry of Social Development: Child, Youth and Family



<b>Programme and Developer</b>	<b>What it addresses</b>	<b>Population it targets</b>	<b>Length of operation</b>	<b>Reach of Programme</b>	<b>Results</b>	<b>Partners</b>
<b>Community Violence Reduction Project,</b> Christchurch Police, Christchurch City Council and Canterbury District Health Board	Established as a joint initiative to reduce alcohol-related violence in the central city.	People in the central city at night.	Since 2006	Forty-two central city licensed premises and stakeholder agencies signed the Alcohol Accord committing to operating a 'one way door' from 4 am, compliance with the Sale of Liquor Act, adequate staff and security staff training, increase in visible police presence, enforcement of the liquor ban, improved late night public transport.	Initial results show a downward trend of alcohol-related violence in the central city by 4 percent. Significant up- skilling of licensed premise staff and security staff on compliance with the Sale of Liquor Act.	Licensees, HANZ, Christchurch City Council, Canterbury District Health Board, New Zealand Police and other stakeholders.
<b>START Inc.</b>	Established to address a gap in services for children and young people who had disclosed that they had been victims of sexual crimes. START continues to provide for this client group today but also addresses the same issue with adults and the families/whanau of victims.	Victims of sexual abuse, all ages, genders and ethnicities.	Since 1987	START saw 67 new counselling clients, 62 consultation clients and 108 education clients in the 2006-2007 financial year.	Regular recovery gains in victims as evidenced in ACC Sensitive Claims Unit reports.  A senior Psychology student is presently developing a formal evaluation of START's unique co-therapy model.	ACC Sensitive claims unit, CYFS, and various other charitable trusts.



Programme and Developer	What it addresses	Population it targets	Length of operation	Reach of Programme	Results	Partners
<b>Violence and Abuse Intervention Programme, and Wraparound Case-worker Programme,</b> He Waka Tapu	The primary objective was a reduction in violent offending by the target group. Secondary objectives were improved lifestyles outcomes.	<p>The HWT Violence and Abuse Intervention Programme is aimed at Māori tama (boys) 12-17 years old who have met the criteria around violent offending.</p> <p>The HWT Wraparound Case-worker Programme is aimed at Māori kotiro (girls) 13-16 years old who have met the criteria around violent offending.</p>	The HWT Violence and Abuse Intervention programme started in 2003 and the HWT Wraparound Case-worker programme started in 2004.	From 2003-2006 the HWT Violence and Abuse Intervention programme had 42 Māori rangatahi (tama /young men) aged between 12 -17 years go through the programme. From 2006-2007 an additional 32 Māori rangatahi (tama) have completed the programme. Between 2004 and 2006, the HWT Wraparound programme had 23 Māori female aged between 13 - 16 years. From 2006-2007 an additional 23 Māori females have completed the programme.	Of the 74 Māori rangatahi (tama) who entered the programme, 62 percent successfully met all or some of the developed goals including: a reduction in offending, improving school attendance and attitude, greater community /social participation etc. eight young Māori rangatahi (tama) continue to be engaged with the programme at this time (a new intake occurs every six months).	NZ Police, Crime Prevention Unit (Ministry of Justice) and the Christchurch City Council.



## Brief Description of Programmes

### Liaison between Police and Asian Communities of Christchurch

About six years ago, Police sought to address an identified need for enhanced communication and liaison with Asian people in Christchurch; about 9 percent of Christchurch's resident population is of Asian ethnicity. An Asian Advisory Group was established and has operated since that time. The group, currently with 34 members, meets quarterly to work with Police to address issues and problems impacting on the Asian community. The advisory group has facilitated a Police Engagement Survey of the Asian Community, which has assisted Police in better meeting the needs of this growing sector of Christchurch's population. Results of the survey were fed back to the Asian community through key representatives of these different communities.

Work with the Asian Advisory Group led to the establishment of a new position of Asian Liaison Officer. This sworn position aims to educate Police staff on how to better serve the needs of Asian people in the city, and support Asian people through advocacy, and referral to other agencies, as well as delivery of police services to the Asian community.

Christchurch Police are committed to reflecting the ethnic demographic composition of the Christchurch Community in the sworn Police force in the city, and are actively recruiting Asian people into the Police. The Global Soccer Tournament, Ethnic basketball tournament, Culture Galore festival and the Human Rights Speech Competition are all sponsored and actively supported by Police, and are used by Police for recruitment.

### Small Business Crime Prevention Project

Police analysis of aggravated robbery crime statistics showed a disproportionate number of dairies (convenience stores) being targeted, many are owned by migrants from China, India and Korea. A joint approach was developed to reduce the incidence of such crime through a combined approach. Crime prevention booklets were developed in several languages, and printed at no cost by the local newspaper, The Press. These have been widely distributed to small businesses in Canterbury. The booklets are supported by safety seminars developed by ACC and delivered by Police community constables alongside ACC. They are also supported by safety advice provided by Trents (wholesale supplier) sales representatives when visiting the stores. Safety audits are undertaken of the shops which apply CPTED and other safety principles, advice being given to enhance safety, and Warrants of Fitness given to shops that follow crime prevention principles. CCTV cameras may be provided to the most high-risk businesses. This programme is being picked up nationally.

## Family Safety Team

The Christchurch Family Safety Team is a joint initiative between New Zealand Police, Ōtautahi Women's Refuge, Christchurch Women's Refuge and Child, Youth and Family. The initiative has been operating for two and 1/2 years and was developed to strengthen prevention strategies which reduce the likelihood of severe injury or death from incidents of family violence. The Team works with the top 20 'at-risk' families in Christchurch to ensure that all possible solutions for safety have been explored, and that the family is appropriately resourced by the community.

An additional function of the Team is to collate information that will support the development of best practice when working with families affected by family violence. This includes identifying gaps in services, recognising trends in victim experience, and promoting collaborative working agreements across service providers. Some successes of the programme include an inter-agency collaborative meeting held weekly to share information regarding mutual families at risk; an increase in the number of successful oppositions to bail, greater awareness within community agencies on how to work with families affected by family violence and effective services provided to families that would not normally engage with traditional community services. While the project is being evaluated nationally, Christchurch was not nominated as a site that would be evaluated in the original evaluation plan.

## Male Survivors of Sexual Abuse Trust

Male Survivors of Sexual Abuse Trust (MSSAT) started in Christchurch in 1991 as a support group for men who had been sexually abused as children. There were no other such services or agencies in New Zealand at that time. In 1997 the group became incorporated under the Charitable Trust Act, as Male Survivors of Sexual Abuse Trust. The support group in Christchurch has operated weekly since that time. In addition, MSSAT has evolved from a support group to also provide one-on-one peer support, peer support group, parents of survivors support group, advocacy, access to ACC-approved counselors, and educating the public and Government on issues relating to male victims of sexual abuse. MSSAT is still the only agency in New Zealand dedicated to working with and advocating for male victims., MSSAT has recently started a support group in Auckland, with one planned for Hamilton and hopefully Wellington this year.

