



# Safer Central Hawke's Bay Application for Reaccreditation 2018

As an international safe community under the Pan Pacific safe communities network



Cover photo courtesy of Tim Whittaker Photography.

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## Contents

Message from Mayor Alex Walker	1
Message from Safer CHB Chair Kate Luff	2
Criteria 1: Leadership and Collaboration: <i>Demonstration of leadership by governance group focused on improving community safety</i>	3
Criteria 4: Data Analysis: <i>Analysis of available safety (injury, violence, crime and perception) data for your community/ region and strategic alignment</i>	9
Criteria 2: Programme Reach: <i>The range and reach of community safety programmes operating throughout your community/ region, including an indication of the extent to which they are based on proven or promising intervention strategies</i>	18
Criteria 3: Priority Setting: <i>Demonstration of programmes that target and promote safety for high risk/ vulnerable groups and environments</i>	27
Criteria 5: Evaluation: <i>Outline of expected impacts and how they are being measured or evaluated</i>	38
Criteria 6: Communicating & Networking: <i>Demonstration of community engagement with relevant sectors of your community/ region and ongoing participation in local, national and international Safe Communities networks is required</i>	40
Appendices	44

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## Message from Mayor Alex Walker

The people of Central Hawke's Bay are proud of the strength of our community.

Rural small town values tie us all together very strongly and the work of Safer CHB is an important part of that glue. Our team is connected to a huge number of community groups and social service agencies that reflect both how important our community sees this kaupapa but also how powerful the collaborative model can be.

Central Hawke's Bay is a rural place – with all the pleasures and challenges of outdoor life. We also reflect the demographic trends of the whole country with our quickly growing retired population. Keeping our family close, safe and healthy is important to us. The expansion of workstreams in Safer CHB has been a positive move and incorporates support and actions across many parts of our community – from young to old, urban to rural.

I am incredibly proud of the difference that Safer CHB is making in our community and proactively promote, champion and encourage them and their work.



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## Message from Safer CHB Chair Kate Luff

It is with great pleasure that we submit our application for reaccreditation as a Pan Pacific Safer Community

Safer CHB has provided cohesion and collaboration across the spectrum of agencies that work with families and community. We believe that the strength of our coalition is in the weaving of the individual threads of community agencies and groups into a cohesive whole.

I believe that we have – as hoped for by Malcolm Byford, foundation Chairperson of Safer CHB, in our original application five years ago – become a living example of the change we want to see in the world. We work together, we look out for each other and we've created a safe place to be.

Ghandi also said "action expresses priorities". Within our coalition we have given life to our priorities with the will, energy, time and resources of the whole group. Working together, our Coalition members have made a collective impact on areas that are important to our community, such as family violence, and wellbeing of older people.

The priorities we identified five years ago are still important now, according to both the data and what people are telling us. Alongside, this, new issues have been identified, to which we have responded.

We have also always been mindful that the societal factors that affect safety and wellbeing, such as misuse of alcohol, isolation and depression, reach into all aspects of the lives of our citizens. So we have always taken a holistic view of injury prevention, knowing that raising awareness of any one of these issues will have an impact across many of our priority areas.

We believe that it is important to our ongoing success that we are part of a wider national and international network of communities that are focussed on a community development approach to safety and wellbeing. For this reason, we look forward to hosting SCFNZ in April and completing our reaccreditation.



## Criteria 1: Leadership and Collaboration: *Demonstration of leadership by governance group focused on improving community safety*

Central Hawke's Bay was accredited with Pan Pacific certification in June 2012 becoming the 22nd Safe Community in New Zealand and number 110 in our Pan Pacific region.



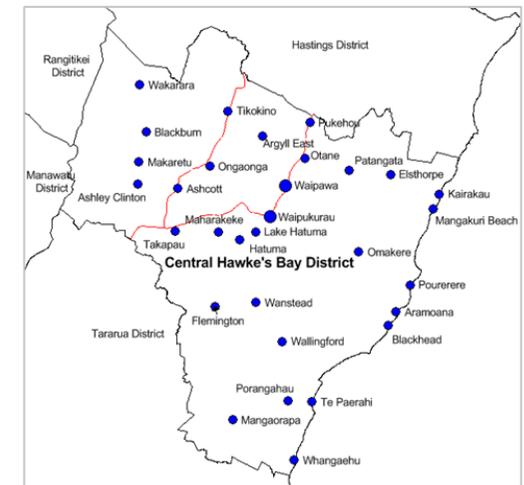
SCFNZ Member George Fairburn hands over Central Hawke's Bay plaque to Mayor Peter Butler.

### Community Description

Central Hawke's Bay District covers an area of 333,450 hectares and includes the area from Pukehou-north to Takapau-South and from the western Ruahine ranges to the eastern coast. The Central Hawke's Bay district sits within the tribal area of Ngāti Kahungunu Iwi, the second largest tribal rohe (area) in the country. Te Taiwhenua O Tamatea (Central Hawke's Bay district) is one of six Taiwhenua within the Ngāti Kahungunu Iwi rohe (area).

Each of the four corners of the district has a marae. These are: Pukehou, Kairakau, Rongo Maraeroa (at Porangahau) and Rakautatahi (at Takapau).

There are two main towns in Central Hawke's Bay – Waipukurau and Waipawa – with a number of smaller townships including Otane, Takapau, Tikokino, Porangahau and Ongaonga; as well as several beach townships including Kairakau, Pouterere, Aramoana, Blackhead and Te Paerahi and Whangaehu. Just under half of the population of the district live in urban areas.



The Central Hawke’s Bay population sits at 13,450 (Source MBIE 2015) up from 12,720 in 2013. 22.2% of the total population identify as Māori and just over 20% of people are under the age of 15 years.

The table below shows little change in population throughout the district during the period 2006-2013.

Location	2006 (used in 2012 accreditation document)	2013
Elsthorpe/Flemington area unit	3,039	3,024
Tikokino area unit	2,715	2,730
Waipawa area unit	1,928	1,983
Takapau area unit	513	522
Waipukurau area unit	4,005	3,741
Otane area unit	516	537
Porangahau area unit	240	195
<b>Central Hawke’s Bay</b>	<b>12,057</b>	<b>12,720</b>

The Māori population of Central Hawke’s Bay also remains stable as does the population of those aged 24 years and below. The population of those aged 65 years and over is increasing, and currently stands at 21% of total population which is expected to increase to around 30% by 2018 and 35% by 2038.

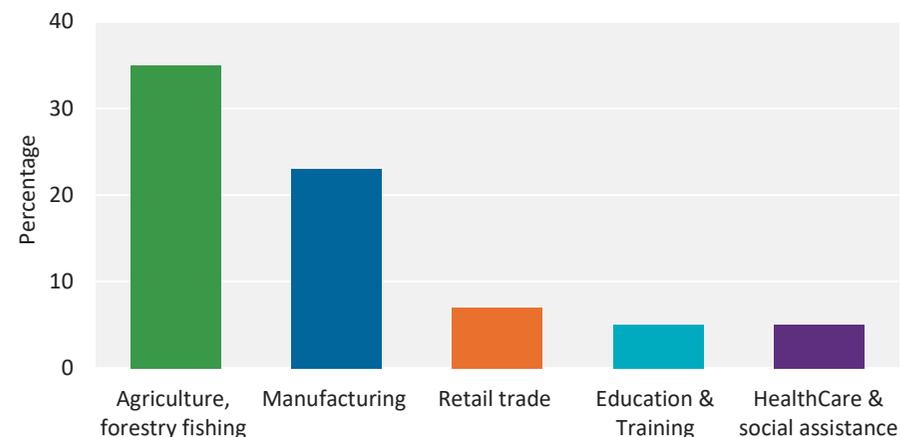
Description	2006	2013
Māori	2,697   20.8%	2,706   21.3%
Aged 24years and below	4,414   34%	3,906   30%
Aged 65 years and above	1,722   13.3%	2,199   17.3%

The Central Hawkes’s Bay economy is based on the agricultural and horticultural industries and the associated secondary processing sectors. Rural economic activity accounts for the vast majority of the total district land area and pastoral farming and associated cropping account for most of the total rural production land.

Primary production and commercial/ business services account for over 80% of all businesses in the district, with sheep/beef/grain farming accounting for the highest proportion of total agricultural sector business numbers. The district has a limited base of manufacturing businesses. Grape-growing, mixed sheep/beef and dairying enterprises have increased in number noticeably during the past ten years. The dominant manufacturing activity is meat processing, followed well behind by log sawmilling, and the manufacturing of fabricated metal products and plant and equipment. The district also has a predominantly small business profile.

The graph below indicates the top five industries as at February 2013.

**Top Five Industries**



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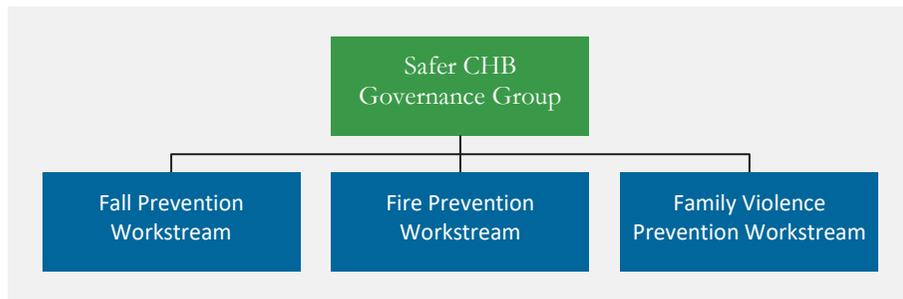
## Structure & Function

The Safer CHB Coalition is made up of representatives from government, non-government and community organisations within the district.

The Safer CHB Governance group oversees the Safer CHB programme. This group works on strategic and operational activities with a clear programme of work that aligns with the requirements of the Safer Communities accreditation programme. The Safer CHB governance group meets bi-monthly. Workstreams are established around priority areas that have been identified by Safer CHB partner organisations and community consultation. Membership and frequency of meetings is driven by each workstream.

See **Appendix One** for a sample of the Safer CHB Governance group's agenda and minutes.

### Partnership Structure at Accreditation



At accreditation in June 2012, the structure of Safer Central Hawke's Bay was as above.

Since 2014 there have been five working groups that have been consistently involved in the Safer CHB model. They are Fire, Falls, Violence Intervention, Youth and Suicide Prevention (raised as a priority with working group established in 2014). Every year the stakeholder involvement has increased and the action plans have evolved pending the community needs and stakeholders. The structure changed in 2015, see diagram below. The new structure addressed the issue of stakeholders being involved in multiple working groups. Having two central sub groups i.e. Safer Homes and Safer People ensured more effective collaboration between the stakeholders and with respective action plans.

2015, has seen the inclusion of two other working groups, Street by Street and Positive Ageing. The Street by street working group and the various stakeholders function over the summer periods, promoting services and agencies involved with creating a Safer CHB. Positive Ageing meet bi monthly and address the community needs and form another collective of vested stakeholders.

## Current Partnership Structure

The 2015 and current Safer CHB model with two main focus areas and multiple action groups.



See **Appendix Two** for a list of Safer Central Hawke's Bay coalition partners.

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The Central Hawke's Bay District Council has been very supportive of Safer CHB since accreditation in 2012. Recent elections have seen a number of newly elected councillors and Mayor Alex Walker and Chief Executive Monique Davidson have committed to the Safe Community re-accreditation and to the work of its Council supported coordinator.

The Central Hawke's Bay District Council has recently adopted the CHB Community Wellbeing Strategy, which includes the Safer CHB Action Plan. The strategy provides a framework for decision making and prioritisation of social issues or areas of greatest need within the District. The strategy give Safer CHB the ability to advise and advocate directly to the CHB District Council Community Development Committee.

We have received letters of support from the following organisations:

- Accident Compensation Corporation
- Connecting for Youth Employment
- DOVE Hawkes Bay
- Fire and Emergency New Zealand
- Hawkes Bay Civil Defence Emergency Management
- Hawkes Bay District Health Board
- Hawkes Bay Red Cross
- Napier Family Centre
- New Zealand Police
- Roadsafe Hawkes Bay
- Sally Phelps
- St John

See **Appendix Three** for copies of the Letters of Support.

## Coordination

The position of Safe Communities Coordinator has been co funded by the Central Hawke's Bay District Council (CHB District Council) and ACC. The funding from ACC is allocated on the basis of population and the CHB District Council has received \$10,000 annually since 2012. This ACC funded ceased in June 2017 as the CHB community had reached 5 years of support and is aiming for reaccreditation by March 2018.

CHB District Council now employs the Coordinator full-time, which incorporates the Safer Communities coordination as well as other community development duties.

The coordinator role is managed by the CHB District Council Chief Executive and is also supported by ACC personnel and by the Safe Communities Foundation of New Zealand personnel. The current coordinator has significantly lifted the performance of both the role and of the collaborative coalition.

See **Appendix Four** for the Safe Community Coordinator Job Description.

## Working/Steering groups

There are established work streams that reflect the Strategic Plan and were established in response to the injury data at the time of accreditation (2012). As a result of community consultation we have made sure that we are responding to the community call for action on issues that might not have strong data to indicate an issue, but which the community perceives to be really important. By doing this we feel confident that the community will have more 'buy-in' to community safety in the broadest sense and will want to join us on our journey.

## Strategic Plan

Safer CHB's strategic plan was developed in 2012 and reviewed and updated in 2017. In both instances working parties were formed to develop the strategies before seeking the input and adoption from the other coalition members. Where current data is available, this has fed into the groups strategic planning. 25 member organisations signed the founding Memorandum Of Commitment in 2012. Three groups are no longer represented due to their organisations no longer being in operation and five new organisations have been added, bringing the current number of organisations to 27.

## Vision: Central Hawke's Bay – A Safe Place To Be

### Underlying principles:

- Safety is a fundamental human right
- Safety is a shared responsibility
- Safety is an attainable aspiration

(Safer Communities Foundation NZ)

### Our values (what we stand for):

- Collaboration and coordination for collective action to have stronger impact
- Results – Use best data available to evaluate whether people are safer
- Gathering and sharing information on injury trends, priorities and programmes
- Commitment and motivation to promote safety within organisations and throughout the community
- Advocacy with an equity lens – bringing an awareness of the needs of vulnerable and marginalised groups in our community
- Sustainability – community ownership and leadership

A full copy of the Safer CHB Strategic Plan can be found in **Appendix Five**.

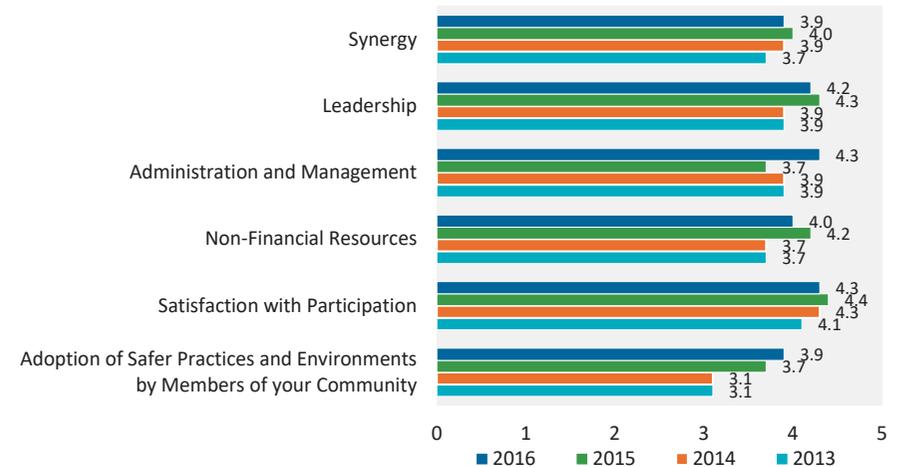
### Safe Communities Annual Survey

Safer CHB has participated in the annual SCFNZ Self-Assessment survey since 2013. The results are shared with all members of the coalition and used as an opportunity to strengthen our leadership.