Much of MSSAT philosophies and programmes come from Mike Lew M.Ed. Mike is a psychotherapist, author and group leader in Boston Massachusetts USA and co-director of The Next Step Counseling and Training Centre. His book *Victims No Longer* (1988) was the first book to be written for and about male victims of childhood sexual abuse. MSSAT now have close personal contact with professionals and agencies from all around the world including, USA, Switzerland, Norway, Japan, England, Scotland, Cambodia, Canada, Australia and France. This has been possible through the manager Ken Clearwater attending workshops and Conferences. Ken gave a 90-minute presentation on the work MSSAT is doing in New Zealand, at the 11<sup>th</sup> International Conference on Male Victims, John Jay College of Criminal Justice, in New York City, November (2007) and was a panelist on the International Panel at the Conference.

## Fire Awareness Intervention Programme

The FAIP programme developed by NZ Fire Service addresses unsafe fire play in adolescents and juveniles and at-risk adults. It is based on consequence, awareness and education delivered by firefighters in the home, and targets two to 18-year-olds and their families. It has achieved strong results, with about only a 3 percent recidivism rate.

## Community Violence Reduction Project

Christchurch City has a 24-hour liquor licensing environment. Currently, 52 licensed premises have licenses to operate past 3am. A crime spike was identified in the Central Business District between 2am and 4am. Assaults and other injuries appeared to be linked to intoxicated people migrating between various locations in the inner city.

The Community Violence Reduction Project was established as a joint initiative to reduce alcohol-related violence in the central city, initially aiming for a 10 percent reduction in the 2005-2006 and 2006-2007 years. The project was funded by the Crime Prevention Unit and the partner agencies, Christchurch City Council, Police and Canterbury District Health Board.

The project employs two part-time staff: a Project Support Officer, to develop and implement new initiatives that will seek to reduce community violence, and a Training and Monitoring Support Officer, to up-skill licensed premise staff and security staff around compliance with the Sale of Liquor Act.

In October 2006, the six-month pilot of an Alcohol Accord in the Central City was launched. Forty-two central city licensed premises open after 3am on a Thursday, Friday and Saturday

night and stakeholder agencies signed the Accord committing to operating a one-way door from 4am, compliance with the Sale of Liquor Act, adequate staff and security staff training, increase in visible police presence, enforcement of the liquor ban and improved late night public transport.

Other signatures to the Accord were DB Breweries, HANZ (Hospitality Association of New Zealand), Ryan Security, First Direct Taxis, Police, Canterbury District Health Board and Christchurch City Council. The Alcohol Accord was managed by an Accord Management Team comprising representatives of licensees, HANZ, Christchurch City Council, Canterbury District Health Board, New Zealand Police and other stakeholders.

Police changed staffing rosters, putting more staff on the streets later at night and took a zero tolerance approach to breaches of the liquor ban, Excel Corporation-sponsored further rubbish bins around the central city and an education campaign on the liquor ban was run in the central city with advertising on rubbish bins and chalk stencils on the footpath to alert citizens and visitors to Christchurch that they were in a liquor ban area.

ACC and ALAC spent \$60,000 to independently evaluate the one-way door initiative as part of the Alcohol Accord. During the six-month period, there was a significant increase in the number of breaches of the liquor ban and minor disorder offences all attributed to the significant increase of police presence on the street. Taking out breaches of the liquor ban and disorder offences, initial results show a downward trend of alcohol-related violence in the central city by 4 percent.

In June 2006, licensees through the Alcohol Accord Management Committee agreed to extend the Alcohol Accord for a further two years. A training and monitoring support person is employed within the project by Canterbury District Health Board, Community and Public Health to up-skill licensed premise staff and security staff on compliance with the Sale of Liquor Act.

Number of people trained:

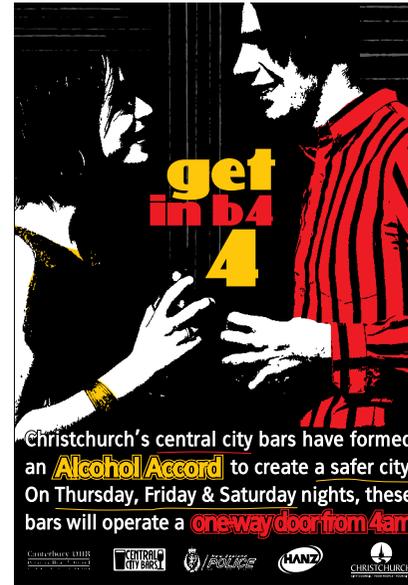
- Sale of Liquor Act Training - 1127 people trained = 34 institutional sessions.
- Twenty licensed premise in house training sessions.
- Sixty-eight security staff.

Monitoring:

- More than 240 formal premise monitoring visits recorded.

The Alcohol Accord Management Committee and Community Violence Reduction Project have the following initiatives planned for the next 2 years to assist with the aim of reducing alcohol-related violent crime by 5 percent each year:

- Continued training for licensed premise staff, door staff around the Sale of Liquor Act.
- Continue to support security providers with training and add value to emerging central government issues, i.e. amendment to security guard and private investigators act.
- Maintain and expand the Alcohol Accord among licensees in the central city.
- Identify initiatives to work with suburban bars and sports clubs.
- Initiate new information initiatives relating to the liquor ban and personal safety.
- Attend the Alternative Transport Committee meetings to address issues of transport and passenger safety in the central city.
- Development of a 'Safe City Ambassador' programme.
- Advocate for changes to the Sale of Liquor Act to enable sensible restrictions on liquor promotions and other amendments.
- Address the problem of people drinking in and around public spaces in the central city.
- Undertake initiatives to alleviate intoxication issues associated with party buses.
- Engage with convenience stores selling alcohol in the Central Business District liquor ban area.
- Ensure the continued support of the three liquor licensing agencies working together and co-locating.
- Provide on-going input into Crime Prevention through Environmental design issues in the central city.
- Support the national cultural change programme (ALAC) thru local social marketing initiatives.



## START Inc.

START Inc was established in 1987 to address a gap in services for children and young people who had disclosed they had been victims of sexual crimes. START continues to provide for this client group today but also addresses the same issue with adults and the families/whanau of victims.

Christchurch-based, this specialist agency employs ACC-accredited counsellors and provides its services free of charge to users.

Consultations regarding public concerns of sexual abuse are also provided free of charge. Education regarding sexual abuse prevention and detection are provided for the broader community for a small fee.

START funds its work through contracts with CYFS, ACC fees and a plethora of community fundraising (eg. COGS, Lotteries, Community Trust, JR McKenzie, small business discounts etc). START has operated for more than 20 years and saw 67 new counselling clients, 62 consultation clients and 108 education clients in the 2006-2007 financial year. These figures continue to climb. Lengthy wait lists are sadly required due to resourcing limitations.

While START undertakes formal evaluative reporting processes with each primary client with ACC SCU and regularly engages in auditing processes with CYFS, the luxury of an external evaluation of the therapeutic intervention has not been possible to date. A senior psychology student is presently developing a formal evaluation of START's unique co-therapy model.

START partners with ACC Sensitive Claims Unit and CYFS, in particular, and works closely with the Police and CYFS Child Abuse Unit. START also works closely with STOP, the treatment provider for sex offenders, all local NGO social services, as well as the health and education sectors. START has been actively involved in a national network for NGO social service providers and another for sexual abuse recovery services. START is engaged in a Government pilot running through ACC to attend to the needs of parents/whanau of victims of sexual abuse.

## Family Help Trust

Family Help Trust, established in 1990, has been a pioneer in the development of a successful early intervention, intensive, home-visiting family-support service. The target group is families that have been considered by the referrer at high risk of child maltreatment and other negative childhood outcomes. Parents are selected as a result of a combination of psycho-social background factors that include: mental health disorders, criminal offending behaviours, illegal substance users, family violence and child maltreatment with previous children. While there is significant documented evaluative evidence of service efficacy, financial sustainability in the highly competitive community sector continues to be a daunting and challenging task.

Family Help Trust has had a series of evaluations over the last five years, beginning with a Safer Community Council funded evaluation in 2003, an evaluation audit in 2004, and an outcome evaluation in 2006 with an extension outcome study planned for 2008. During 2006-2007, the Trust developed a set of best practice guidelines with a Whanganui partner that have been widely distributed throughout the country and which form the basis for the Trust's current piece of work - a comparative study of worker effectiveness across four sites - Christchurch, Nelson, Auckland and Whanganui.



## Christchurch City Mission Drop in Centre for Women

Walsh House is a drop-in facility for women and children, which also provides a comprehensive social work service covering both group and individual work. The women targeted by the service are socially isolated and poor. Many of these women have intellectual difficulties and/or issues around addiction and mental health. A number of the women seen at any given time are homeless or living in substandard, unsafe circumstances.

Walsh House aims to assist these women to address their most urgent needs and to develop pro-social skills which allow them to participate more fully in their communities. To this end Walsh House offers: practical assistance (showers and a washing machine), self development groups and an atmosphere of safety and respect for all who attend. Their relationship with other City Mission services allows them to offer clients a full range of services at their most vulnerable times.

## Youth Friendz Camp

Christchurch Resettlement Services hosts a group of young people who are members of the refugee community in Christchurch, actively engaging them in planning activities for themselves to improve their quality of life in Christchurch. In 2007, this group devised a plan to have a camp at which they could get to know each other better and enjoy shared experiences. This camp, held in December 2007, was run with assistance by Police. A number of Police attended the whole camp and led a range of activities, including driver licence testing and actively recruiting for Police, letting young people try on Police uniforms. The camp is being followed up with a trip to New Zealand Police Training College for those interested in joining the Police. The camp was attended by refugee migrants aged 12 to 25 years. It resulted in the formation of strong networks between Police and the youth refugee community, and resulted in positive attitudes towards the Police and awareness of young people's roles and rights in relation to crime prevention.

## CASE STUDY

### Christchurch Street Worker Project

In 1997, a joint project between the 198 Youth Health Centre and the New Zealand Prostitutes Collective (NZPC) was established out of community concern about the number of young people who appeared to be taking part in street-based prostitution in the Christchurch inner city area. The project was funded by the Department of Internal Affairs and ran until 2003. At that time, because of difficulty gaining on-going funding, 198 Youth Health ceased to manage the project, and Youth and Cultural Development Trust took on this role.

YCD has managed the project since July 2003, with the outreach workers operating from the YCD base in Cashel Street. The project initially operated with funding from Ministry of Justice through the Christchurch Safer Community Council, and with several subsequent changes in its funding, it is now funded by the Ministry of Health, with some funding from MSD: Child Youth and Family. The project is supported by an advisory group consisting of members from the NZPC, CYFS, New Zealand Police, 198 Youth Health Centre, Corrections and the Christchurch City Council, and managed on a day-to-day basis by YCD.

The project focuses on an 'at-risk' group of young people engaging in opportunistic sex work or regular prostitution. The target group for support from this project is the under-18 age group, although in practice, support is also provided to those aged 18 or over who are associated with the street work scene. Clients are affected by multiple issues, including a lack of financial resources, solvent, alcohol, and drug abuse/addictions, lack of support, mental health problems, family abuse histories, sexual identity confusion and attraction to crime. An evaluation undertaken in 2005 (MacGibbon and Greenaway, 2005) found that many were not using safe sex practices consistently or taking precautions to maintain their sexual, physical and/or mental health.

The overall goal of the project is to reduce the number of young people working as sex workers on the streets by assisting the young people to leave this type of work, or reducing the number of nights that any one young person is on the streets. The project workers operate from a 'harm minimisation' model.

#### The key objectives of the project are to:

- Empower young people to make informed choices through the provision of information and education on safe sex.
- Improve access to physical and mental health checks and primary health care.
- Improve the co-ordination of access to other agencies where appropriate.
- Broaden young people's lifestyle choices.
- Encourage a culture of support and safety among the young people.
- Reduce the numbers of young people in the target group who are involved in related activities such as crime, alcohol and drug use.

The YCD Street Youth Work project employs two workers who work with young people on the streets. Where in the past, the bulk of their time was spent on outreach activity on the streets, casework with individual young people now accounts for about 70 percent of the workers' time. YCD also provides a health clinic drop-in service once a week, combined with a shared meal at YCD.

The 2005 evaluation identified the project as achieving its goals of minimising harm to the young people by providing information and education on safe sex, improving access to health services, encouraging support and safety practices, and broadening the young people's lifestyle choices. The project was also identified as having excellent relationships with other street-based projects and with referral agencies. At the time of the 2005 evaluation, YCD Street Youth Work Project demonstrated that it had assisted 12 young people to leave the streets permanently during the past 12 months.



PROGRAMMES THAT DOCUMENT THE  
FREQUENCY AND CAUSES OF INJURIES – BOTH  
UNINTENTIONAL (ACCIDENTS) AND INTENTIONAL  
(VIOLENCE AND SELF-DIRECTED).

4





Programmes designed to enhance safety in Christchurch make use of a wide range of data sources to identify baselines and prioritise injury prevention efforts. Significant work has been undertaken to identify what is currently happening in Christchurch in terms of intentional and unintentional injury. Safer Christchurch has actively sought to use those datasets which are in place, and the section towards the front of this application, entitled A Picture of Injury and Community Safety in Christchurch City, draws on a range of injury data which Safer Christchurch has either itself compiled or routinely accesses in its monitoring and planning. Further examples of this are evident in the Annual Reports produced for 2005/2006 and 2006/2007, included in the Appendices to this application.

## Road Safety

The Road Safety Co-ordinating Committee discusses two documents from Land Transport New Zealand each year. These documents inform the action plan process for the year, and the activities and priorities of the committee.

The first is the Land Transport NZ Report, Christchurch City, which contains graphs showing five years of road fatalities and serious and minor reported road crash injuries. The graphs compare Christchurch City with other comparable New Zealand cities and show trends in injuries for crash factors such as speed and alcohol, age groups, and different road users such as pedestrians, cyclists, drivers and passengers. The second document is Land Transport New Zealand Briefing Notes – Road Safety Issues, Christchurch City, which provides data on the most important road safety issues for Christchurch City each year.