The 2016 summary results reported that: "Overall scores for most dimensions in 2016 sit in the Target Zone. Synergy and Adoption of Safer Practises and Environment by Members of your Community, sit in the Headway Zone.

Analysis shows that Central Hawke's Bay has maintained high levels of synergy. It is impressive to see such high levels achieved in all aspects, this is to be commended. Congratulations to all involved."

A summary of outcomes for the dimensions measured is provided below:



## Sustainability

Central Hawke's Bay is very proud to be an accredited Safe community and is committed to continuing the successful Safer CHB programme. As part of this commitment 27 agencies have signed a Memorandum of Understanding.

The position of Safer CHB Chair is currently held by Kate Luff who lives in CHB and who has previously worked in a number of roles in the district. We plan to keep a local identity leading the work of Safer CHB. All Safer CHB Chairpersons have engaged with Council personnel to gain their continued support for the work being developed and delivered in the community. The Safer CHB Chairperson and Coordinator regularly report to council meetings on the activities of the coalition.

Safer CHB is a council mandated/ community led coalition. The CHB District Council employ a Community Development Coordinator whose role includes the coordination of Safer CHB. The CHB District Council has increased the hours of the Community Development Coordinator from 20 to 40 hours per week and this is reflected in the council's annual plan.

Community led workshops will encourage continued participation.

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## Criteria 4: Data Analysis: *Analysis of available safety (injury, violence, crime and perception) data for your community/ region and strategic alignment*

The Central Hawke's Bay population sits at 13,450 (Source MBIE 2015) up from 12,717 in 2013. 22.2% of the total population identify as Māori and just over 20% of people are under the age of 15 years. Currently 21% of the population are aged 65 years and above however this is projected to increase to around 30% by 2018 and 35% by 2038.

This district is not immune to the national economic pressures and data shows us the Central Hawke's Bay has some concerning statistics. The information below gives us an indication as to where we sit within the wider regional and national framework:

- The district experiences a higher level of social-economic deprivation than the country as a whole, with residents having a median personal income of \$26,700 compared to \$28,500 nationally
- 10% of residents live in areas assessed as being among the 20% most deprived in the country
- 27% of people in Central Hawke's Bay live in New Zealand's most deprived areas (Deciles 9 and 10)
- Hawke's Bay has one of the highest rates of family violence with police being called to over 6000 family violence incidents every year. Research shows that family violence is underreported by as much as 75%.

- Central Hawke's Bay population projections show a predicted increase of residents over the age of 65. Currently 21% of people residing in the district are 65 years and above with this set to rise to 30% in 2018 and 35% in 2038
- Falls hospitalisations of people 65+ are increasing and are high compared to the Hawke's Bay average

The recent 2014 Hawke's Bay Health Equity report also raised a number of concerning health statistic's including:

- One in four adults in Hawke's Bay is a hazardous drinker and alcohol is a factor in assaults, other offences and deaths in Central Hawke's Bay
- One quarter of Māori deaths are preventable and it will take at least 50 years to reach equity if life expectancy between Māori and non-Māori if current trends continue

\*Data Sources: 2013 Census, Statistics New Zealand, Ministry of Social Development, HB Health Equity Report

In a number of areas, the ACC data for Central Hawke's Bay shows that the area is generally trending in the right direction. However Central Hawke's Bay is still above the national average in the number of claims and in the moderate to serious cost injury claim rate and continues to trend upwards.

# Central Hawke's Bay District Injury Comparison Report - Community Profile



## Top Line Overview for 2014/2015<sup>1</sup>

Central Hawke's Bay District		5 YR TREND	NZ	Central Hawke's Bay District		5 YR TREND	NZ
Population	13,450	▲	4,393,700	Number of days lost productivity	46,286	▲	10,746,356
ACC injury claim rate <sup>2</sup>	4,763.94	▲	4,061.34	ACC catastrophic injury rate <sup>3</sup>	0.74	▲	0.57
ACC moderate to serious cost per injury claim rate <sup>4</sup>	317.47	▲	264.13	ACC fatal injury rate <sup>5</sup>	3.72	▲	2.63

NEW CLAIMS LOGGED 2014/2015

## Top 5 Injury Sources<sup>1</sup>

COST (EXCL. GST) OF ALL CLAIMS PAID OUT IN 2014/2015

TOP 5 BY SCENE (The physical location of the accident)	Percentage	Name	Home	Cost
Home	52.0%	Home	\$2,736,383	
Sport and Recreation	14.8%	Sport and Recreation	\$1,855,814	
Public	6.8%	Road or Street	\$1,680,465	
Commercial/Service Location	6.2%	Plum	\$925,198	
School	4.7%	Commercial/Service Location	\$780,615	

TOP 5 BY CAUSE (The activity that caused the accident)	Percentage	Name	Home	Cost
Loss of Balance	26.7%	Loss of Balance	\$1,665,779	
Lifting/Carrying or Strain	12.1%	Slipping, Tripping or Stair	\$835,258	
Struck by Person or Object	10.9%	Lifting/Carrying or Strain	\$807,809	
Twisting/Movement	8.2%	Medical Treatment	\$693,635	
Slipping, Tripping or Feet	7.2%	Struck by Person or Animal	\$663,084	

TOP 5 BY ACTIVITY/PREOR (The activity that occurred immediately before the accident occurred)	Percentage	Name	Home	Cost
Recreation/Sporting Activity	20.8%	Recreation/Sporting Activity	\$2,138,627	
Walking or Running	15.2%	Driving or Riding	\$1,481,395	
Employment Tasks	13.4%	Employment Tasks	\$1,382,342	
Lifting/Lowering/Loading	9.5%	Walking or Running	\$992,710	
Children Playing	4.3%	Receiving Medical Treatment	\$693,980	

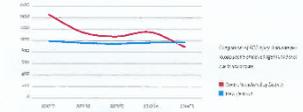
TOP 5 BY EXTERNAL AGENCY (The external agency code listed for the injury occurring)	Percentage	Name	Home	Cost
Ground/Fall	14.8%	Ground/Fall	\$1,850,430	
Person	8.6%	Person	\$827,582	
Live Animal	8.6%	Health Professional	\$688,920	
Sport or Recreation Equipment	7.8%	Live Animal	\$555,342	
Ship/Object (Not Motor)	3.8%	Sport or Recreation Equipment	\$511,564	

## Central Hawke's Bay District and New Zealand Injury Report Comparisons - Community Profile

### WORK<sup>1</sup>

Central Hawke's Bay District	5 YR TREND	NZ
ACC injury claim rate <sup>2</sup>	878.40	954.37
ACC moderate to serious injury claim rate <sup>3</sup>	328.80	198.85
Number of days lost productivity	38,458	4,059,193
ACC catastrophic injury rate <sup>4</sup>	0.00	0.05
ACC fatal injury rate <sup>5</sup>	0.80	0.40

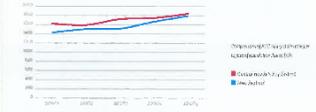
### WORK INJURY COMPARISONS



### FALLS<sup>1</sup>

Central Hawke's Bay District	5 YR TREND	NZ
ACC injury claim rate <sup>2</sup>	1,833.05	1,776.63
ACC moderate to serious injury claim rate <sup>3</sup>	130.86	118.75
Number of days lost productivity	16,264	3,685,935
ACC catastrophic injury rate <sup>4</sup>	0.00	0.20
ACC fatal injury rate <sup>5</sup>	0.74	1.63

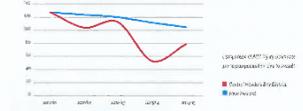
### FALLS INJURY COMPARISONS



### ASSAULTS<sup>1</sup>

Central Hawke's Bay District	5 YR TREND	NZ
Home incident and related assault rate <sup>2</sup>	0.13	0.19
Assault rate <sup>3</sup>	136.00	100.71
Serious assault rate <sup>4</sup>	16.50	11.76
ACC injury claim rate <sup>5</sup>	39.41	51.92
ACC moderate to serious injury claim rate <sup>6</sup>	2.23	4.42
Number of days lost productivity <sup>7</sup>	556	232,526

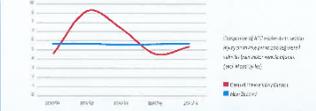
### ASSAULT INJURY COMPARISONS



### MOTOR VEHICLES<sup>1</sup>

Central Hawke's Bay District	5 YR TREND	NZ
ACC moderate to serious injury claim rate (excl. Motorcycles) <sup>2</sup>	7.58	8.04
ACC moderate to serious injury claim rate (Motorcycles only) <sup>3</sup>	69.12	65.76
ACC claims per kilometre of road <sup>4</sup>	0.05	0.32
Number of days lost productivity	5,246	2,471,959

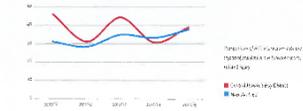
### MOTOR VEHICLE INJURY COMPARISONS



### WATER SPORTS RELATED<sup>1</sup>

Central Hawke's Bay District	5 YR TREND	NZ
ACC injury claim rate <sup>2</sup>	46.84	45.34
ACC moderate to serious injury claim rate <sup>3</sup>	1.49	2.15
Number of days lost productivity	855	42,244

### WATER SPORTS RELATED INJURY COMPARISONS

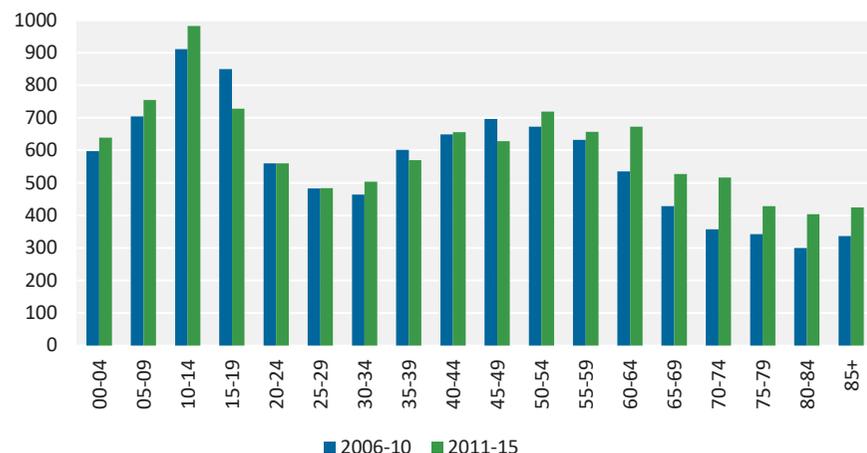


## Notes

- Suicide figures have not currently been included in this community profile. Please visit [www.moh.govt.nz](http://www.moh.govt.nz) to obtain the Suicide Facts publications which contain data for your DHB area, aggregated over a five year period.
- This Community Profile should be used in conjunction with the provided User Guide. Detailed Technical Notes are also available.
- Please direct any queries to your local ACC Community Injury Prevention Coordinator.

Falls throughout the age bands spanning the past 10 years are highlighted in the graph below and shows us that our rates of falls in the age 50+ age bracket are continuing to increase. This same data shows us that Central Hawke’s Bay residents are predominantly falling at home.

### Central Hawke’s Bay – Falls by Age



Data source: ACC

The issues that were identified are highlighted and are reflected in the current workstreams of the coalition. Qualitative, anecdotal data is important in informing decisions to address the needs of the Central Hawke’s Bay community, Street by street surveys and stakeholder surveys for example. Quantitative data is difficult to obtain for all focus areas at a sub-regional level and data is often generalised over the whole Hawke’s Bay region. Where possible to acquire, quantitative data also informs the focus areas.

### ACC Data

#### Specific trends and interpretation

- Work related claims to ACC have been trending down in the last five years and the region sits below the national average
- Assault claim rates for Central Hawke’s Bay have also shown a downward trend over the last five years and significantly lower than the national average
- Falls data shows that the number of claims to ACC is trending upwards over the last five years with serious to moderate claims also increasing and above the national average

These statistics reflect the point indicated previously in this document that the older adult population in Central Hawke’s Bay is increasing in number at a higher rate than the national average.

- The number of motor vehicle injury claims to ACC has increased over the last five years although claims for moderate to serious injury have shown a decrease over the last five-year period
- Claim rates for water sports injuries are trending downwards

ACC contributes excellent data to the Coalition but as always and as is the case with a lot of the data, there is a time lag.

ACC’s data tells us that falls should be a priority for the community. This information is discussed by the Coalition and forms the basis of the Strategic Plan for Safer CHB.

### Falls Claim Data – 5 year trends

Note: The data ACC collects is reliant on the information claimants provide when the ACC 45 form is completed. This is an electronic claim form. There are a number of fields to be completed by the claimant – some are mandatory and some are not. The reason some fields are not mandatory is that ACC is a no fault scheme.

- New and accepted fall related claims data in Central Hawke’s Bay by age shows increasing numbers in all age groups in the five-year period from 2011-2015 except for the 15-19 year olds, 35-30 year olds and the 40-45 year olds
- The number of male fall related claims for males has decreased in the 2011-2015 period
- Pacific Peoples claim numbers are low and this may be to do with a low reporting rate
- Most fall related claims are the result of a loss of balance, slipping & skidding and tripping or stumbling

### Coroner/Suicide Statistics

The suicide statistics are available from the DHB and because of the sensitive nature of the information a request is usually made to the DHB Data Team for the data over a five-year period.

### Provisional Suicide deaths by DHB Region between July 2012 and June 2016

DHB Region	2012/2013	2013/2014	2014/2015	2015/2016	Total
Hawke's Bay	18	28	29	26	215
<b>Total</b>	<b>541</b>	<b>529</b>	<b>564</b>	<b>579</b>	<b>4,930</b>

### Fire and Emergency New Zealand

Fire and Emergency New Zealand record a range of data and provide Safer CHB with information regularly. This data is easily available and up to date.

The impact of the Fire and Emergency New Zealand has been measured against a five year base line with four reporting areas:

1. **Number of Structure Fires:** There has been a reduction from a five years baseline average of 14 to 9.
2. **Suspicious Fires:** Suspicious Fires have reduced from average of 4.8 to 1 in the 2017 reporting year.
3. **Casualties per year:** These have reduced although there were two minor injuries in January and March 2016.
4. **Homes visited and alarms fitted:** 1175 homes have been visited. Only 92 of the 1175 homes visited had a working smoke alarm. 131 homes were visited and received advice on trip and falls awareness, free smoke alarms and fire education. Of the 325 alarms purchased during this reporting period 250 (77%) were the more expensive 10 year alarms.

### Local Surveys/ Consultation

Since accreditation Safer CHB has been committed to communicating with their community and to this end there has been a stakeholder consultation workshop as well as a community session to brainstorm safety concerns and perceptions. Additionally, there are opportunities to engage with the Safer CHB Coalition at local events and through the CHB District Council CHB Mail publication.

## Surveys at the Street by Street Events

Street by street surveys ask residents to comment on a variety of safety issues in their streets ranging from environmental concerns to identifying hazards in their homes. Issues that were identified include child restraints neighbourhood support, street lighting speed of traffic around schools.

The first event was held in 2014 with four events were organised in 2015 and three in 2016, each year bringing in approximately 450 residents across all four street by street events. There has been one in 2017 and one so far in 2018.

- There has been a total of ten Street by street events from 2015-2018 with 148 surveys filled in by residents
- General themes from across the 2015 and 2016 resident surveys and feedback showed that the positive things included, a sense of whānaungatanga, most people were prepared for an emergency and quite knowledgeable around what council offers
- More activities for children, and some issues around lighting on certain streets. Each year also allows continued collaboration with agencies
- Whilst data and evidence is anecdotal from the resident surveys, the Coalition felt it was important to listen and take on board their comments and utilise the current focus group objectives to align with community concerns. Community issues were not based on data but perception. Our decisions for priority areas were all based on data

An example of the survey can be found in **Appendix Six**.

## Health Hospitalisation

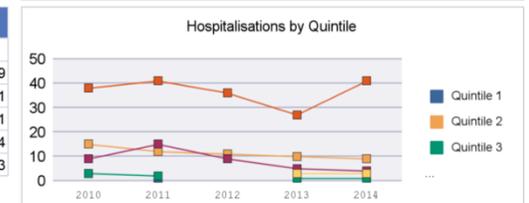
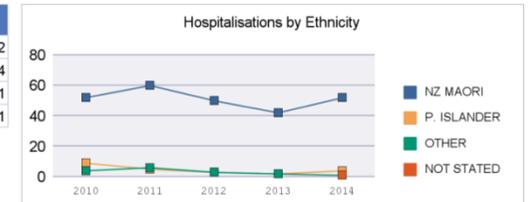
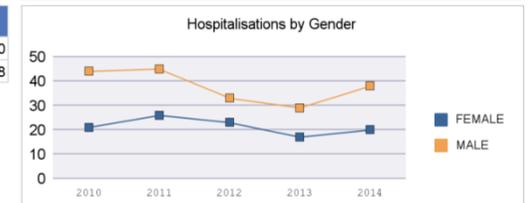
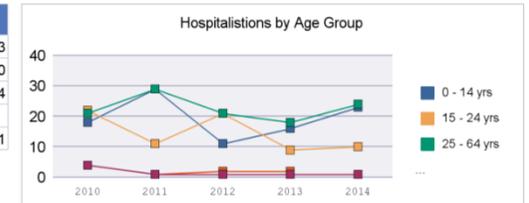
### Central Hawke's Bay District Injury Hospitalisations 2010-2014

	2010	2011	2012	2013	2014
0 - 14 yrs	18	29	11	16	23
15 - 24 yrs	22	11	21	9	10
25 - 64 yrs	21	29	21	18	24
65 - 74 yrs		1	2	2	
75+ yrs	4	1	1	1	1

	2010	2011	2012	2013	2014
FEMALE	21	26	23	17	20
MALE	44	45	33	29	38

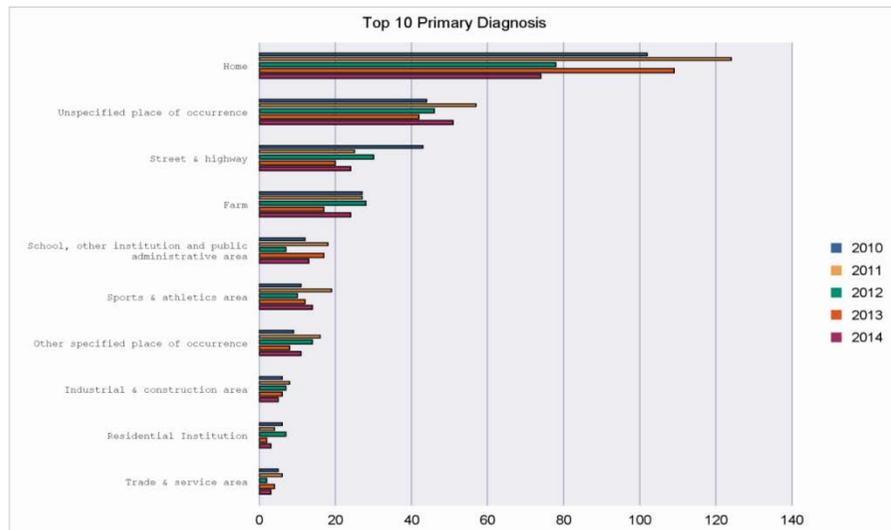
	2010	2011	2012	2013	2014
NZ MAORI	52	60	50	42	52
P. ISLANDER	9	5	3	2	4
OTHER	4	6	3	2	1
NOT STATED					1

	2010	2011	2012	2013	2014
Quintile 1		1			
Quintile 2	15	12	11	10	9
Quintile 3	3	2		1	1
Quintile 4	38	41	36	27	41
Quintile 5	9	15	9	5	4
Unknown				3	3



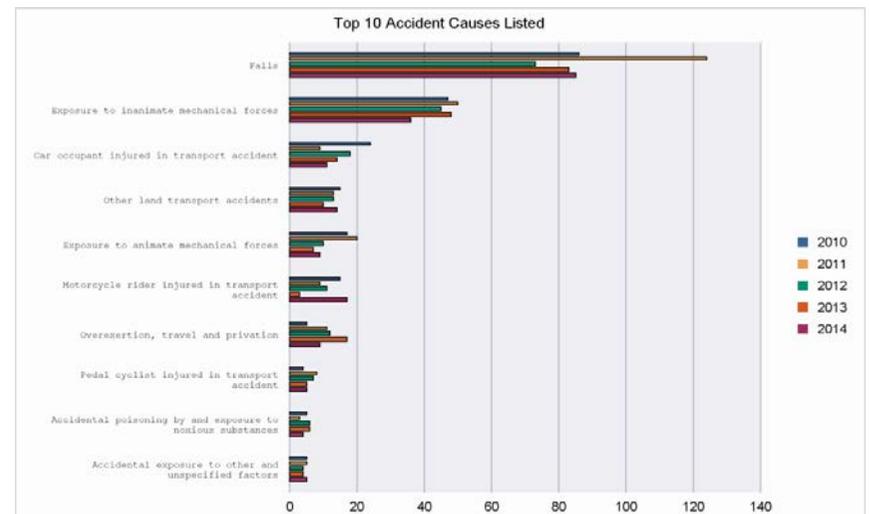
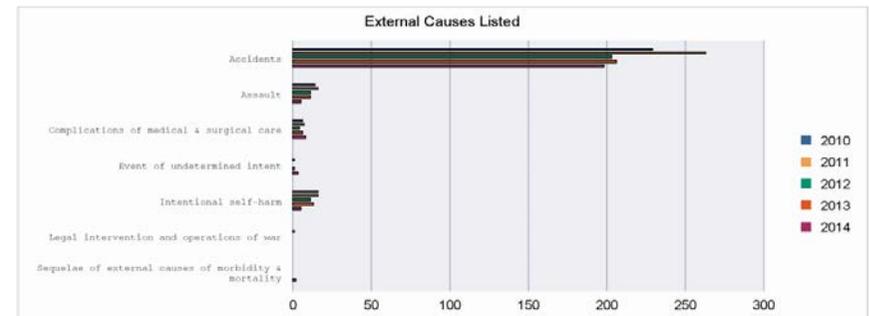
### Central Hawke's Bay District Injury Hospitalisations Location 2010-2014

	2010	2011	2012	2013	2014	Total
Farm	27	27	28	17	24	123
Home	102	124	78	109	74	487
Industrial & construction area	6	8	7	6	5	32
Other specified place of occurrence	9	16	14	8	11	58
Residential Institution	6	4	7	2	3	22
School, other institution and public administrative area	12	18	7	17	13	67
Sports & athletics area	11	19	10	12	14	66
Street & highway	43	25	30	20	24	142
Trade & service area	5	6	2	4	3	20
Unspecified place of occurrence	44	57	46	42	51	240
<b>Total</b>	<b>259</b>	<b>301</b>	<b>228</b>	<b>233</b>	<b>216</b>	<b>1,237</b>



### Central Hawke's Bay District Injury Hospitalisations Causes 2010-2014

	2010	2011	2012	2013	2014	Total
Accidents	229	283	203	206	198	1,099
Assault	14	16	11	11	5	57
Complications of medical & surgical care	6	7	4	6	8	31
Event of undetermined intent		1		1	3	5
Intentional self-harm	16	16	11	13	5	61
Legal intervention and operations of war		1				1
Sequelae of external causes of morbidity & mortality					2	2
<b>Total</b>	<b>265</b>	<b>304</b>	<b>229</b>	<b>237</b>	<b>221</b>	<b>1,256</b>



### Specific trends and interpretation

The Injury hospitalisations in CHB over the 2010-2014 period shows the following trends:

- Males are hospitalised for injuries more than females
- Māori are higher than any other ethnic group to be admitted into hospital
- Injuries at the home still remains the top location for injuries
- Similar to ACC data Falls by far continues to remain the top cause of injury hospitalisation

### Police – Crime Data/Family Violence

Family Violence data specific for Central Hawke’s Bay is challenging to obtain, often with long time lags.

Data that is available from the NZ Police specific to Central Hawke’s Bay include:

**Table 1: Assaults in Dwellings in Central Hawke’s Bay**

	Month												Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
2011/2012	6	5	7	11	7	9	3	12	8	6	3	6	<b>83</b>
2012/2013	11	9	20	15	7	7	6	4	3	5	7	4	<b>98</b>
2013/2014	4	2	12	7	12	4	3	5	3	2	9	3	<b>66</b>

**Table 2: Victimisations for Assault where the Relationship of Offender to Victim is Family or Ex-Family (Central Hawke’s Bay District)**

Fiscal Year Ending	Month												Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
2014/2015	2	3	1	4	1	4	5	2	0	2	0	4	<b>28</b>
2015/2016	3	5	3	0	2	2	3	2	0	3	4		<b>27</b>

Note: Family relationships include partners, parents, children, siblings and other relatives or family members as well as boy/girlfriends while ex family relationships include ex-partners and ex – boy/girlfriends

- Assaults in Dwellings from 2012-2014 have seen a decrease in reporting, with high numbers in the September, October and November months
- Victimisation for Assault where the relationship of offender to victim is family or ex family in Central Hawke’s Bay from 2014-2016 shows no change

### Road Safety

#### NZTA Communities at Risk Register 2017

- **Rural intersections** – high priority CHB ranked #7
- **Distraction as a crash factor** – medium priority for CHB ranked #20. This includes using the mobile phone while driving, looking away from the road momentarily and noise such as loud music in the vehicle
- **Young Drivers** – ranked #21
- **Alcohol and drugs** – ranked #28

For all other road safety issues Central Hawke’s Bay’s ranking is not high enough to note. The community may perceive an issue to be more serious than it is.

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## Research, Submissions

### **Alcohol Harm in Central Hawke's Bay: A scoping Project to determine Alcohol Related Harm Priorities for the Region**

This report is the result of a scoping and prioritisation exercise to determine appropriate projects that will have a focus on reducing alcohol related harm in the Central Hawke's Bay community. It provides information on alcohol providers and programmes in the district; alcohol related harm data and identifies the priorities for future initiatives based on this data. Information for this report was gathered using a number of different methods including a provider survey, stakeholder engagement for appropriate data and community meetings for feedback.

There is a wide range of service providers who work with individuals families or groups where alcohol and alcohol related harm is an issue. There is however a perception that the services are inadequate. Better information and promotion on the referral system is needed. Data has been sourced from a number of stakeholders and provides a valuable insight into the drinking culture. Alcohol is a contributing factor in road safety, in fire safety, in the home environment and in public spaces. The report identifies projects /programmes that could be carried out by the Safer CHB Coalition – the safe communities' framework.

Priority areas of work addressing alcohol related harm include improving Drug & Addiction Services information and promotion in the CHB community; and improving accessibility to alcohol related harm data.

During 2017 a collaborative project including the four local authorities of Hawke's Bay produced a regional "Tools for the Teenage Years' resource which was launched in January 2018. This comprehensive resource provides information to parents, young people and those working with young people on a range of topics and includes details of support services available within the Central Hawke's Bay community.

### **Consultation with Stakeholders /Stakeholder Engagement**

There have been two stakeholder workshops, one in 2014 and one in 2015. The purpose of these workshops was to re-engage with the key stakeholders to reaffirm the direction of Safer CHB and to look at the recent data with a view to addressing emerging issues. The workshop was attended by key stakeholders who are involved with Safer CHB at both a governance level and at a work stream, operational level.

The outcomes from these two stakeholder meetings in 2014 identified four key areas:

1. Suicide prevention
2. Fire prevention
3. Family violence and
4. Falls

These four areas aligned with stakeholders organisational strategies. Goals, supporting strategies and communication plans were attached to each of the four identified key areas. The stakeholder meeting in 2015 highlighted that the four main goals identified in 2014 were still relevant and also included additional areas to include road, elderly, children and young people, home safety, rural, mental health and alcohol.

Specific community events tailored for each smaller area in CHB give the community the opportunity for feedback.

Debrief meetings for stakeholders have become the practice after events such as the Street by Street BBQ's and Safe Communities Precinct at the CHB A&P Show. These sessions provide stakeholders the opportunity to share experiences from the event, identify areas of success and opportunities for improvement.

Stakeholders are also surveyed as part of the evaluation for workstreams. Information is then shared with the group to inform the planning for future events.

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How are your programmes/initiatives aligned with established national/state/regional/local priorities?

National, regional and local alignment

Safer CHB aligns with a number of national, regional and local priorities:

**National Alignment examples include:**

- ACC Community Strategies
- Cross Government Injury Prevention Planning
- Fall Prevention Strategies (DHB)
- Kia Piki Te Ora
- Ministry of Health – Health Promotion Agency
- Ministry of Social Development – Statement of Intent
- Fire and Emergency New Zealand– injury prevention for vulnerable target groups
- Fire and Emergency New Zealand Service Community Strategy
- Fire and Emergency New Zealand Service Statement of Strategic Direction
- NZ Police – Prevention First
- NZ Positive Ageing Strategy
- NZTA – Safer Journeys
- Youth Development Strategy Aotearoa

**Regional Alignment**

- ACC/DHB Falls Prevention Business Case
- Hawke’s Bay District Health Board Post-vention Strategy
- Hawke’s Bay Housing Coalition Strategy
- Hawkes Bay Road Safety Action Planning
- Hohou Rongo – A report on the impact of the Integrated Response to Family Violence in Hawke’s Bay
- Regional Civil Defence Management
- RoadSafe HB Plan
- Road Safety Action Plan

**Local Alignment**

- Central Hawke’s Bay Alcohol Scoping Project
- Central Hawke’s Bay District Council Community Wellbeing Strategy
- Central Hawke’s Bay District Council District Plan

**Criteria 2: Programme Reach:** *The range and reach of community safety programmes operating throughout your community/ region, including an indication of the extent to which they are based on proven or promising intervention strategies*

Safer Homes: Fire Prevention

Programme List	Intervention Model	Frequency/Duration	Reach	Data/Impact	Other information
<b>Safer Homes in CHB</b>					
A project with the goal of checking and fitting smoke alarms in every CHB home with long life smoke alarms (10-year capacity).	<ul style="list-style-type: none"> <li>Raising awareness</li> <li>Change in knowledge</li> <li>Environment change</li> <li>Intersectoral collaboration</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> </ul>	<ul style="list-style-type: none"> <li>Target audiences are specified – older people; those with disabilities, homes with children. Māori, low socio-economic locations</li> <li>Area specific – Waipawa, Otane, Tikokino, Porangahau</li> <li>Council pensioner flat occupants</li> </ul>	<ul style="list-style-type: none"> <li>Smoke alarms installed in over 4,000 homes over the 4-year period</li> <li>Reduced structure fires from a baseline average of 14 to 9</li> <li>Suspicious fires reduced from an average of 4.8 to 1</li> <li>Information to raise fire safety awareness distributed to all homes</li> </ul>	This programme reaches the isolated rural areas of CHB – e.g. Porangahau as well as the higher populated townships.
<b>National Fire Service programmes</b>					
<p><b>Firewise</b> – Raising fire safety awareness in schools.</p> <p><b>FAIP</b> – Fire Awareness Intervention Programme a behaviour change programme, helping children to overcome unhealthy fire lighting behaviour.</p>	<ul style="list-style-type: none"> <li>Raise Awareness</li> <li>Change in knowledge</li> <li>Potential for behaviour change</li> <li>Change behaviour</li> </ul>	<ul style="list-style-type: none"> <li>Annual programme</li> <li>Annual Programme</li> </ul>	<ul style="list-style-type: none"> <li>School-age children – years 1 and 2; Years 7 and 8</li> </ul>	<ul style="list-style-type: none"> <li>Firewise: 101 Year 1 and 2 students presented to</li> <li>83 Year 7 and 8 children presented to</li> <li>FAIP – presented to schools where there have been referrals from Police and MoJ</li> <li>97% of schools surveyed approved of the programme</li> </ul>	A new pre-school Māori Kit has been developed by Kohanga Reo National Trust & Ministry of Education to be delivered.