These documents provide trends for monitoring progress in road safety activities. Each also provides the information on which the Christchurch Road Safety Strategy is based.

In addition, the six-monthly action plan meetings are informed by Police data, including logged calls to Police, and Land Transport New Zealand data in map form showing locations of crashes. Police and Land Transport New Zealand also provide reports to the monthly meetings of the Road Safety Co-ordinating Committee.

## Injury Prevention

The injury prevention component of Safer Christchurch could be regarded as the youngest member of the Safer Christchurch “family”. Traditionally, injury prevention-focused agencies had not worked in a collaborative manner in the city, although exceptions do exist; Water Safety Canterbury has developed a Safety Education Strategy based on data analysis, which water safety groups work collectively towards addressing.

In comparison, there is a strong history of collaboration and coordination in the crime prevention and road safety sectors in Christchurch. Development of the Injury Prevention Coordinating Committee has been a significant milestone in Christchurch’s path towards becoming a Safe Community. When a full-time coordinator comes on-board in the injury prevention area, likely to occur in the near future, significant developments are expected in programmes documenting the frequency and causes of non-road trauma and violence-related injuries.

The key outcomes of the committee to date have been the valuable networking and coming together of agencies which have not worked together in this way before in Christchurch. On a practical level, thanks to Community and Public Health, the group has had the data from the Injury Prevention Christchurch; Community Injury Prevention and Safety Project, document updated so that current injury data for Christchurch is available.

Safer Christchurch’s Injury Prevention Coordinating Committee has already drawn on the following injury data to develop baselines against which progress can be measured:

- Injury-related hospitalisations/discharges at Christchurch hospitals.
- Injury-caused deaths for Christchurch City.
- Christchurch hospitalisations for self-inflicted injury.
- Self-inflicted deaths for Christchurch City.
- ACC claims data.

## Crime Prevention

The Crime Prevention Coordinating Committee has relied heavily on Police recorded crime statistics in its priority setting and in gathering baseline data. Several projects have been developed on the basis of crime statistics, as demonstrated against criteria 2 and 3. Measures to address alcohol-related violence in the inner city are a good example of a programme developed through collaborative effort, on the basis of an identified and validated need, and actively evaluated through its lifespan against the relevant quantitative data sources.



EVALUATION MEASURES TO ASSESS  
PROGRAMMES, PROCESSES AND  
EFFECTS OF CHANGE.

5





## Key safety achievements in Christchurch City

- Christchurch has a wide range of safety-focused, community-based interventions, many of which are supported by Christchurch City Council along with Central Government funders.
- Coordination and collaboration across all areas of safety has developed considerably since the Safer Christchurch journey began. There is now a much more holistic approach to safety in our city, and this will continue to strengthen as the injury prevention coordinating committee receives more coordination support.
- Safety is an explicit focus in key community documents.
- The 10 traffic-related deaths in 2006 was the lowest total recorded since 1980. In the same period the worst year was 1989, when 44 people died on Christchurch roads.
- Serious road injury numbers fell slightly in 2006, but are still above the 10-year average.

The lead agency in Safer Christchurch, Christchurch City Council, has a commitment through its Strengthening Communities Strategy to by takeing an evidenced- based approach and to establish appropriate accountability and evaluation processes.

Likewise, Safer Christchurch and its coordinating committees also aim for best practice in what they do. They strive to ensure that the things they do to try and make Christchurch a safer place, be these programmes, processes or activities and initiatives, are evaluated and monitored. Earlier sections in this application relating to Safe Community criteria 2 and 3 identify a large number of programmes in place which have been rigorously evaluated. Reports from some of these evaluations are included as appendices to this application.

For the last two years, Safer Christchurch has published an annual report. These have been distributed in an attractive, user-friendly format, providing baseline and progress data alongside documentation of planning for the coming two years. Annual reports track progress against the Safer Christchurch Strategy, the key monitoring tool.

## Road Safety

The Road Safety Coordinating Committee produces a Road Safety Strategy and holds action plan meetings twice a year, informed by Police data, including logged calls to Police, and Land Transport New Zealand data in map form showing locations of crashes. Their planning is guided by crash data, their two key monitoring resources being the Land Transport New Zealand Report, Christchurch City, and Land Transport New Zealand Briefing Notes – Road Safety Issues, Christchurch City, which provides data on the most important road safety issues for Christchurch City each year.

The road safety coordinator works with Christchurch's Cyclesafe coordinator and schools coordinator to also produce an annual report on all community-based road safety initiatives undertaken through funding from Christchurch City Council and Land Transport New Zealand's Christchurch City Council Community Road Safety programme. This report details why each project was delivered, the problem being addressed, how the project was delivered and what it involved, expenses and outcomes. All the city's Christchurch City Council-funded community-based road safety projects have an evaluation component.

## Crime Prevention

The Crime Prevention Coordinating Committee produces an annual plan, based primarily on analysis of Police crime statistics. Police statistics are used to regularly provide an update on how programmes are operating. Initiatives such as the Central City Violence Reduction project and the Igniting Change family violence programme, which came out of the work of the coordinating committee, are monitored through Police statistics in an on-going basis. Other evaluation activities are imbedded within these programmes. Police on a regular basis provide Intel reports to groups, such as the Alcohol Accord Management Committee on police data and hot spots in the city that gives a picture of the current issues.

The following is an extract from the Safer Christchurch 2006-2007 Annual Report, which shows the role of evaluation in one of Safer Christchurch's major crime prevention programmes.

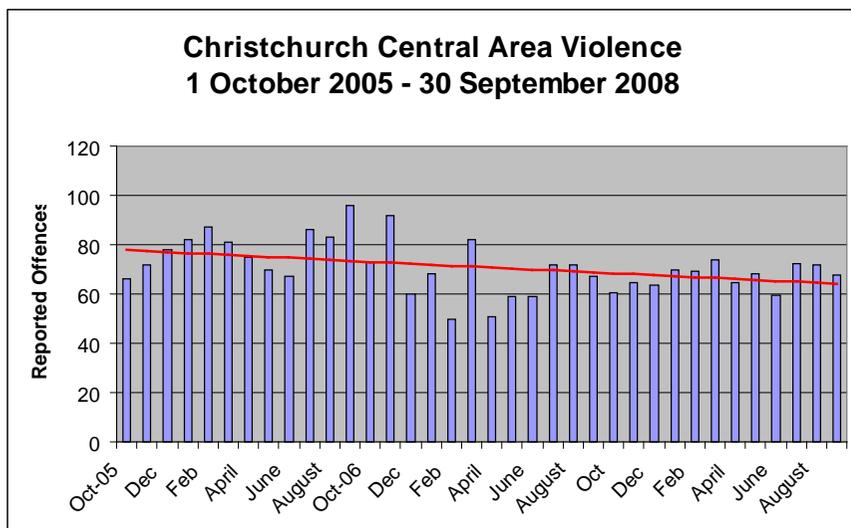
## Community Violence Reduction Project

### Objective:

To reduce alcohol-related community violence in the Central City by 10 percent.