## Safer Homes: Fire Prevention

Programme List	Intervention Model	Frequency/Duration	Reach	Data/Impact	Other information
<b>Waipukurau – Students against dangerous driving. SADD</b>					
The Waipukurau Voluntary Fire Brigade held a Motor Vehicle Accident (MVA) extrication practical demonstration at the CHB College in Waipukurau.	<ul style="list-style-type: none"> <li>Raising awareness</li> <li>Changing attitude and opinion</li> <li>Potentially leading to a change in driving behaviour</li> </ul>	<ul style="list-style-type: none"> <li>Bi-annual event</li> </ul>	<ul style="list-style-type: none"> <li>Secondary school students – who are already driving or who are embarking on the driver licencing process</li> </ul>	<ul style="list-style-type: none"> <li>250 college students attended this event</li> </ul>	This is a fire safety and road safety issue.
<b>Ladder Safety Campaign and DIY Awareness</b>					
A Ladder Safety and DIY Awareness Day was held at Mitre 10 in October (prior to Labour weekend – a traditional time for DIY). Members of the public visiting the store were encouraged to engage with Safer CHB members. Ladder safety information was available along with demonstrations of correct ladder techniques.	<ul style="list-style-type: none"> <li>Raising awareness</li> <li>Change of knowledge and skills</li> <li>Potential for behaviour change</li> </ul>	<ul style="list-style-type: none"> <li>Annually</li> </ul>	<ul style="list-style-type: none"> <li>DIY Men 25-65 years of age</li> </ul>	<ul style="list-style-type: none"> <li>126 residents took away information on Ladder safety</li> <li>8 referrals were made to the NZ Fire Service for smoke alarm installation and home safety checks</li> <li>200 specially designed safety stickers were distributed to Mitre 10 customers for use on their home ladders</li> <li>91 people entered the draw to win a \$100 Mitre 10 voucher</li> </ul>	Feedback comment “This is a great idea – I remember seeing you here last year and I’m really happy you are back promoting ladder safety again”.
<b>DIY Porangahau</b>					
A programme for the residents of Porangahau based at the Community Gardens where equipment could be borrowed for use. The equipment focussed on tools for fall prevention e.g. using ladders; hedge clippers; an edge trimmer.  Mitre 10 staff volunteered their time to conduct sessions on the use of the equipment.	<ul style="list-style-type: none"> <li>Raising awareness</li> <li>Potential behaviour change</li> <li>Knowledge/skills – education</li> </ul>	<ul style="list-style-type: none"> <li>One off programme – with On-going availability</li> </ul>	<ul style="list-style-type: none"> <li>Target audience – Porangahau residents</li> <li>This is a small community some distance away from the Waipukurau township whose residents often miss out on community programmes because of their isolation</li> </ul>	<ul style="list-style-type: none"> <li>20 people participated in this programme</li> </ul>	Feedback from the Community Gardens Supervisor suggest that the equipment is well used ... “always a waiting list for the tools”

## Safer Homes: Fire Prevention

Programme List	Intervention Model	Frequency/Duration	Reach	Data/Impact	Other information
<b>Vitamin D Campaign</b>					
Promotion to encourage Vitamin D supplementation if aged care residents.	<ul style="list-style-type: none"> <li>Raising awareness</li> <li>Knowledge/skills education</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> </ul>	<ul style="list-style-type: none"> <li>Aged Care facility residents</li> </ul>	<ul style="list-style-type: none"> <li>Data collected shows high level of engagement in the programme</li> </ul>	
<b>Stand Tall Programme</b>					
Falls prevention programme focused on balance, leg strengthening, coordination and home safety awareness.	<ul style="list-style-type: none"> <li>Raising awareness</li> <li>Increase in knowledge</li> <li>Behaviour change</li> </ul>	<ul style="list-style-type: none"> <li>One-off</li> </ul>	<ul style="list-style-type: none"> <li>Those aged 65 years and over</li> </ul>		

## Safer Homes: Street by Street

Programme List	Intervention Model	Frequency/Duration	Reach	Data/Impact	Other information
<b>Street by Street</b>					
At the Street BBQs agencies and service providers take their injury prevention and safety prevention message into communities. As well as celebrating community, these events provide an occasion where neighbours can meet each other and where service providers can interact with residents, providing information on key safety messages and ways to access support services within the community.	<ul style="list-style-type: none"> <li>Awareness raising;</li> <li>Up skilling community knowledge</li> <li>Change in behaviour</li> <li>Change in environment</li> <li>Inter-agency collaboration</li> </ul>	Usually held in the summer months. Programmes held in communities – i.e. in a central area for an identified number of streets; schools;	<ul style="list-style-type: none"> <li>Community and service providers engaging in neighbourhoods in an informal yet productive way</li> </ul>	<ul style="list-style-type: none"> <li>These events continue to grow in size and impact with the number of participating stakeholders increasing from 7 in 2015 to 16 at the end of 2016</li> <li>450 residents including children, attended the events</li> <li>84 household surveys completed</li> <li>240 painted handprints on the anti-bullying canvas</li> <li>210 goody bags of information were given out</li> </ul>	This programme has strengthened the relationships between the community service providers and the neighbourhood residents. An example of significant interagency/Safer CHB collaboration.

## Safer Homes: Street by Street

Programme List	Intervention Model	Frequency/Duration	Reach	Data/Impact	Other information
<b>Safe Communities Precinct CHB A&amp;P Show</b>					
We developed a Safe Communities precinct based at the New Zealand Fire Service tent. The precinct brought together many of the Safer CHB coalition partner organisations in one setting.	<ul style="list-style-type: none"> <li>Awareness raising</li> <li>Change in behaviour</li> <li>Intersectoral collaboration</li> </ul>	<ul style="list-style-type: none"> <li>Brought annual presence at the CHB Show</li> <li>Held 2016 and 2017</li> </ul>	<ul style="list-style-type: none"> <li>Target audience: members of the public</li> </ul>	<ul style="list-style-type: none"> <li>Approximately 5000 people visit the show annually and a large number of them visited the precinct</li> </ul>	The precinct concept was very successful and all groups involved enjoyed the camaraderie and benefits that being part of a group provided.
<b>CHB District Council Pensioner Flats Project</b>					
Fire and falls prevention with residents of CHB District Council pensioner flats.	<ul style="list-style-type: none"> <li>Raising Awareness</li> <li>Change in knowledge</li> <li>Circumstance Change</li> </ul>	<ul style="list-style-type: none"> <li>One-off</li> </ul>	<ul style="list-style-type: none"> <li>Neighbourhood</li> <li>Elderly population</li> </ul>	<ul style="list-style-type: none"> <li>48 flats were visited</li> </ul>	Targeted Campaign.
<b>CHB District Council Hazmobile Day</b>					
Joint campaign to safely dispose of hazardous waste from Central Hawke's Bay residential homes.	<ul style="list-style-type: none"> <li>Raising Awareness</li> <li>Change in knowledge</li> <li>Behaviour Change</li> </ul>	<ul style="list-style-type: none"> <li>One-off</li> </ul>	<ul style="list-style-type: none"> <li>Community</li> </ul>	<ul style="list-style-type: none"> <li>370 residents of Central Hawke's Bay took the opportunity to dispose of hazardous waste from their residential properties</li> </ul>	<p>Approximately 600 tins of paint, 400 tvs, 100 computers, 100 old stereos, 12 car seats and half a tonne of batteries were received.</p> <p>Four large 400 litre drums of poisons were collected and the onsite oil container was nearly full with close to 1,000 litres of waste oil received.</p> <p>There was a huge number of old chemicals from the 1950's and 1960's.</p>

## Safer People: Family Violence

Programme List	Intervention Model	Frequency/Duration	Reach	Data/Impact	Other information
<b>Violence Free CHB at local events</b>					
1. CHB Matariki – the annual community event that celebrates the Māori new year	<ul style="list-style-type: none"> <li>Raising awareness</li> <li>Changing attitude and opinion</li> </ul>	<ul style="list-style-type: none"> <li>Annual event</li> </ul>	<ul style="list-style-type: none"> <li>Community</li> </ul>	<ul style="list-style-type: none"> <li>Over 300 people attended Matariki</li> </ul>	Safer CHB has done a huge amount of work on raising awareness around violence
2. CHB Arts Festival – a display featuring the “It’s not OK” campaign		<ul style="list-style-type: none"> <li>Annual event</li> </ul>	<ul style="list-style-type: none"> <li>Community</li> </ul>	<ul style="list-style-type: none"> <li>Over 4000 people attended the festival over 4 days</li> </ul>	
<b>White Ribbon Events</b>					
1. The resources associated with the White ribbon campaign were distributed at many community events	<ul style="list-style-type: none"> <li>Raising awareness and changing attitude and opinion</li> </ul>	<ul style="list-style-type: none"> <li>Annual Event</li> </ul>	<ul style="list-style-type: none"> <li>Community</li> </ul>		
2. The White ribbon motorcycle riders travelled through Central Hawke’s Bay and were hosted by Te Waireka – a local Kaupapa Māori based community social services organisation		<ul style="list-style-type: none"> <li>Annual Event</li> </ul>	<ul style="list-style-type: none"> <li>Targeted group – youth</li> </ul>		
3. White Ribbon Patch. A green space dressed for the month of November in white ribbons		<ul style="list-style-type: none"> <li>Annual Event</li> </ul>	<ul style="list-style-type: none"> <li>Community</li> </ul>		
4. Waipukurau and Waipawa main street business displays		<ul style="list-style-type: none"> <li>Annual Event</li> </ul>	<ul style="list-style-type: none"> <li>Community</li> </ul>		
5. CHB Boulevard Day; Waipukurau main street display on Boulevard Day		<ul style="list-style-type: none"> <li>Annual Event</li> </ul>	<ul style="list-style-type: none"> <li>Community</li> </ul>		

## Safer People: Youth – High Risk Population

Programme List	Intervention Model	Frequency/Duration	Reach	Data/Impact	Other information
<p><b>Driver Licencing advocacy and support</b></p> <p>A programme at the CHB College that supports students through the Licencing process</p>	<ul style="list-style-type: none"> <li>Change in knowledge and skills</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Young people between the ages of 16 and 18</li> </ul>	<ul style="list-style-type: none"> <li>20 students from CHB College and Te Aute College attained their Restricted Driver Licences</li> </ul>	
<p><b>IVAN – the caravan</b></p> <p>A purpose-built caravan that is mobile and therefore able to be at the CHB community events. It is fitted with a sound system, BBQ, games, equipment and information for young people and their families</p>	<ul style="list-style-type: none"> <li>A novel way to engage with the young people of CHB</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Young people between the ages of 13 and 25 years</li> </ul>		
<p><b>Waipukurau Skate Park</b></p> <p>The students developed the concept for this Park. They coordinated the opening in March 2017</p>		<ul style="list-style-type: none"> <li>One-off</li> </ul>	<ul style="list-style-type: none"> <li>Young people between the ages of 13 and 25 years</li> </ul>	<ul style="list-style-type: none"> <li>Young people in CHB continue to make a positive contribution to their community and develop leadership skills</li> </ul>	

## Safer People: Suicide Prevention

Programme List	Intervention Model	Frequency/Duration	Reach	Data/Impact	Other information
<b>Mental Health 101 Training</b> With an emphasis on recognising, relating to and responding to people experiencing mental illness or distress	<ul style="list-style-type: none"> <li>Change in knowledge</li> <li>Raising Awareness</li> </ul>	<ul style="list-style-type: none"> <li>One-off</li> <li>Two workshops have been held in CHB</li> </ul>	<ul style="list-style-type: none"> <li>Community</li> </ul>	<ul style="list-style-type: none"> <li>27 participants attended representing a variety of organisations</li> </ul>	
<b>Target Zero Campaign</b> Regular media articles via CHB Mail promoting campaign of 'Zero deaths by suicide in CHB'	<ul style="list-style-type: none"> <li>Raising Awareness</li> <li>Change in knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Community</li> </ul>	<ul style="list-style-type: none"> <li>CHB Mail reaches every household in Central Hawke's Bay</li> </ul>	<ul style="list-style-type: none"> <li>More knowledge on suicide prevention in the community</li> <li>More awareness of where and how to access support and information</li> </ul>
<b>Mike King Event</b> Mike King and Tai Tukou were hosted in CHB bringing their "It's cool to korero" message to the community	<ul style="list-style-type: none"> <li>Raising awareness</li> <li>Change in knowledge</li> </ul>	<ul style="list-style-type: none"> <li>3 events</li> <li>Te Aute College</li> <li>CHB College</li> <li>Community Korero – CHB Municipal Theatre</li> </ul>	<ul style="list-style-type: none"> <li>Young people aged 13-18 years</li> </ul>	<ul style="list-style-type: none"> <li>800 people attended the three events</li> </ul>	
<b>Doug Avery Event – Rural Focus</b> Doug Avery shared his story of battling and overcoming depression as a farmer during drought and hard times	<ul style="list-style-type: none"> <li>Raising awareness</li> <li>Change in knowledge</li> </ul>	<ul style="list-style-type: none"> <li>One-off</li> </ul>	<ul style="list-style-type: none"> <li>Whole community with rural focus</li> </ul>	<ul style="list-style-type: none"> <li>360 people attended the event. Many were from rural communities of CHB</li> </ul>	
<b>Mates In Farming – Rural Focus</b> General Awareness Suicide Prevention training with a focus towards those living, working and involved in the rural sector	<ul style="list-style-type: none"> <li>Raising awareness</li> <li>Change in knowledge</li> <li>Change in behaviour</li> </ul>	<ul style="list-style-type: none"> <li>9 workshops</li> </ul>	<ul style="list-style-type: none"> <li>Whole community with rural focus</li> </ul>	<ul style="list-style-type: none"> <li>Over 150 people attended workshops</li> </ul>	<ul style="list-style-type: none"> <li>Rural professionals included in workshops</li> <li>Workshops held in rural communities</li> </ul>

## Safer People: Positive Aging

Programme List	Intervention Model	Frequency/Duration	Reach	Data/Impact	Other information
<b>Public Forums</b>	<ul style="list-style-type: none"> <li>• Raising awareness</li> <li>• Change in knowledge</li> <li>• Agency collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Older population</li> </ul>		
<b>Positive Ageing Expo</b>	<ul style="list-style-type: none"> <li>• Raising Awareness</li> <li>• Change in knowledge</li> <li>• Agency collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Bi-annual</li> </ul>	<ul style="list-style-type: none"> <li>• Older population</li> </ul>	<ul style="list-style-type: none"> <li>• 40 organisations participated in the event</li> <li>• 290 people visited the Expo throughout the 4 hours it was open to the public</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of both stallholders and visitors who completed evaluations at the end of the day reported it to be Excellent or Good</li> <li>• Comments from visitors surveys included: “so many services to check out”, “amazing”, “helpful, very comprehensive and well organised”, “lots of information”, “very good variety of information”, “lots of services available that I didn’t know about”, “lots of choice and things to see”, “well organised friendly atmosphere”</li> </ul>