### Baseline Measures for Christchurch:

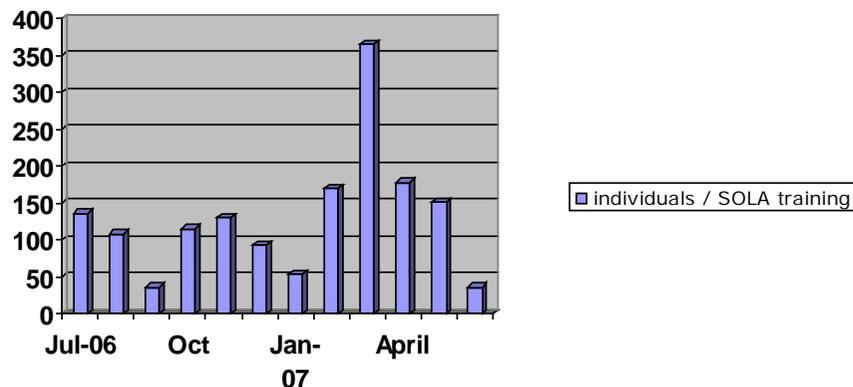
Reported violence offences prior, during and after the pilot Alcohol Accord period



— Projected trend line if Alcohol Accord and supporting initiatives continue  
 — Intervention period of Alcohol Accord

\* reported offences exclude all threat /intimidation and family violence offences

### Sale of Liquor Act training – 2006-2007



### Increase in the perception of safety in the Central City

Perceptions of safety in central city:

- There has been a sharp rise in the proportion of people feeling very unsafe in Christchurch’s city centre after dark since 2004, when only 9 percent felt very unsafe (now 23 percent feel this way). Reasons people feel unsafe: presence of dangerous people (49 percent); media portrayal of crime (20 percent)
- Those aged 65 years and over (63 percent) are more likely to feel unsafe or very unsafe in the city centre than other age groups.

Christchurch City Council Community Outcomes Monitoring Reports

### ***Story behind the baseline***

Christchurch City has a 24-hour Liquor licensing Environment. Currently 52 licensed premises have licenses to operate past 3am. A crime spike was identified in the Central Business District between 2am and 4am. Assaults and other injuries appeared to be linked to intoxicated people migrating between various locations in the inner city.

The Community Violence Reduction Project was established as a joint initiative to reduce alcohol related violence in the central city by 10 percent in the 2005-2006 and 2006-2007 years. The project was funded by the Crime Prevention Unit and the partner agencies, Christchurch City Council, Police and Canterbury District Health Board.

The project employs two part-time staff: a Project Support Officer to develop and implement new initiatives that will seek to reduce community violence, and a Training and Monitoring Support Officer to up-skill licensed premise staff, and security staff around compliance with the Sale of Liquor Act.

#### **Alcohol Accord:**

In October 2006, the six-month pilot of an Alcohol Accord in the Central City was launched. Forty-two central city licensed premises open after 3am on a Thursday, Friday and Saturday night and stakeholder agencies signed the Accord committing to operating a one-way door from 4am, compliance with the Sale of Liquor Act, adequate staff and security staff training, increase in visible police presence, enforcement of the liquor ban, improved late night public transport.

Other signatures to the Accord were DB Breweries, HANZ (Hospitality Association of New Zealand), Ryan Security, First Direct Taxis, Police, Canterbury District Health Board and Christchurch City Council.

The Alcohol Accord was managed by an Alcohol Accord Management Committee comprising representatives of licensees, HANZ, Christchurch City Council, Canterbury District Health Board, New Zealand Police and other stakeholders.

Police changed staffing roster, putting more staff on the streets later at night, and took a zero tolerance approach to breaches of the liquor ban, Excel Corporation-sponsored further rubbish bins around the central city and an education campaign on the liquor ban was run in the central city with advertising on rubbish bins and chalk stencils on the footpath to alert citizens and visitors to Christchurch they were in a liquor ban area.

#### **Evaluation of the one-way-door:**

ACC and ALAC spent \$60,000 to independently evaluate the one-way door initiative as part of the Alcohol Accord.

During the six-month period, there was a significant increase in the number of breaches of the liquor ban and minor disorder offences all attributed to the significant increase of police presence on the street. Taking out breaches of the liquor ban and disorder offences, initial results show a downward trend of alcohol related violence in the central city by 4 percent.

Kirkwood, L. & Parsonage, P. (2007) *Evaluation of the Christchurch City one-way door intervention, final report July 2007*. Alcohol Advisory Council of New Zealand and the Accident Compensation Corporation, ISBN 978-1-877373-40-4, AL451/Jan 08

In June 2006, the licensees through the Alcohol Accord Management Committee, agreed to extend the Alcohol Accord for a further two years.

#### Training:

A training and monitoring support person is employed within the project by Canterbury District Health Board, Community and Public Health to up-skill licensed premise staff and security staff on compliance with the Sale of Liquor Act.

#### Number of people trained:

- Sale of Liquor Act Training - 1127 people trained = 34 institutional sessions.
- Twenty licensed premise in house training sessions.
- Sixty-eight security staff.

#### Monitoring:

- More than 240 formal premise monitoring visits recorded.

#### Funding received from the project:

- \$70,000 from Crime Prevention Unit, Ministry of Justice.
- Canterbury District Health Board - \$15,000 funding and accommodation and employment of the Training and Monitoring support officer, and latterly were contracted to deliver the Project support position.
- Police provided accommodation and supervision for the Project Support position,
- Christchurch City Council provided employment and support for the Project Support position.
- ALAC and ACC funded \$60,000 towards the external evaluation of the one-way-door initiative within the Alcohol Accord.

#### What will be done to improve performance in next two years?

The Alcohol Accord Management Committee and the Community Violence Reduction Project have the following initiatives planned for the next two years to assist with the aim of reducing alcohol related violent crime by 5 percent each year.

- Continued training for licensed premise staff, door staff around the Sale of Liquor Act.
- Continue to support security providers with training and add value to emerging central government issues, i.e. amendment to Security Guard and Private Investigators Act.
- Maintain and expand the Alcohol Accord among licensees in the central city.
- Identify initiatives to work with suburban bars and sports clubs.
- Initiate new information initiatives relating to the liquor ban and personal safety.
- Attend the Alternative Transport Committee meetings to address issues of transport and passenger safety in the central city.
- Write a report to the Christchurch City Council on the 'Walk Wise' initiative recommending the project be developed to increase safety and the perception of safety in the central city.
- Advocate for changes to the Sale of Liquor Act to enable sensible restrictions on liquor promotions and other amendments.
- Address the problem of people drinking in and around public spaces in the central city.
- Undertake initiatives to alleviate intoxication issues associated with party buses.
- Engage with convenience stores selling alcohol in the Central Business District liquor ban area.
- Ensure the continued support of the three liquor licensing agencies working together and co-locating.
- Provide on-going input into Crime Prevention through Environmental Design issues in the central city.
- Support the national cultural change programme (ALAC) through local social marketing initiatives.