## Alcohol Related Harm

Programme List	Intervention Model	Frequency/Duration	Reach	Data/Impact	Other information
<b>Alcohol Related Harm Scoping Report</b>	<ul style="list-style-type: none"> <li>Raising Awareness</li> <li>Change in Knowledge</li> </ul>	<ul style="list-style-type: none"> <li>One-off</li> </ul>	<ul style="list-style-type: none"> <li>Community Wide</li> </ul>		<ul style="list-style-type: none"> <li>A scoping project to identify alcohol related harm priorities in Central Hawke's Bay</li> </ul>
<b>Hawke' Bay Youth Alcohol Expo</b>	<ul style="list-style-type: none"> <li>Raising Awareness</li> <li>Changing attitude/opinion</li> <li>Change in Knowledge/Skills</li> <li>Behaviour Change</li> </ul>	<ul style="list-style-type: none"> <li>Annual Event</li> </ul>	<ul style="list-style-type: none"> <li>Year 11 students, age 15 and 16</li> </ul>	<ul style="list-style-type: none"> <li>Over 100 Year 11 Central Hawke's Bay students visit the Expo annually</li> </ul>	<ul style="list-style-type: none"> <li>Focus on road safety with an emphasis on</li> </ul>
<b>SADD – Students Against Drunk Drivers</b>	<ul style="list-style-type: none"> <li>Raising Awareness</li> <li>Changing attitude/opinion</li> <li>Change in Knowledge/skills</li> <li>Behaviour Change</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Youth</li> </ul>	<ul style="list-style-type: none"> <li>550 students at CHB College exposed to events</li> </ul>	<ul style="list-style-type: none"> <li>Events and activities delivered by young people</li> </ul>
<b>Tools for the teenage years resource</b>	<ul style="list-style-type: none"> <li>Raising Awareness</li> <li>Change in knowledge/skills</li> <li>Behaviour Change</li> </ul>	<ul style="list-style-type: none"> <li>One-off resource</li> </ul>	<ul style="list-style-type: none"> <li>Parents/Whanau of youth</li> <li>Youth</li> <li>Agencies working with youth</li> </ul>		

## Criteria 3: Priority Setting: *Demonstration of programmes that target and promote safety for high risk/vulnerable groups and environments*

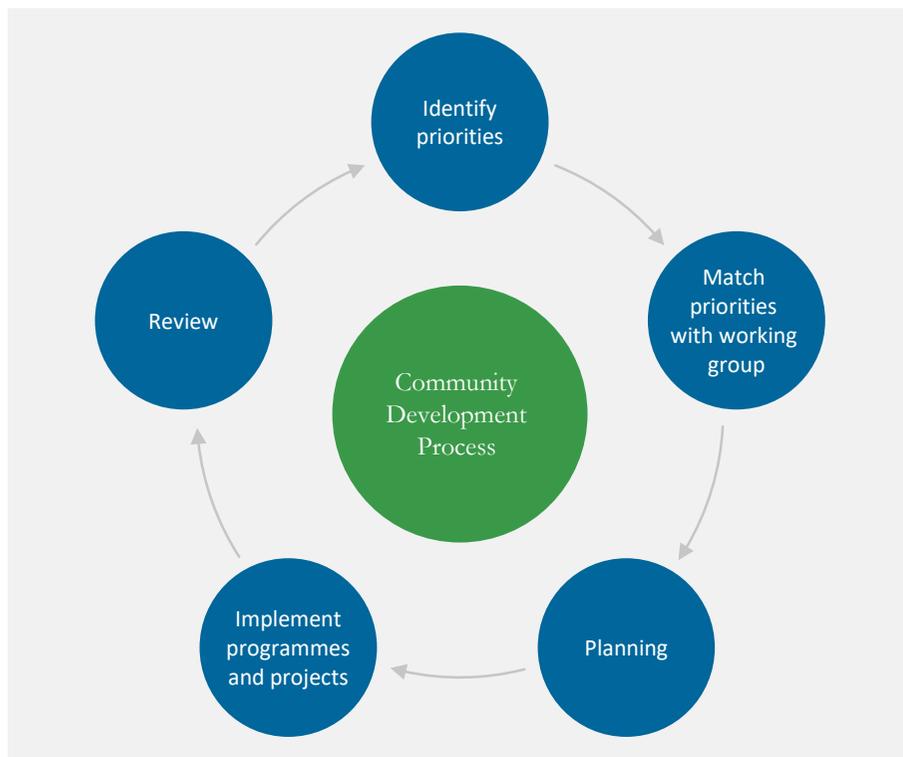
High risk/vulnerable groups have been identified as:

1. **Families experience Family Violence**  
This has been a constant priority since accreditation and data is provided through various sources such as NZ Police and the local Family Violence Interagency Response group.
2. **Rural workers and rural population**  
Identification of this group as a priority emerged from Coalition discussions in response to several suicides in the rural community in Central Hawke's Bay and Hawke's Bay. This is a new priority since accreditation. Up to date data is difficult to source.
3. **Older people**  
This has been an ongoing priority since accreditation with a focus on falls prevention, informed by data from ACC and HBDHB. In 2015 an introduction of the Positive Ageing sub-group was formed to address wider issues around wellbeing of older people.
4. **Youth**  
This has been a constant priority since accreditation and data is provided through various sources such as Education providers, Police data, and NZTA Licensing data.
5. **People experience isolation and people affected by Methamphetamine**  
The two high risk groups have been identified through coalition discussions and the coalition are in the early stages of identifying what actions to take.

Priority area	Programme/Activity
<b>Family Violence</b>	• It's Not OK Campaign
	• CHB Matariki
	• CHB A & P Show
	• Family Violence Community Workshop
	• White Ribbon Riders
<b>At risk people in the rural sector</b>	• Street by Street events
	• Mental Health Training
	• Target Zero
	• Mates In Farming General Awareness Training
	• Mike King Event
<b>Older People</b>	• Doug Avery Event
	• Street by Street events
	• Home Safety Project
	• Positive Ageing Expo
	• Positive Ageing Public Forums
	• Stand Tall Programme
	• Vitamin D Project
	• CHB Pensioner Flats Project
<b>Youth – At Risk population</b>	• Driver Licensing
	• IVAN the Caravan
	• Street by Street events

Priority area	Programme/Activity
	<ul style="list-style-type: none"> <li>• Mike King Event</li> <li>• HB Alcohol Expo</li> <li>• Waipukurau Skate Park Project</li> <li>• Tools for the teenage years resource</li> </ul>

Community feedback from coalition partners, general public feedback at events and workshops, and community surveys also inform our planning and priorities. The diagram below describes the community development process we have used to implement our priority areas and programmes.



The community development process also includes having workshops open to both key stakeholders and community members to attend and share their concerns and issues.

Data examples are in the case studies presented below. Some of the programmes are based on available data, such as in the fall prevention and fire prevention focus areas where we have used data from sources such as ACC and FENZ (previously NZ Fire Services). In some areas, accurate and up to date information is very difficult to obtain – for example, suicide, family violence. In these areas we have relied more on general trends, localised (unofficial) data and community feedback. Other programmes are community driven.

Examples of media releases please see **Appendix Seven**.

The following case studies show how the available evidence and data inform the selection high priority programmes and initiatives that have been developed in our community.

## Case Study One – Street by Street BBQ

<b>Initiative/Programme Name:</b>	Redwood Drive Street by Street BBQ
<b>Issue/Population Group Addressed:</b>	Home Safety/Crime Prevention – Families in High Deprivation Area
<b>Goal:</b>	The objectives of Street by Street BBQ's are to raise awareness of crime prevention, injury prevention and safety in the home, on our roads, and in our community, by taking these messages out to the people. We encourage residents to come along and meet, not only each other, but the many agencies and organisations who provide services and support within Central Hawke's Bay.
<b>Partners:</b>	ACC, Hawkes Bay DHB, NZ Fire Service, St John, NZ Police, Community Patrol, CHB District Council, EPIC, Aqua Management, Central Health, Pleroma Social Services, CHB Libraries, DOVE/LIVE HB, Inspire Youth Council, U Turn Trust.
<b>Evidence reviewed before implementing programme:</b> (i.e. Link to peer reviewed journal article, national strategy, guidelines on best practice etc.)	<b>Story behind data</b> Redwood Drive and the surrounding streets are part of the Waipukurau township and this neighbourhood is classified as a Level 9 on the Index of Deprivation. Approximately 70 families reside in this neighbourhood, many in poor quality housing. Crime and police attendance rates are high.

<b>What did you do?</b>	<b>How well did you do?</b>	<b>Is anyone better off?</b> (i.e. Changes in knowledge/attitude, Increase of skills, Safer Behaviours Safer Environments, Policy Change)
A Street by Street BBQ was held in Redwood Drive, Waipukurau on Thursday 14th April 2016. Streets included in the BBQ were Redwood Drive, Totara Street, Holt Place, Kowhai Place.	<ul style="list-style-type: none"> <li>• 120 residents attended the event</li> <li>• 14 surveys were completed</li> <li>• 30 handprints were put on the CHB bully free canvas</li> </ul>	<ul style="list-style-type: none"> <li>• Six smoke alarm/home safety check referrals to NZFS</li> <li>• Four requests for follow up information to Civil Defence</li> <li>• One referral to a community agency</li> </ul>
Residents were asked to complete a survey covering topics such as home and street safety, emergency preparedness, concerns or suggestions for their neighbourhood.	<ul style="list-style-type: none"> <li>• 50 goody bags of information were handed out</li> </ul>	<ul style="list-style-type: none"> <li>• Residents took home information on falls prevention, fire safety, crime prevention, emergency preparedness, bullying, family violence prevention and awareness and how to access health and social service providers in the CHB area</li> </ul>
A Safer Homes Home Safety Hamper draw was offered at the event with two hampers of products available.	<ul style="list-style-type: none"> <li>• 17 households entered the hamper draw</li> </ul>	<ul style="list-style-type: none"> <li>• Two residents won Home Safety Hampers</li> <li>• Follow up leaflet drop to all residents addressing concerns or questions raised at the BBQ</li> </ul>

**Evaluation:** Impact Evaluation

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## Case Study Two – Safer Homes Project

<b>Initiative/Programme Name:</b>	CHB Safer Homes
<b>Issue/Population Group Addressed:</b>	Fire Safety and Fall Prevention/Elderly, Young, those living with disabilities, high deprivation areas of Central Hawke's Bay
<b>Goal:</b>	All whānau/families in CHB are safe in their homes targeting the most at risk.
<b>Partners:</b>	Older Person Groups, Housing NZ, New Zealand Red Cross, Council, Civil Defence, CHB Positive Ageing, Central Health, Hawkes Bay District Health Board. Te Ahurangi Services and ACC.
<b>Evidence reviewed before implementing programme:</b> (i.e. Link to peer reviewed journal article, national strategy, guidelines on best practice etc.)	<p><b>Story behind data</b></p> <p>The Central Hawke's Bay population is ageing and is expected to age significantly in the next 16 years. In the 2013 census 17.2% of the population was 65 years and over, by 2021 this percentage is predicted to be 23.4%.</p> <p>22% of Central Hawke's Bay are identified as Māori, which contrasts with 14.6% for Māori nationally. The Māori population shows a significantly different age profile with the majority of the Māori population being under 45 years of age. In 2013 over one third (36%) of Māori in Central Hawke's Bay were aged under 15 years, which adds an additional risk to this minority group. There are a significant number of people living alone at the 2013 census, 1,134 (23.4%), and this number is also projected to increase in the next 20 years to 1700.</p> <p>There are 1440 households occupied in rental dwellings.</p> <p><b>What does the data tell us? Reviewed data 2006 to 2016 CHB</b></p> <ul style="list-style-type: none"><li>• 160 fires in buildings</li><li>• 89 caused damage to the property</li><li>• Seven people were injured and we have had one fatality (all male)</li><li>• The fires we attend in property average about 3 a month with peaks during the winter months, three times that of the summer months</li><li>• Fires in the home are twice as likely to occur during the weekend with peaks from Thursdays through to Sundays</li><li>• The peak times for fires are between 17.00 and 18.00 hours</li><li>• This peak time relates to the one of the main causes of fire, failure to clean ovens and grill of excess grease</li><li>• The highest origin/ location of fires are in the kitchen cooking area</li><li>• There were 111 fires in the home 15 in farming building and 7 in shops</li><li>• National figures tell us 69% of fatalities did not have a Smoke Alarm</li><li>• A very high proportion of fatalities were under the influence of Alcohol</li><li>• Māori population are three times more likely to be victims of fire</li><li>• Male fatalities are 50% higher than female</li><li>• The Top two causes are still unattended cooking and smoking in bed</li></ul>



## Case Study Two – Safer Homes Project

What did you do?	How well did you do?	Is anyone better off? (i.e. Changes in knowledge/attitude, Increase of skills, Safer Behaviours Safer Environments, Policy Change)
<p>Goal is to visit every home in Central Hawke’s Bay to ensure their home are made safer with emphasise on fire safety, trips and falls of elderly and protection of the young. The programme is supported by Safer Central Hawke’s Bay Partnership The programme is not run in isolation, rather in conjunction with our partners (as above) The programme has already recruited four volunteer Brigade Support members to be Community Education officers .They have joined Waipawa, Waipukurau, Onga and Otane Fire Brigade to assist in the development and delivery of this programme with the current volunteer members.</p>	<ul style="list-style-type: none"> <li>As this programmes has now been running four years it has its own history. The details of the impact are shown in tables above</li> </ul> <p><b>Structure fire</b></p> <ul style="list-style-type: none"> <li>Have reduced from a five years baseline average of 14 to 9</li> <li>In the last reporting year this has reduce to 4</li> </ul> <p><b>Suspicious fires</b></p> <ul style="list-style-type: none"> <li>Have reduced from average of 4.8 to 1 this reporting year</li> </ul> <p><b>Casualties</b></p> <ul style="list-style-type: none"> <li>Have also reduced from five years baseline average 0.8 has been reduce although there was two minor injuries in January and March 2016</li> </ul>	<ul style="list-style-type: none"> <li>The fixing of Smoke Alarms combined with the education will bring about better fire outcomes for the whole population starting with those most as risk. The Volunteer stations involved in this programme are more aware of their communities risk and have become more proactive at reducing those risks. The table’s information above and the reports available Smart Atlas are a true measure for Safer Homes success</li> </ul>
<p>In Porangahau due to the business of the Brigade volunteers in their paid work we have partnered with Red Cross volunteers that who have receive training to conduct Home Fire Safety Checks alongside and in partnership with our Volunteers. This approach will enable the 100 home in this remote community to all be visited in the last two years of the programme 14 home have been visited in this six months</p>	<p>Homes Visited</p> <ul style="list-style-type: none"> <li>The programme has now visited 841 homes</li> <li>Only 76 of the 1,135 homes visited had a working Smoke Alarm</li> <li>Of the 325 alarms bought during this period 250 (77%) where the more expensive 10 year alarms</li> </ul>	
<p>Work in Partnership with Mitre 10 Mega to promote the purchase of Smoke Alarms from January to June 2016and for staff to promote 10 year Smoke Alarms Alarms Fitted in the reporting period 1st June to 30th June</p>	<ul style="list-style-type: none"> <li>131 homes where visited and received advice on trip and falls awareness and free Smoke Alarms and fire education</li> <li>Red Cross volunteers have completed fall prevention home safety checks in the homes alongside the NZFS installers</li> </ul>	<ul style="list-style-type: none"> <li>Falls prevention information and resources have been distributed to every home. Resources include non-slip socks, bath mats, rug grip and cord ties</li> </ul>