ONGOING PARTICIPATION IN NATIONAL AND  
INTERNATIONAL SAFE COMMUNITIES NETWORKS.

6





Christchurch City has pioneered coordination of road safety and crime prevention efforts through its long standing Road Safety Coordinating Committee and as a pilot site for a Safer Community Council in the 1990s. Establishment of Safer Christchurch, and of the Injury Prevention and Crime Prevention Coordinating Committees, were logical steps in a journey that has involved participation in a wide range of safety-focused networks. The work has been put into securing funding to employ a full-time Injury prevention Coordinator for Safer Christchurch, a position to greatly strengthen Christchurch's capacity to actively engage in the full range of safe community networks on offer, for the betterment of safety in our city.

Supporting safety and injury prevention through collaboration and coordination is an explicit goal of Safer Christchurch, targeted through the objective to *ensure that there are collaborative relationships built between central government, local government, iwi, non-government organisations and the community sector.*

For Christchurch, gaining accreditation as an International Safe Community is important because the Safe Communities model has been nationally and internationally proven as an effective intervention to both promote safety and reduce the injury burden.

Safe Communities is a World Health Organisation (WHO) concept that recognises safety as a 'universal concern and responsibility for all'. This approach to safety promotion and injury prevention encourages greater cooperation and collaboration between non-government organisations, the business sector, central and local government agencies, and creatively mobilise local community members to action. The WHO Safe Communities

model creates an infrastructure in local communities to address injury prevention initiatives through the building of local partnerships. It also offers the opportunity to connect local communities, like Christchurch, and the safety-focused initiatives within them to similar initiatives internationally, sharing knowledge and expertise and working together towards better community outcomes.

In order to be designated as an International Safe Community, Christchurch has strived to meet WHO criteria.

Safer Christchurch maintains regular contact with the following Safe Communities:

- Safe Waimakariri
- Safe Waitakere
- Safe City Wellington

Safer Christchurch has benefited from participation in the Safe Community network through use of New Zealand Safe Community Foundation data and resources in its planning, and attendance at the 2007 Workshop for the International Safe Community Network in New Zealand.

Christchurch has had opportunities to share its Safe Community experiences through the following:

- The annual National Road Safety Coordinators Conference and the South Island Coordinators meeting.
- Local Government Conference.
- Local Government Community Safety Conference.
- Crime Prevention Unit Regional Forums.

The following are just a small sample of a wide range of networks within which Safe Christchurch members belong and share knowledge and experiences relating to safety:

- Christchurch Social Policy Interagency Network (CSPIN)
- Social Service Providers Aotearoa
- MSD Combined Funders Forum
- Combined Funders Forum
- Ministry of Youth Development Network
- Strengthening Families local management groups and also Stronger Communities - the wider overarching Strengthening Families governance group
- Community Violence Reduction Project Team
- Liaison on Alcohol and Drugs (LOAD)
- Canterbury Abuse Intervention Project (CAIP)
- Elder Abuse Practitioners' Group
- Neighbourhood Support Canterbury
- Disabled Persons Assembly
- Refugee and Migrant Forum

Christchurch's Road Safety Coordinator is a leading expert on community-based road safety interventions, participating nationally in road safety in the following ways:

- Member of the IPENZ Transportation Group National Management Committee, 1994-1997 and 2003-2006.
- Founding member of the Road Safety Co-ordinators' Executive.
- Member of TRAFINZ Executive 1994-2005.
- Member of the Safety Audit Working Group, convened by Transfund.
- Member of the Safety (Administration) Programme Review Group convened by Land Transport Safety Authority.

The Road Safety Coordinator has recently developed a resource for Safer Routes projects, published by Land Transport New Zealand in 2006, and worked on a study for part one of developing Cycle Training Guidelines for New Zealand, also published in 2006. In September 2007, Christchurch's Road Safety Coordinator, the Police Road Safety Manager, Community and Public health and AA Canterbury were each presented with awards by the Canterbury SADD students in recognition of an outstanding contribution to road safety.

Safer Christchurch and its partners have made presentations at a wide range of community meetings, conferences, seminars and community events, sharing what is happening in our city in terms of safety enhancement and crime, crash and injury prevention. Presentations have highlighted not only the structure and strategy for Safer Christchurch but also specific projects under the Safer Christchurch umbrella. Public awareness locally enables other people to become involved and presentations nationally allow for sharing of ideas and best practice.

The following are just some examples of local dissemination of Safer Christchurch's safety messages:

- Participation in the Police display at the Canterbury Agricultural and Pastoral Show, 2007; the theme was Safer Christchurch, and the Igniting Change family violence project was showcased.
- A road safety display by Environment Canterbury and Christchurch City Council at the Canterbury A&P Show each year provides road safety information to the community with a focus on alcohol, speed, intersections and fatigue.
- White Ribbon Day - in partnership with Child, Youth, and Family and the Family Safety Team, the Igniting Change team distributed white ribbons, which represent men standing up against violence towards women, and the Igniting Change wristbands in the central city area. There was a lot of interest in the white ribbon message and the Igniting Change campaign.

- A Christmas tree was entered in the annual Christchurch City Council Christmas tree competition. The theme was Year is Remembrance; the tree was decorated with angels representing each person who had died as a result of family violence since 2005. The Christmas tree was voted best tree and the project won \$1000 of radio advertising.
- The Safer Christchurch Strategy was made widely available to the community through the Christchurch City Libraries following its launch.
- Alcohol Accord newsletter is regularly produced and distributed to licensed premises in the central city.
- Regular media releases are produced, particularly around the Community Violence Reduction Project.

Effort has been put into development of a strong Safer Christchurch brand, aimed at enhancing public awareness of Safer Christchurch and its initiatives.

The following safety-focused conferences are just a small sample of a vast number that have been attended by Safer Christchurch members in the past few years:

- Australasian Conference on Child Abuse and Neglect (ACCAN), Gold Coast 2007, Wellington 2006 and Sydney 2004.
- Social Service Providers Aotearoa annual conferences, Palmerston North 2007, Invercargill 2006, Auckland 2005, Wellington 2004, Christchurch 2003 and Auckland 2002.
- NZ Adolescent Health and Development Conference (NZAAHD).
- Male Survivors of Sexual Abuse world conference attended New York 2007 and UK 2005.
- Taranaki Safer Centre Conference. New Plymouth 2006.
- Child Protection Studies annual tutor hui, Wellington 2007, Rotorua 2006 and, Hamilton 2005.
- Trafanz conference 2007 and earlier years.
- Cycling Conference 2007 and earlier years.
- Walking conference 2004 and earlier ones.
- Road safety conferences every year until 2007, when it was joined with TRAFINZ.
- 15<sup>th</sup> International Safe Communities Conference April 2006 – Creating a Safer Environment.





ACCIDENT COMPENSATION CORPORATION

Safe Communities Foundation New Zealand  
PO Box 90640 Auckland Mail Service Centre  
Auckland 1030

Dear Safe Communities Foundation,

**LETTER OF SUPPORT FOR Christchurch City Council**

This letter is in support of the Christchurch Communities bid to be accredited as a World Health Organisation (WHO) safe community.

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. Our goals are to prevent injury, to provide the best treatment and care if injury occurs, and to quickly rehabilitate people back to work or independence.

The Christchurch branch provides services to the Canterbury Region including four local authorities of which Christchurch is the largest. Between the years 2006 and 2007 ACC put back into the whole of Canterbury \$213.2 million in total weekly compensation claims, for 25,161 people. ACC's goal is to reduce the incidence of serious injuries, their severity and their costs to all New Zealanders.

ACC has six Injury Prevention Consultants working in collaboration with Canterbury community groups, employers and is a strong supporter of the Safer Christchurch Interagency group.

On behalf of ACC, we fully support and applaud the effort to gain a WHO Safe Community accreditation for this community.

Yours sincerely,

Heather Rivett  
Injury Prevention Team Manager



Lois McKay  
ACC, Branch Manager, Christchurch





**CHIEF EXECUTIVE'S OFFICE**

Tel: (03) 364 4170  
Fax: (03) 364 4101  
E-Mail: [chieftel@cdhb.govt.nz](mailto:chieftel@cdhb.govt.nz)

25 March 2008

**To Whom it May Concern**

This letter supports the application being put forward by Safer Christchurch Interagency Group on behalf of Christchurch, New Zealand, to become an accredited World Health Organisation Safe Community.

The Canterbury District Health Board (CDHB) is the provider of a large range of health and medical services to the people of the Canterbury province of which Christchurch is its urban centre. The CDHB values being part of the Safer Christchurch Interagency Group. Our involvement in this Group provides an effective way for us to share the responsibility for promoting, protecting and improving the health and wellbeing of our population across a diverse range of organisations, and, as part of this, to contribute to safe social and built environments.

Health is demonstrably sensitive to the social environment. Communities that are safe, give people a sense of belonging and of being valued, are likely to be healthier places than those where people feel unsafe and excluded. Improving the social environment helps people feel more valued and supported, and will contribute to their health, especially their mental health. Furthermore, well-planned built environments create safer social spaces, as well as providing opportunities for active transport.

The CDHB collaborates on many fronts with the various organisations of the Safer Christchurch Interagency Group. Information sharing, joint planning, measuring outcomes and optimising resources characterise these collaborative activities. Collaboration for positive health outcomes that we cannot achieve alone and in areas of common interest also occurs.

Some examples of recent collaborations in which the CDHB has been involved in with the organisations of the Safer Christchurch Interagency Group are:

- The CDHB is an active member of the Interagency Group and contributes to it on a regular basis.
- The CDHB, along with most of the organisations in the Group, is also part of the Healthy Christchurch initiative. All of us recognise that a healthy city is a safe city and share information and projects
- Minimising alcohol-related harm through joint Christchurch City Council, Police and CDHB initiatives.

DEO 2008/004

Canterbury DHB  
PO Box 1600, Christchurch, New Zealand





10 April 2008

Mr Bob Parker  
Mayor  
Christchurch City Council  
PO Box 237  
CHRISTCHURCH

Dear Bob

#### **WHO ACCREDITATION FOR CHRISTCHURCH CITY COUNCIL**

The Crime Prevention Unit (CPU) supports the Christchurch City Council's application for WHO International Safe Community accreditation.

The CPU is the primary adviser to government on crime reduction policy and practice and we promote, support and fund best-practice community based crime reduction initiatives.

The CPU's goal is to work in partnerships to reduce crime and create safer communities. We work collectively with government and non-government agencies to develop solutions that achieve real and measurable outcomes; promoting the accurate identification of local crime problems and community safety priorities and supporting evidence based crime reduction activity.

Christchurch has a number of significant crime and victimisation issues e.g. high rates of alcohol related harm and violence.

The CPU and the Christchurch City Council (CCC) have worked closely over many years and have developed a close and effective relationship to deliver community based crime prevention initiatives and safer city programmes which target alcohol related crime and disorder.

The CCC has also built up a strong interagency approach with justice and social sector agencies from Police, liquor licensing bodies, Health and Justice to deal with a range of crime and safety issues. These include strategies and responses to community development, road safety issues and crime prevention.

The CCC has led the building of robust processes to improve information sharing, shared decision making and problem solving processes.

CPU views the International Safe Community Accreditation for Christchurch City as an endorsement for the great work the CCC has been involved in, in promoting community safety programmes and messages.

The accreditation will highlight Christchurch city leaders' work in improving safety for residents and visitors under the CCC Community Outcomes and Long Term Council Community Plan.

PO Box 180, Wellington, New Zealand  
Telephone: +64-4 918 8800 Fax: +64-4 918 8200  
[www.justice.govt.nz](http://www.justice.govt.nz)

Christchurch continues to experience high levels of offending and victimisation and the CPU supports the City's ongoing commitment to leading a partnership in response to these problems.

The CPU fully supports the Christchurch City Council in seeking WHO International Safe Community Accreditation.

Yours sincerely



Jeremy Wood  
Director  
Crime Prevention Unit



SM 087

31 March 2008

#### **TO WHOM IT MAY CONCERN**

The Canterbury Police has developed a strong relationship with the Christchurch City Council and this is now being reflected in our support and commitment to the application for designation of Christchurch City as an International Safe Community by the World Health Organisation.

Community safety, and reassurance are critical components of policing and this opportunity for accreditation is critical in developing a network of organisations working towards a goal of Safer Communities Together.

The Canterbury Police have had a long involvement in the Safer Christchurch Interagency Group and have been represented in the Christchurch Road Safety Co-ordinating Committee, Injury Prevention Co-ordinating Committee and the Crime Prevention Co-ordinating Committee. The Police utilise the Community Board structure where Police Management and key staff will regularly address these Boards on matters of safety and prevention.

The Christchurch Social Policy Interagency Network has been a critical component in developing strategies around social issues, using the Police and other agencies at a strategic level. The Christchurch City Council is well represented on this group and have played a critical part over the last few years.

The Christchurch City Council and the Canterbury Police have developed a strong relationship where we have been engaged in joint planning, implementation of strategies, information sharing and joint decision making that has enabled a collaborative leadership around safety.

In recent times a number of initiatives and projects have been worked on together and examples of these are as follows:

- "Stopping Distance Events Programme" - to educate drivers on stopping distances and to encourage them to slow down.
- "Parents as Role Models" - to make parents aware of the positive impact of modelling positive driver behaviour.
- "Slingshot Seatbelt Campaign" - to improve the seat belt wearing rate in Christchurch.
- "Crash and Bash Roadshow" - aimed to reduce drink driving especially among young drivers.
- "Share the Road Campaign" - aimed to raise awareness of other road users.
- "Fire Safe Schools" - to educate children on the dangers of unsafe fire play.
- "Community Watch" - this is an initiative aimed at volunteers working with Police to contribute to reducing crime and crashes in Christchurch. Volunteers are primarily involved in deployment to "hot spots" utilising surveillance techniques.
- "Christchurch Youth Work Project" - this is a joint project between Police and Christchurch City Council Youth Workers targeting "at risk" youth.
- "Neighbourhood Week" - aimed at encouraging participation in Neighbourhood Support.