**Evaluation:** RBA Evaluation

## Case Study Three – Violence Free CHB

<b>Initiative/Programme Name:</b>	Violence Free CHB	
<b>Issue/Population Group Addressed:</b>	Families Living With Family Violence/Whole Population (bystander awareness)	
<b>Goal:</b>	<p><b>Our purpose:</b></p> <ul style="list-style-type: none"> <li>To reduce the harm caused by FV</li> <li>Through our events and activities, we are:             <ul style="list-style-type: none"> <li>Creating awareness</li> <li>Building safety</li> <li>Educating</li> </ul> </li> </ul>	<p><b>Key messages:</b></p> <ul style="list-style-type: none"> <li>It's not OK</li> <li>It is OK to ask for help</li> <li>It is OK to help</li> <li>Children have the right to live violence-free</li> <li>Make it your legacy to break the cycle</li> <li>No excuses – Family Violence is a choice</li> </ul>
<b>Partners:</b>	NZ Police, Central Health, Pleroma Social Services, CHB District Council, Community Representation, DOVE Hawkes Bay.	
<b>Evidence reviewed before implementing programme:</b> (i.e. Link to peer reviewed journal article, national strategy, guidelines on best practice etc.)	<p><b>Story behind data</b></p> <p>Hawkes Bay has the second highest family violence statistics in New Zealand. Contributing factors include alcohol and drugs, intergeneration patterns of violence and economic stress and hardship.</p>	

<b>What did you do?</b>	<b>How well did you do?</b>	<b>Is anyone better off?</b> (i.e. Changes in knowledge/attitude, Increase of skills, Safer Behaviours Safer Environments, Policy Change)
<p>The CHB Violence Free team attended the CHB Matariki event on Friday 10th June 2016. This annual community event celebrates the Māori New Year and is held at Te Aute College, a Māori Boys Boarding School in CHB.</p> <p>The team had a stall at this evening event promoting the violence free messages, giving away free resources and engaging with members of the public.</p>	<ul style="list-style-type: none"> <li>Positive feedback was received from the public at the event</li> <li>Agency collaboration was strengthened</li> <li>Members of the public now have information on how to seek support or advice on family violence</li> <li>A large population of people recognised the White Ribbon branding and what it represented</li> </ul>	<ul style="list-style-type: none"> <li>300 people attended the event</li> <li>80 white Ribbons given out alongside other resources on family violence prevention including information packs and CHB Support Service cards and White Ribbon merchandising</li> <li>Many more people are talking about Family Violence, how to prevent it and how to report it</li> </ul>

**Evaluation:** Quantitative Evaluation

## Case Study Four – CHB Safe Communities Precinct

<b>Initiative/Programme Name:</b>	Safe Communities Precinct
<b>Issue/Population Group Addressed:</b>	Safety/Whole population
<b>Goal:</b>	The objective of the Safe Communities precinct is to raise awareness of crime prevention, injury prevention and safety in the home and our community by taking these messages out to the people. The CHB Agricultural & Pastoral Show is an annual event that residents from all over the district attend. This allows us to engage with people from throughout the district, many of those from our isolated, rural communities.
<b>Partners:</b>	Fire & Emergency New Zealand, Red Cross, HB Civil Defence, HBDHB Safe Sleep, CHB Plunket, EPIC Ministries, NZ Police, Inspire Youth Council, Te Taiwhenua O Heretaunga, Pleroma Social Services, DOVE Hawke's Bay.

**Evidence reviewed before implementing programme:**  
(i.e. Link to peer reviewed journal article, national strategy, guidelines on best practice etc.)

### Story behind data

Established to promote farming pursuits and agricultural excellence, the CHB A & P Show is recognised as a key event in the community for both rural and urban residents.



## Case Study Four – CHB Safe Communities Precinct

### What did you do?

We developed a Safer Communities precinct at the event, based at the Fire and Emergency New Zealand tent. The precinct brought together many of the Safer CHB coalition partner organisations in one setting.

The precinct was very successful and all groups involved enjoyed the comradery and impact that being part of the precinct provided.

### How well did you do?

- Approximately 5000 people visited the show during the day and the precinct had a high number of visitors
- Many rural and isolated people attend this annual event
- 40 volunteers were involved in the event
- The CHB Mail printed two articles about the event. This newspaper goes to every home and business in Central Hawke's Bay

### Is anyone better off?

(i.e. Changes in knowledge/attitude, Increase of skills, Safer Behaviours Safer Environments, Policy Change)

- Visitors showed interest in the many displays, activities, resources and information. Engagement between stakeholders and visitors to the precinct was high
- Visitors received a wide variety of information including fire safety, family violence awareness, community resilience, injury prevention, civil defence and emergency planning, youth services, child safety
- Many visitors stayed in the precinct for some time allowing the various organisations present to engage well and provide them with good information and resources. It also gave them an opportunity to build relationships with residents from the wider CHB community with whom they may not have ever had an opportunity to interact with. Providing activities and a safe space for children allowed parents to be able to relax and enjoy the precinct and connect with agencies and organisations involved
- Stakeholder collaboration was strengthened
- Stakeholder feedback was positive with all confirming that the event was a great way to promote their own safety and community resilience messages whilst also supporting and linking to the Safe Communities model
- With all stakeholders being together in a precinct environment, the visibility and impact to members of the public was high

**Evaluation:** Quantitative Evaluation

## Case Study Five – Positive Ageing Expo

<b>Initiative/Programme Name:</b>	Positive Ageing Expo
<b>Issue/Population Group Addressed:</b>	Residents aged 60 years and older and their families
<b>Goal:</b>	Central Hawke’s Bay has increasing numbers of older people retiring. The aim of the Expo was to educate the public on what is available to retirees in Central Hawke’s Bay, what to expect in retirement, and how to get the most out of retirement and stay healthy and mobile. We also have many residents who have retired but who still wish to remain active and engaged in the community. We invited not only health related groups, but also clubs and organisations and sector related businesses , to educate people on what is available for health, wellbeing and social connectedness.
<b>Partners:</b>	Age Concern (Lead Agency), CHB District Council, Pakeke Centre, FENZ, Central Connect, ACC, Central Connect, New Zealand Red Cross, HB Positive Ageing Trust.
<b>Evidence reviewed before implementing programme:</b> (i.e. Link to peer reviewed journal article, national strategy, guidelines on best practice etc.)	<b>Story behind data</b> The CHB population is ageing and is expected to age significantly in the next 16 years. In the 2013 census 17.2% of the population was 65 years and over, by 2021 this is predicted to be 23.4%. It has been identified that knowing how and where to access to information is a key barrier for many people in our community. This Expo aimed to address that need by connecting service providers with residents to promote the programmes, services, social groups and volunteer opportunities.



## Case Study Five – Positive Ageing Expo

What did you do?	How well did you do?	Is anyone better off? (i.e. Changes in knowledge/attitude, Increase of skills, Safer Behaviours Safer Environments, Policy Change)
We held a CHB Positive Ageing Expo in the AW Parsons stadium in Waipukurau on 20th February 2017.	<ul style="list-style-type: none"> <li>Over 280 members of the public attended the Expo</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholder collaboration was strengthened</li> <li>Visitors expressed “how great it was to be able to talk with exhibitors and have such a wide range of information available to access”</li> </ul>
The Expo ran from 10am until 2pm and included free refreshments and entertainment.	<ul style="list-style-type: none"> <li>42 organisations were represented at the event including health and social service providers, clubs and leisure groups, local businesses and government departments</li> </ul>	<ul style="list-style-type: none"> <li>Exhibitors reported that engagement with visitors was high with most people taking away resources information</li> </ul>
Visitors were asked to complete a survey on how valuable they found the Expo.	<ul style="list-style-type: none"> <li>72 visitor surveys were completed</li> </ul>	<ul style="list-style-type: none"> <li>(95%) of visitors who filled in the survey question “What have you found out today that is helpful?” had found helpful information and much of that was health information. Many said they had learnt something that would improve their health or safety</li> <li>Comments from visitors surveys-included: “so many services to check out, amazing, helpful, very comprehensive and well organised, lots of information, very good variety of information, lots of services available that I didn’t know about, lots of choice and things to think about, well organised friendly atmosphere.”</li> </ul>
Stallholders were asked to complete a survey on how valuable they found the Expo.	<ul style="list-style-type: none"> <li>32 stallholder surveys were completed</li> </ul>	<ul style="list-style-type: none"> <li>From the 32 stallholder responses, 100% found the Expo to be Excellent or Good. Comments from stallholders surveys included: “Would love to be invited again; great space and atmosphere; good steady turnout, good numbers of exhibitors and visitors; great opening from Mayor – good to hear stats – she had done her homework; consistent flow of people – excellent; how can you make something better when it was 110%”</li> </ul>

**Evaluation:** Quantitative Evaluation; Feedback Surveys

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## Criteria 5: Evaluation: *Outline of expected impacts and how they are being measured or evaluated*

Using evaluation as the basis of strategic decisions and continuous improvement

All the Safer CHB programmes are evaluated and there is a range of methods used as appropriate for each programme. Evaluation therefore is significant in deciding whether a programme can be deemed a success and whether that programme should be continued and further developed for continued impact. Work Streams apply the Continuous Improvement Model to ensure on-going effectiveness of their programmes.

### Continuous Improvement Model (courtesy of Safer Napier)



**Example:** The very visible Fire Safety programmes and in particular the Firewise programme is an excellent example of the way that evaluation can result in continuous improvement. The original resource was developed for an audience of white middle-class children and while that served its purpose well, from parental & stakeholder feedback, it became obvious that the multi-cultural make up of schools warranted the development of a resource that resonated with Māori children.

### Population-level indicators

Data that shows 5-year trends is always used in programme planning and this data is accessed from ACC (Injury Prevention Comparison Profiles) HBDHB, MSD and Census data. Strategic Planning formally reviews the data with our key partners annually.

### Evaluation Methodology

#### Results Based Accountability – RBA

Safer CHB uses the RBA framework to monitor the effectiveness of the programme, processes and effects of change. A set of population outcomes with corresponding performance measures have been developed and these are reported on annually through report cards. These population outcomes are a whole of population measure with shared responsibility from many agencies, organisations and groups.

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A number of our Coalition partners have a good understanding of RBA and the wider Central Hawke's Bay community was very fortunate to be able to offer an RBA Workshop to community organisations as well as individual community members. Liz Lambert – the Safer Napier Coordinator was the presenter for this workshop and we valued the information from Liz – who has been recognised at the Safe Communities Foundation national level as an expert in the RBA method of evaluation.

The three key components of RBA are – 'how much', 'how well' and 'is anyone any better off' encourage the stakeholder group as well as the community groups to collect and share meaningful results and refine projects as required from the information gathered.

#### **Surveying**

Surveys are also an evaluation tool used widely by Safer CHB. We are mindful that participants are usually very thoughtful in completing these surveys so that reporting back on suggestions is an important part of communication to these respondents. Example: Street by Street uses resident surveys for continuous improvement to the activity.

#### **Formative Evaluation**

Ensuring that projects are evidence based and targeted and tested. Example: Youth Driver Licencing Project. Targeted specifically to young people and tested by the students of CHB College. This project had the unexpected benefit of providing the students with a key requirement for certain types of employment – i.e. a Driver Licence.

#### **Process Evaluation**

Completing a planning document and then documenting all the phases of the project. Example: DIY Ladder Day. Falls Prevention was the focus for this activity specifically targeting ladder safety for those embarking on DIY. Fire and Emergency New Zealand provided the education for the participants and they engaged with a large number of males shopping on a Saturday morning at Mitre 10.

#### **Impact/Outcome Evaluation**

Measuring the short-term results of the activity; pre-and post-testing knowledge and skills; and determining whether the project achieved its goals including whether the project initiated a behaviour change. Example: Safer Homes Programme. This joint Fire and Emergency New Zealand/Red Cross programme had a follow-up component which allowed the programme personnel to evaluate the usefulness of the resources given to residents and determine whether there had been a behaviour change.

#### **Qualitative/ Quantitative Measures**

MANY of the Safer CHB programmes gather quantitative information to determine the reach of the programmes. Examples: Family Violence/ White Ribbon activities; Positive Ageing Expo. If an activity is delivered for the first time the numbers recorded provide useful base-line data.

## Criteria 6: Communicating & Networking: *Demonstration of community engagement with relevant sectors of your community/ region and ongoing participation in local, national and international Safe Communities networks is required*

Safer CHB is woven through a large number of networks and groups across the Central Hawke's Bay district.

The governance group and workstreams meet as detailed below. Governance group meeting minutes are a public record and shared with council on a regular basis. Annual reports and the Safer CHB Strategic Plan are available on the CHB Council website and updated accordingly.

Key Stakeholders	Meeting Frequency
<b>Safer CHB Governance Group</b> Please see Appendix Two for the full list of stakeholders at governance level.	Bi-monthly
<b>Falls Prevention Workstream</b> ACC, HBDHB, Age Concern, Sport HB, Red Cross, Te Ahurangi Services	Bi-monthly
<b>Fire Prevention Workstream</b> Fire Emergency New Zealand, NZ Police, CHBDC, Civil Defence, Waipukurau Community Patrol, New Zealand Red Cross	Bi-monthly
<b>Positive Ageing Focus Group</b> Age Concern, Grey Power, Anglican Care Waiapu, HBDHB, Whare Manaaki, HB Positive Ageing Trust, Waipawa Senior Citizens, Central Health, Options HB, ACC, Te Ahurangi Services, Fire Emergency New Zealand, Health HB, HB New Zealand Red Cross	Bi monthly
<b>Family Violence Focus Group</b> NZ Police, Central Health, Pleroma Social Services, CHB Connect Whare Manaaki, DOVE HB	Monthly

Key Stakeholders	Meeting Frequency
<b>Street by Street Focus Group</b> Dove HB, Pleroma Social Services, NZ Police, Fire and Emergency New Zealand, Sport HB, St John, Civil Defence, Central Health, ACC, A.W.E CHB, Red Cross, CHBDC, Roadsafe HB	As needed
<b>Youth Focus Group</b> Connecting for Youth, EPIC Ministries, NZ Police, E.I.T, Central Health	Monthly
<b>Suicide Prevention Focus Group</b> HBDHB, East Coast Rural, Support Trust, Central Health, Te Kupenga Hauora o Ahuriri.	As needed
<b>CHB Vulnerable Children's Network</b> Ministry of Education – Resource Teachers of Learning & Behaviour, Principals, Family Works – Social Workers In Schools, Public Health Nurses, Pleroma Social Services, Central Health, Scallywags Childcare Centre, Abbotsford Early Childhood Centre	One meeting per school term
<b>CHB Warm Homes</b> HBDHB, Pleroma Social Services, Central Connect, Otane Progressive, CHB District Council, Central Health, Breathe Hawke's Bay, Takapau Health Centre, New Zealand Red Cross, Age Concern, HB Positive Ageing Trust	Monthly
<b>Safekids Hawkes Bay</b> NZ Police, Fire and Emergency New Zealand, HB District Health Board, HB Plunket, Roadsafe HB, Central Health, Hastings District Council, Napier City Council, Kahungunu Executive, Te Taiwhenua O Tamatea	Quarterly

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Internal communication includes:

- Elected district councillors and council staff
- Partner agencies
- Other Safe Communities in Hawke's Bay
- Safe Communities Foundation NZ
- Work streams and workstream leads

External communication to reach a wider audience includes:

- Older persons
- Funders
- Youth and Schools
- Families / Whānau
- Workplaces
- General Public
- Community groups and Organisations

Modes of communication that are used to share experiences, information and events to the Central Hawke's Bay community include:

- **Facebook:** Recent communication mode where scheduled posts inform our followers of upcoming events and campaigns as well as general information around safety and injury prevention. Safer CHB has a Facebook page which is linked to a number of other local community pages as well as the CHB District Council page.
- **Central Hawke's Bay District Council Website:** <http://www.chbdc.govt.nz/our-district/community-development/safer-communities/>

- **CHB Mail:** Delivered weekly to every home and business in Central Hawke's Bay, approximately 7000 homes, this can also be found online at <http://chbmail.communitynews.co.nz/html5/index.html?page=1>
- **Central FM Radio:** Community Notice Boards
- Key stakeholders and organisations at governance and workstream levels also promote events, messaging in their respective newsletters, which increases reach of the community and also those in the wider Hawke's Bay district.
- Annual reports are distributed to stakeholders both electronically and paper based. Hard copies are available at council offices and the two CHB libraries.
- Letterbox drops, flyers and posters are also utilised when promoting events such as Street by Street BBQ's.