**NEW ZEALAND POLICE CANTERBURY DISTRICT HQ**  
Cnr Hereford St/Cambridge Tce, Christchurch, P.O.Box 2109  
Telephone: NZ (03) 363-7400; Fax (03) 363-5619

- "Igniting Change" - this is an initiative aimed at education and stopping violence against women and children.
- "ACTIS" - an initiative aimed at safety and community wellbeing for the community of Atanu.
- "Neighbourhood Support Canterbury" - working with neighbourhoods to encourage safety and crime prevention networks.
- "CPTED" - this is a tool for preventing the incidence of crime through making changes to the environment.
- "Addressing Noise and Safety Issue of Street Racers" - this is a joint programme looking to improve the quality of life of residents in Christchurch due to the impact of boy racer activity.
- "Junior Neighbourhood Support" - aimed to promote pride, safety and community spirit amongst the children of Christchurch.
- "Strengthening Communities Project Phillipstown" - aims to impact on graffiti and vandalism in the community of Phillipstown.
- "Liaison with Christchurch's Asian Communities" - utilising the Police Community Asian Liaison Officer to develop the relationship between Police and the Asian Community.
- "Small Business Crime Prevention Project" - aims to educate and provide crime prevention to owners of small businesses who have been subjected to crime.
- "Family Safety Team" - primarily undertaking systemic gaps with family violence in the Christchurch area.
- "Fire Awareness" - aims to reduce the incidence of fire crime through a combined approach.
- "Community Violence Reduction Project" - this is a joint initiative to reduce alcohol related violence in the central city.
- "He Waka Tapu" - a violence abuse intervention programme.
- "Youth Friendz Camp" - aims to work with young refugees to enhance relationships with Police and other agencies.

Police value the strong partnership with the Christchurch City Council who have been a significant leader in reducing crime and crashes in the Garden City of Christchurch.

The Canterbury Police are pleased to support Christchurch City Council in its bid for World Health Organisation Safe City Accreditation.

Yours sincerely



Superintendent Dave Cliff  
District Commander  
Canterbury



31 March 2008

Ref: 8764562

Robyn Steele  
Christchurch City Council  
PO Box 237  
CHRISTCHURCH

To Whom it may concern:

#### **WORLD HEALTH ORGANISATION ACCREDITATION**

Land Transport New Zealand is a Crown entity governed by a Board appointed by the Minister of Transport.

Land Transport New Zealand provides a vital connection between transport policy making and the operation of the land transport sector. Close working relationships are maintained with: the Ministry of Transport, which is responsible for leading the development of strategic transport policy and monitoring performance of the sector's Crown entities; the NZ Police, which provides a range of road policing services and with 'approved organisations', including Transit New Zealand (Transit), regional councils and territorial local authorities, which are responsible for implementing transport projects and other activities funded through the National Land Transport Programme (NLTP). We also have direct links to the public, who use and interact with land transport.

Land Transport New Zealand's statutory objective is to:

"Allocate resources and to undertake its functions in a way that contributes to an integrated, safe, responsive, and sustainable land transport system"

In doing so, we must also exhibit a sense of social and environmental responsibility and operate in close partnership with key transport sector stakeholders.

The Land Transport Management Act 2003 charges Land Transport New Zealand with the twin responsibilities of promoting land transport sustainability and safe transport on land.

In pursuing these responsibilities, we will:

**National Office**  
7 Waterloo Quay  
PO Box 2810  
Wellington 6140  
New Zealand  
Telephone 04 931 8766  
Fax 04 931 8701  
[www.landtransport.govt.nz](http://www.landtransport.govt.nz)





26 February 2008

**To Whom It May Concern**

I am writing in support of the application by Safer Christchurch for accreditation as a World Health Organisation "Safe Community".

Christchurch does have a history of positive working relationships between central government, local government and the community provider sector.

The Safer Christchurch initiative has actively supported the formalisation of these positive working relationships through joint planning and programmes.

The Safer Christchurch initiative is one of three key intersectoral fora servicing the region, with the active participation of senior central government, elected officials of local government and senior managers within the community provider sector.

Family and Community Services has communities and the families within them as its key focus. Our organisations focus on communities, in particular, benefits significantly from the Christchurch Safer initiative, its membership and plans for joint common action.

I am the Regional Manager of Family and Community Services southern region on coverage includes all of the South Island. The Christchurch Safer initiative stands as a positive example of best practice collaborative planning and action within the region.

Yours sincerely

**Denise Kidd  
Regional Manager - Southern**

Contact Details

Phone 03 963 2369 or 03 963 2381

Email [denise.kidd003@msd.govt.nz](mailto:denise.kidd003@msd.govt.nz)



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## Appendices

### Criteria One

- 1.1 Safer Christchurch Strategy
- 1.2 Christchurch City Council LTCCP
- 1.3 Christchurch Road Safety Strategy
- 1.4 Terms of reference – Safer Christchurch Inter-Agency Group
- 1.5 Terms of reference – Crime Prevention Coordinating Committee
- 1.6 Terms of reference - Road Safety Coordinating Committee
- 1.7 Terms of reference – Injury Prevention Coordinating Committee
- 1.8 Agendas & minutes

### Criteria Two

- 2.1 Parents as Role Models
- 2.2 Stopping Distance Demonstrations
- 2.3 Roadshow Trust
- 2.4 Beach Education
- 2.5 Caring Callers
- 2.6 Community Watch
- 2.7 Canterbury Youth Workers' Collective
- 2.8 CPTED resources
- 2.9 Elder Abuse Prevention
- 2.10 Junior Neighbourhood Support
- 2.11 Neighbourhood Support

### Criteria Three

- 3.1 Stairgate Falls Prevention Project
- 3.2 Early Start evaluation
- 3.3 Kindergarten Falls Prevention Project
- 3.4 Small Business Crime Prevention Project
- 3.5 START inc.
- 3.6 Street Work Project evaluation

### Criteria Four

- 4.1 Injury Morbidity and Mortality Data – Christchurch, CPH, CDHB, October 2006
- 4.2 LTNZ Road Safety Briefing Notes – Road Safety Issues – Christchurch City
- 4.3 SCFNZ Fact sheets 9 & 10
- 4.4 Safer Christchurch Annual Report 2005-06
- 4.5 Safer Christchurch Annual report 2006-07
- 4.6 Annual Road Safety Reports 2002-03, 2004-05 and 2005-06
- 4.7 Canterbury Water Safety Education Strategy
- 4.8 LTNZ Report, Christchurch City

### Criteria Five

Refer Criteria 2, 3, 4 Appendices

- 5.1 Kirkwood, L. & Parsonage, P. (2007) *Evaluation of the Christchurch City one-way door intervention, final report July 2007.*

### Criteria Six

- 6.1 Conference report – Robyn Steel
- 6.2 Safe Communities Conference 08 promotional material and programme
- 6.3 Selected injury prevention, crime prevention and road safety locally-produced promotional material