The Safer CHB Communication Plan is included is included as **Appendix 8**.

## Safer CHB Calendar of Events

2017 January-March	April-June	July-September	October-December
Waipawa Street by Street BBQ	Violence Free CHB – CHB Matariki	It's Not OK Campaign Doug Avery Event CHB Pensioner Flat Project SCFNZ National Conference	White Ribbon Motorcycle riders CHB Show DIY Ladder Day Violence Free CHB Boulevard Day Hazmobile Event
2016 January-March	April-June	July-September	October-December
Porongahau Street by Street BBQ CHB Positive Ageing Expo	Redwood Drive, Waipukurau Street by Street BBQ Violence Free CHB – CHB Matariki	It's NOT ok campaign SCFNZ National Forum Skate Park competition IVAN Caravan created and launched Local Community Workshop – Mental Health 101	Onga Onga community Street by Street BBQ CHB A&P show White Ribbon Day events Ladder Safety and DIY Awareness Day
2015 January-March	April-June	July-September	October-December
Turning the Tide Event	SCFNZ New Coordinator training Bibby St Waipawa Street by Street Mackie St Street by Street event Violence Free Community Workshop Mates in Farming	RBA training for coalition members Takapau Street by Street BBQ SCFNZ National Forum Youth led Skatepark Opening Event	Ladder Safety & DIY Awareness Day White Ribbon Day events Otane Community Street by Street BBQ Positive Ageing Public Forums CHB A & P Show
2014 January-March	April-June	July-September	October-December
	Mike King/Tai Tukou "it's Cool To Korero"	SCFNZ National Forum	Totara St Waipukurau Street by Street event CHB A & P Show White Ribbon Events
2013 January-March	April-June	July-September	October-December
CHB Youth Employment Expo		SCFNZ National Forum	CHB A & P Show Ladder Safety & DIY Awareness Day
2012 January-March	April-June	July-September	October-December
		CHB Youth Employment Expo	White Ribbon Mackie St Waipukurau event CHB Positive Aging Expo

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At a local level there is collaboration and interaction at focus group meetings. Public forum meetings set by leads of the focus group ensures that the wider CHB community can also feedback and network.

At a regional level, collaboration between the Territorial Authorities and their respective partnerships remains strong with the sharing of planning documents, attendance at accreditation days and regional cohesiveness evident at the Safe Communities Foundation New Zealand's (SCFNZ) annual two day Conference in Wellington in August 2016. A Hawke's Bay Regional Safe Communities group consisting of Safe Community Coordinators and representatives from Napier City Council (NCC), Hastings District Council (HDC), Wairoa District Council (WDC), Central Hawke's Bay District Council (CHBDC), ACC and the HBDHB have met regularly. This regional level collaboration was evident when Safer Napier was able to adapt best practice and lessons learnt from the Safer CHB Safer Homes Pensioner Flats project when adapting their Safe as Houses programme for the Napier City Council Retirement Villages.

The CHB District Council has been very supportive of Safer CHB since its accreditation in 2012. The CHB District Council has recently convened a Community Development Committee and in December 2017, adopted their Community Wellbeing Strategy. This strategy recognises the commitment of the CHB District Council to the ongoing wellbeing of its residents and that they play a significant role in promoting the wellbeing of all people living in our district. The Community Wellbeing Strategy provides a framework for Safer CHB coalition members to advocate to council on prioritisation of social issues or areas of greatest need within the district.

The position of Safer CHB Chair is currently held by Kate Luff who lives in CHB and who has previously worked in a number of roles in the district. We plan to keep a local identity leading the work of Safer CHB.

Since accreditation Safer Central Hawke's Bay has been committed to communicating with their community and to this end there has been a stakeholder consultation workshop as well as a community session to brainstorm safety concerns and perceptions. Additionally, there are opportunities to engage with the Safer CHB Coalition at local events and through the CHB Keeping It Central publication. Street by street surveys ask residents to comment on a variety of safety issues in their streets as another mechanism to provide feedback. Safer CHB also has its own Facebook page where stakeholders are encouraged to share information and events.

The CHB District Council provides additional and ongoing communications support to the Safe Communities Coordinator, including distribution of media releases, free radio air time, council website and Facebook promotion.

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# Appendices



<b>Name of Meeting:</b>	<b>Safer CHB</b>
<b>Date:</b>	<b>Thursday 16<sup>th</sup> February 2017</b>
<b>Location:</b>	Municipal Theatre , Waipawa
<b>Time:</b>	10.30am

## **AGENDA**

1. WELCOME/APOLOGIES
2. INTRODUCTIONS
3. MINUTES OF PREVIOUS MEETING
4. MATTERS ARISING
5. COMMUNICATION PLAN 2016 REVIEW
6. SAFER CHB STRATEGIC PLAN
7. SAFER CHB SELF ASSESSMENT SURVEY
8. REACCREDITATION
9. WOW TALK – Roadsafe
10. WORKSTREAM UPDATES
11. GENERAL BUSINESS

<b>Name of Meeting:</b>	<b>Safer CHB</b>
<b>Date:</b>	<b>Thursday 13<sup>th</sup> October 2016</b>
<b>Location:</b>	CHB District Council, Waipawa
<b>In Attendance:</b>	Kate Luff (Chairperson),, Angela McFlynn (CHBDC), Lisa Pohatu (HBDHB), Christine Renata (CHBDC), Sally Phelps (ACC), , Nigel Hall (NZFS)) Jackie Schroder (DOVE/LIVE HB) Scott Webster (NZ Police),) Kelly Annand (CYE/CHBDC Councillor),), Jayne Owen (Age Concern), Mike Ataira (Tamatea Taiwhenua), Nikki Harrison (Corrections)
<b>Apologies:</b>	Sarah Johnson (St John), Mike Finucane (NZFS) Sharon Tristram, Sue Fargher (CHB District Libraries), Lloyd Lawrence (Community Patrol), Nick Coomer (MSD), Peter McClelland NZFS), Faith Kaufman (Central Connect) Graham Howse (CHB Civil Defence), Rachel McKay (Pleroma Social Services), Wi Ormsby (Health HB), Dennis Morgan (Red Cross) , Cheryl Paget (MSD), Ross Gilbert (NZ Police)
<b>Time:</b>	10.30am– 12.15pm

## MINUTES

### 1. WELCOME/APOLOGIES

### 2. INTRODUCTIONS

### 3. MINUTES OF PREVIOUS MEETING

Minutes of previous meeting circulated and accepted as a true and accurate record.

Moved Kelly Annand Sec Sally Phelps

### 4. MATTERS ARISING –

Concerns were again raised about the reduction in St John resources available in CHB – Nigel reaffirmed that it is a St John resourcing issue and St John have to deploy their resources where needed. The NZ Fire Service gets called out when required.

There was also discussion about general access to health care (eg out of hours care, shortage of places with local GP's) The CHB Health Liaison Group is currently addressing these and other issues and welcome input and suggestions from organisations and CHB residents. Contact either Christine or Kelly for further information or to raise an issue to be taken to this group.

This then led to a discussion about the role of Safer CHB in advocating for Central Hawkes Bay.

**Action: the Strategic Plan working group will discuss incorporating advocacy into the updated Strategic Plan.**

The role of the leadership group was also discussed

**Action: kate will take this to the group**

**5. STRATEGIC PLAN UPDATE –** The working group has met and begun the review of the Safer CHB Strategic Plan. They aim to have a draft for the wider group available at the next meeting. Coalition members asked to think about “what is our vision”, how we phrase this and how we communicate this. Thoughts so far included using the word “healthy” and aligning with other existing strategies. Agreed to look specifically at population level inequalities in our working areas of focus.

**Action: Coalition members to forward any ideas or thoughts to Christine who will collate for the working group.**

## **6. WORKSTREAM UPDATES**

### SAFER HOMES

#### Fire and Falls

Are seeing a reduced number of house fires. Supplies of smoke alarms have been low during the past few months but successful funding has allowed the purchase of more alarms and Home Safety Visits have stepped up again.

The DIY Falls prevention event was held on Saturday 8<sup>th</sup> October at the Waipukurau Mitre 10 store. Sally, Christine, Lloyd and 3 members of the Waipukurau Fire Brigade were at the store from 9.30am until 12 noon. 91 entries into the competition, 8 smoke alarm referrals and great engagement with the public.

ACC /DHB partnership - progressing with the business case around a comprehensive falls prevention programme for the Hospital & the community

CHB Show – “Safe Communities Precinct” the planning group have met twice and workstreams and groups involved now include: NZFS, Safer CHB, Family Violence Workstream, Safekids, SafeSleep, Civil Defence, IVAN – Youth Strategy in Action, Red Cross, Plunket

Street by Street – this workstream is meeting Tuesday 18<sup>th</sup> October to decide on the next event.

### SAFER PEOPLE

#### Positive Ageing

A working group have met to support Age Concern in the planning and organisation of the CHB Positive Ageing Expo, 20<sup>th</sup> February 2017. At present collating a database of organisations/groups to invite to have a stand at the Expo. Aim to have invitations out by the end of November.

**Action: Any ideas or donations for goody bag items for the Expo gratefully received**

Public forums – The Positive Ageing group visited Enlivan Waipawa on 28<sup>th</sup> September and 4 members spoke on a range of topics. Age Concern, Pakeke and Grey Power members also attended. Very successful model with plans to replicate this again with other groups.

#### Suicide Prevention

The MH101 workshop held on Thursday September 8<sup>th</sup> was very successful with 27 people from a wide range of agencies and organisations attending. Feedback was positive and attendees all felt the workshop was worthwhile.

#### Family Violence

A static stand was displayed at CHB The Festival (1-4 September) and CHB Support Cards were put into the womens toilets. This was the first time we had a presence at The Festival and will look at continuing this in future years.

Progressing with It's Not Ok application.

There is a meeting in Napier to discuss the champions ideas on Monday

White Ribbon month is in November. Main event is the CHB Show and Scott will escort the White Ribbon Riders from Waipukurau to Otane on the 22<sup>nd</sup> November where they are staying overnight.

Jackie bought along a large selection of resources which were offered to the group

#### Youth

Report attached.

## 7. GENERAL BUSINESS

Methamphetamine – A number of people voiced concerns about the damage that this substance appears to be doing to people in our community and there was a strong desire to facilitate or leverage off regional initiatives to support any local response.

**Action: Christine to research other Safe Communities local responses to the Meth issue**

**Action: Christine to liaise with Nikki and other interested parties (invite wider group) to convene a gathering to discuss. Data gathering is needed to determine the size and scope of the problem.**

Safer CHB Monthly Media Articles – The CHB Mail have agreed to allow Safer CHB to contribute a monthly article to the newspaper. All workstreams are asked to contribute one or two articles per year. This article needs to be 350 words long. An annual template has been developed for workstreams to populate with proposed articles and topics.

**Action: Workstreams to discuss their contribution and email Christine with month, topic and writer. (Template attached)**

**Action: The column needs a “name”. Ideas to Christine**

NZSC Coalition Self Assessment Survey – a reminder that this survey closes on 17<sup>th</sup> October 2016. Thanks to all those who have already completed their survey.

**Action: Could those members who have not completed the survey please try and do so before the 17<sup>th</sup>.**

Whats Our Work - W.O.W Talk – A new agenda item where coalition members are given an opportunity to share in more detail about the work they and their organisation do. (around 5-10 minutes) Speakers will go in alphabetical order.

First speaker was Sally Phelps from ACC. Sally is the Community Injury Prevention Consultant for ACC and is based in the Hastings Branch. Sally explained her role and provided and explained to the group, national data on numbers of all new claims and cost of active claims. (attached)

Next meeting Age Concern

**Meeting closed: 12.10pm**

**Next meeting: Thursday 15<sup>th</sup> December 2016  
10.30am followed by a shared lunch.**

**Venue: Waipawa Municipal Theatre,  
Kenilworth Rd, Waipawa**



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## Our Safe Community Partners

### ACC

Provides comprehensive, no-fault personal injury cover for all New Zealand residents and visitors. As a Crown organisation, ACC's role has been set by government to prevent injury, ensure people can get treatment for injury if it happens and to assist people to get back to everyday life as soon as possible. ACC's role in injury prevention is to work with businesses and in the community, to help them become safer, injury free places.

**Safer CHB Member: Sally Phelps, Community Injury Prevention Consultant**

### Age Concern

Age Concern is a charitable organisation dedicated solely to people over 65. They promote dignity, wellbeing, equity and respect and provide expert information and support services in response to older people's needs. Age Concerns offer expertise and knowledge of all available services for older people as well as social activities.

**Safer CHB Member: Jayne Owen, Community Field Officer**

### Anglican Care Waiapu

Anglican Care Waiapu is the social service arm of the Anglican Diocese of Waiapu. It is a provider of Child and Family Services and Aged Care throughout the Bay of Plenty, Hawke's Bay and Eastland. Services provided in Central Hawke's Bay include the Pakeke Centre, Abbotsford Early Childhood Centre and CHB Family Services

**Safer CHB Member: Janette Birdsall, Manager Pakeke Centre**

### \*Central Connect Whare Maanaki

Based in Waipukurau for over 25 years, Central Connect Whare Maanaki provides high quality social work support, counselling, psychotherapy and support group services to the Central Hawke's Bay community.

**Safer CHB Member: Jane Baker, Service Manager**

### Central Health

Central Health provides a range of health and social services in the areas of healthcare, mental health, alcohol & drug treatment support services and multi-systemic therapy. The services are provided to a range of target and age groups from children to elderly people, and across a range of geographical areas.

**Safer CHB Members: Makere Nepe-Apatu-Thorstenson, Health Promotion Worker, Te Amokura Griggs, AoD Counsellor**

### \*CHB Plunket

Plunket is a national not for profit organisation, community-owned and governed. They provide a caring, professional well child and family and whanau service and are committed to providing universal access to services for all children and families regardless of ethnicity, location or ability to pay.

**Safer CHB Member: Hilary Fisher, Plunket Nurse**

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### \*Connecting for Youth Employment

Connecting for Youth Employment (CYE) Trust was established in Central Hawke's Bay (CHB) in 2013, with support from the Mayor's Taskforce for Jobs, to ensure that the community continues on a path to provide employment and training opportunities to young people.

Led by Kelly Annand and Vikki Graham, the primary objective of CYE is to connect like-minded agencies in CHB and facilitate discussions around local opportunities for young people.

**Safer CHB Member: Kelly Annand, Director**

### DOVE Hawke's Bay

DOVE Hawkes Bay is committed to serving the community, families and individuals whose lives are impacted upon by family violence. They seek to empower their clients and the community by providing quality education and support services.

**Safer CHB Member: Jackie Aitcheson, CHB Coordinator**

### Grey Power CHB

Grey Power is an advocacy organization promoting the welfare and well-being of all those citizens in the 50 plus age group. Their mission is to be the appropriate voice for all New Zealanders.

**Safer CHB Members: Etu Araipu, Secretary CHB Branch, Hazel Soames, CHB Branch Member**

### EPIC Ministries Inc

Epic Ministries Inc is a charitable trust focused on the development of youth in Central Hawke's Bay.

Their vision is to see a generation of young people empowered to reach their maximum potential – physically, socially, emotionally and spiritually so they can be contributors to a healthy community.

**Safer CHB Member: Tama Bucknell, Director**

### HB Civil Defence Emergency Management

The Hawke's Bay Civil Defence Emergency Management (CDEM) Group is a partnership of local authorities, emergency services and other organisations tasked with ensuring the effective delivery of civil defence emergency management in Hawke's Bay.

**Safer CHB Member: Graeme Howse, CHB Emergency Management Officer**

### HB District Health Board

Responsible for ensuring the provision of health and disability services for the Wairoa, Napier, Hastings and Central Hawke's Bay districts. This includes injury prevention, alcohol related harm reduction, smoke-free and reducing health inequities.

**Safer CHB Member: Lisa Pohatu, Population Health Advisor; Sandra Ridley, Clinical Nurse Manager, Central Hawke's Bay Health Centre**

### Health Hawke's Bay

The region's Primary Health Organisation which aims to improve health outcomes and life expectancy, as well as reducing inequalities for Māori, Pacific and high needs families.

**Safer CHB Member: Wi Ormsby, Health Promotion Coordinator**

### \*Ministry of Social Development

A government department charged with advising government on social policy and providing social services. MSD define their purpose as being to help New Zealanders to help themselves to be safe, strong and independent.

**Safer CHB Members: Nick Coomer, Community Investment Advisor, Calvin Robinson, Community Liaison Advisor**

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### Fire and Emergency New Zealand

The statutory role of Fire and Emergency New Zealand is fire safety, fire prevention, and fire extinction. Central Hawke's Bay is part of the Hawkes Bay area and is entirely serviced by voluntary brigades spread throughout the district.

**Safer CHB Members: Nigel Hall, Assistant Area Commander, Peter McClelland, Volunteer Support Officer, CHB, Mike Finucane, Fire Risk Management Officer**

### NZ Police

The national police force of New Zealand, responsible for enforcing criminal law, enhancing public safety, maintaining order, crime prevention and keeping the peace throughout New Zealand.

**Safer CHB Members: Sergeant Ross Gilbert, Senior Constable Scott Webster, Family Violence Coordinator/Youth Aid Officer, Glynn Sharp, Community Constable**

### NZ Transport Agency

The crown entity tasked with promoting safe and functional transport by land, including the responsibility for driver and vehicle licencing.

### Pleroma Social Services

Pleroma Social Services is a charitable organisation providing services to the Central Hawke's Bay community. They provide support to individuals and families who are seeking to make changes in their lives and the lives of their families including social work support, counselling and group programmes

**Safer CHB Member: Kath Curran, Manager, Colleen Edwards, Social Worker**

### NZ Red Cross

A humanitarian organisation delivering core community services such as Meals on Wheels, Community Transport, Refugee Services, First Aid courses and Emergency Management operations.

**Safer CHB Member: Dennis Morgan, East Coast Community Services Manager, New Zealand Red Cross,**

### RoadSafe HB

A business unit of the Hawkes Bay Regional Council that provides road safety education services across the Hawke's Bay district in partnership with key stakeholders including NZ Police, ACC and the HB District Health Board.

**Safer CHB Members: Linda Anderson, Regional Manager**

### \*St John

St John has existed in New Zealand since 1885 and is part of a global organisation known as the Order of St John which is active in more than 40 countries St John is at the frontline of medical response providing Ambulance Services throughout New Zealand and are also part of the broader landscape of health and social care, through our provision of first aid training, event medical services, medical alarms, youth programmes and a wide range of community programmes

**Safer CHB Member: Sarah Johnson, Waipukurau Station Manager.**

### \*Sport Hawkes's Bay

Sport Hawke's Bay's mission is to lead and empower Hawke's Bay through Sport and Active Recreation.

**Safer CHB Member: Rachel Gunson, Green Prescription Coordinator**

### \*Te Ahurangi Services

Situated in Porangahau, a coastal settlement in Central Hawke's Bay, Te Ahurangi provides and facilitates many services to this small rural community including coordinating Red Cross transport, Enliven Programme, community garden, educational programmes and nurse led clinics.

**Safer CHB Member: Kim Steffert**

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### Te Kupenga Hauora O Ahuriri

A registered charitable trust that provides health and social services in Napier. Delivers Kia Piki Te Ora Suicide prevention programmes within the Hawke's Bay region, including Central Hawke's Bay.

**Safer CHB Member: Alana Flavell, Faryn Ngawaka**

### Te Taiwhenua O Tamatea

An incorporated society that represents the nine Marae in Central Hawke's Bay. The Taiwhenua is named for the famed ancestor, Tamatea-Ariki-Nui and is the collective voice for Marae and Māori living in Central Hawke's Bay.

**Safer CHB Member: Mike Ataera**

### Waipukurau Community Patrol

Affiliated to Community Patrols of New Zealand, this group of volunteers have a patrol operating every Friday and Saturday evening and as required at events. The patrol has support and confidence of the Police and has a police liaison officer allocated to work with it.

**Safer CHB Member: Lloyd Lawrence**

\*Indicates that organisation has been added to the Safer CHB collation since accreditation.



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## Letters of Support

- Accident Compensation Corporation
- Connecting for Youth Employment
- DOVE Hawkes Bay
- Fire and Emergency New Zealand
- Hawkes Bay Civil Defence Emergency Management
- Hawkes Bay District Health Board
- Hawkes Bay Red Cross
- Napier Family Centre
- New Zealand Police
- Roadsafe Hawkes Bay
- Sally Phelps
- St John

26 January 2018

Safe Communities Foundation New Zealand  
Auckland

### **International Safe Communities Re-accreditation for Central Hawkes Bay District**

ACC is proud to support the application from the Safer Central Hawkes Bay for reaccreditation as a Safe Community under the Pan Pacific Safe Communities network

Safer Central Hawkes Bay provides an opportunity for ACC to work collaboratively with partners and the community, to achieve a positive safety culture and create safer environments for all people within the Central Hawkes Bay district.

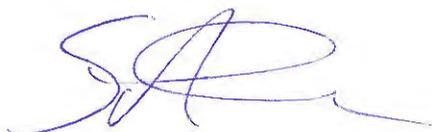
Reducing injuries is an important goal for ACC and the value of the Safe Community model to ACC is that:

- Communities can take ownership of and promote injury prevention at a local level
- There is a coordinated effort to identify and address injuries that are prioritised through regular and robust community injury needs assessments
- It provides an opportunity for ACC to demonstrate its core values of “Safe Kiwis” and “Good Partners” and creates delivery channels for ACC’s injury prevention strategies
- It has the potential to contribute to a reduction in the number and severity of injuries and to reduce claims.

Safer Central Hawke’s Bay was accredited as the first Pan Pacific Safe Community in June 2012 and ACC is proud to have been associated with many significant achievements over the five years.

ACC looks forward to continuing to work with Safer Central Hawke’s Bay towards its vision of a safe community without the burden of injury.

Yours sincerely



Scott Olsen  
**Acting Injury Prevention Portfolio Manager – Community**  
ACC



c/o 53 Russell Street - EIT WAIPUKURAU - 0274794000 - [info@cye.co.nz](mailto:info@cye.co.nz) - [kelly@cye.co.nz](mailto:kelly@cye.co.nz)

15 February 2018

To whom it may concern:

**In support of Safer CHB's application for reaccreditation as a Safe Community under the Pan Pacific Safe Communities network.**

I am writing on behalf of Connecting for Youth Employment in support of Safer CHB. As an organisation we have been actively involved since 2013 and have seen firsthand the journey of this project and the positive impact that this has made in our community. Becoming a Safer CHB provided the framework and the platform for many other positive community wellbeing strategies and actions within our district. We are a people that want to TRIVE and the work of Safer CHB contributes hugely to ensuring that we are well on a path to such positive community outcomes.

Further to that the networking has been invaluable and the relationships formed have ensured that those we all serve and work for everyday are getting better outcomes.

Kind regards

A handwritten signature in blue ink, appearing to read 'K Annand', written over a light blue rectangular background.

Kelly Annand  
Director

# DOVE HAWKES BAY

*Safer homes—safer communities*

22 January 2018

Safe Communities Foundation  
PO Box 331399  
Takapuna 0740

37 Niven Street  
Onekawa  
P.O. Box 716  
NAPIER

To Whom it May Concern

Phone: 06-8435307

Fax: 06-8421601

RE: Safer CHB Application for Reaccreditation

E-mail: [admin@dovehb.org.nz](mailto:admin@dovehb.org.nz)

DOVE Hawke's Bay is a community organisation providing intervention and education programmes and services in the area of family violence. DOVE Hawke's Bay works to stop heal and prevent family violence. It has been operating for 24 years and covers Napier, Hasting and surrounding areas, extending to Central Hawke's Bay. DOVE Hawkes Bay is committed to a collaborative approach to its work and is active in helping to bring such systems into being.

DOVE Hawkes Bay and I, personally, have been involved with Safer CHB from its inception, and I was the inaugural chairperson. I relinquished the role when I took up the Manager's position with DOVE Hawkes Bay, which was based in Napier. DOVE Hawkes Bay has maintained its involvement in a very active way through the new staff person who took over my role. Specifically she has been active in the "F" strategy that is associated with family violence, being chairperson for that sub-group for a couple of years. I also know that she contributes to the wider work of Safer CHB, with an example of this being her involvement with the publication of the booklet "Safer Me Safer Family Safer CHB" and also the combined "safety" tent that they have at the CHB Show in November.

DOVE Hawkes Bay continue to be very supportive of this connection and our involvement with Safer CHB. It connects our agency with the collaborative work happening with family violence in CHB, helping inform our work. It also gives us an avenue to have an input, both at a local and also a regional level.

All of the recent reports on responding to family violence in New Zealand describes it as very fragmented and disconnected. These reports along with other evidence demonstrate the need to take a systems approach to this issue. DOVE Hawkes Bay is part of a project that is developing an integrated response system to family violence across Hawkes Bay. The name of the project is Hohou Rongo. We see the involvement of all Safer Communities in the region, including Safer CHB, as essential components of this system. We therefore support and endorse Safer CHB's application for reaccreditation

I am happy to be contacted if further information is required from me.

Yours sincerely



Malcom Byford  
General Manager



DOMESTIC VIOLENCE INTERVENTION & EDUCATION



## Fire and Emergency New Zealand

Hawke's Bay Urban Fire District  
PO Box 4122,  
Marewa  
NAPIER  
New Zealand

Christine Renata  
Community Development Coordinator  
CHBDC  
PO Box 127  
WAIPAWA 4240

29.1.18

To Christine

Fire and Emergency New Zealand is committed to working in partnership to be able to achieve a safer place for our communities to live, work and to enjoy their leisure time.

As the Assistant Area Manager of Area 11 Hawkes Bay, who has already seen the benefits of Safer Communities partnership accredited as a World Health Organisation Safe Community, it gives me great pleasure to be able to support this application for reaccreditation within my Area of responsibility.

From our organisation experience of Safer CHB the bringing together of all the agencies that work to make communities a safer place for its citizens in this way makes for a better understanding of the issues we all face as individual organisations. It enables us to share both information and resources to be able to create agreed common goals to enhance all our services and our safety messages to those who are most at risk and in need of our services.

We have been a partner since 2011 and the benefits have grown year on year as the understanding of membership has grown. We are able to support each other with organisational core objectives by coming together at key events and within those Community that most need our support.

We Fire and Emergency New Zealand are fully support the Central Hawkes Bay Safer Community Partnership application for accreditation.

Yours sincerely

Nigel Hall  
Assistant Area Manager  
Hawkes Bay



## Corporate Services



25 January 2018

Safe Communities Coordinator  
Central Hawke's Bay District Council  
PO Box 127  
WAIPAWA

Dear Safe Communities Coordinator

### **SAFER CENTRAL HAWKE'S BAY REACCREDITATION**

I write in support of Safer Central Hawke's Bay application as a Safe Community.

The Hawke's Bay District Health Board (HBDHB) endorses the Safe Communities framework for Community Safety Reaccreditation. HBDHB has been involved with Safer Central Hawke's Bay since Accreditation in 2012 and recognises the programme as an effective intervention for improving community safety. The approach to community safety encourages greater co-operation and collaboration between non-government organisations, the business sector, local and government agencies. HBDHB is pleased to be associated with this programme.

A key focus of HBDHB is to support communities to remain injury free and to achieve this a focus on injury prevention and safe environments requires early intervention. Our Population Health Service is involved across all four accredited Safe Communities in Hawke's Bay. We value the work being addressed in this area as it reflects our own priorities that contribute to inequity in health outcomes throughout our region. As a collective we can achieve better outcomes by working together.

HBDHB wishes Safer Central Hawke's Bay success with its pending application for reaccreditation as a Safe Community. We are committed to the ongoing collaboration of this programme for the wellbeing of our communities.

Yours sincerely

A handwritten signature in black ink, appearing to read "K Snee".

Dr Kevin Snee  
**CHIEF EXECUTIVE OFFICER**

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### **CHIEF EXECUTIVE'S OFFICE**

Hawke's Bay District Health Board

Telephone 06 878 8109 Fax 06 878 1648 Email: [cco@hbdhb.govt.nz](mailto:cco@hbdhb.govt.nz), [www.hawkesbay.health.nz](http://www.hawkesbay.health.nz)  
Corporate Office, Cnr Omaha Road & McLeod Street, Private Bag 9014, Hastings, New Zealand



**NEW ZEALAND  
RED CROSS**  
RĪPEKA WHERO AOTEAROA

East Coast  
PO Box 11  
Hastings 4156  
0800 RED CROSS  
Phone + 64 6 878 8438  
Fax + 64 6 878 6145  
[redcross.org.nz](http://redcross.org.nz)

Christine Renata  
Central Hawke's Bay District Council  
PO Box 127  
Waipawa 4240

17 January 2018

Dear Christine

Re: Safer Central Hawke's Bay

East Coast New Zealand Red Cross is an enthusiastic supporter of Safer Central Hawke's Bay. The benefits to East Coast New Zealand Red Cross for being a member of Safer Central Hawke's Bay include the sharing of information, the promotion of our services and the involvement of our members in practical safer community initiatives such as the safer homes programme.

I have seen how the collaborative nature of the Safer Central Hawke's Bay approach has improved how community organisations and agencies work together to address community safety issues. This has added strength to the various organisation's programmes to produce better outcomes in the community.

I believe reaccreditation of Safer Central Hawke's Bay would continue to build on the value it has already created in addressing community safety issues.

Yours Sincerely

**Dennis Morgan**  
**East Coast Community Services Manager**  
**New Zealand Red Cross**



02 February 2018

To whom it may concern

The Hawke's Bay Civil Defence and Emergency Management Group would like to endorse Safer Central Hawkes Bay's application for reaccreditation as a Safe Community under the Pan Pacific Safe Communities network.

The Hawkes Bay Civil Defence and Emergency Management Group has been involved with Safer CHB since it began in 2012. The networking, collaboration and joint projects that have come out of Safer CHB have been really appreciated and valued by ourselves. Having a collective impact model where we have a structure and system to work together with other agencies and organisations is a fantastic way of achieving our goals and outcomes, and meeting the needs of our communities with a collective and collaborative approach, rather than working in silos.

We wish Safer CHB all the best with the reaccreditation process and look forward to continuing to work with the other agencies to set goals and identify projects that will lead to safer CHB communities.

Yours sincerely

Jae Sutherland  
Community Resilience Advisor  
Hawkes Bay Civil Defence and Emergency Management Group

WORKING  
TOGETHER

Napier City Council

Wairoa District Council

Hastings District Council

Hawke's Bay Regional Council

Central Hawke's Bay District Council



# Napier Family Centre

*2013 - Celebrating 30 years of service to families*

17 January 2018

**RE: Safer CHB**

Napier Family Centre is a not-for-profit agency that provides services in Central Hawke's Bay in social services and early childhood education. We were invited to have representatives attend the regular Safer CHB meetings since July 2017. I chose to attend these as CEO as the principles of safe communities is very much aligned with our goals for contributing positively to the wellbeing of people and whānau. At that time, the social services agency Pleroma had just recently wound up as a charitable trust and had been a long standing contributor to Safer CHB work. As Napier Family Centre were in the process of picking up the contracts and continuing the social services, the support offered by the leadership of Safer CHB and, network opportunities, were especially appreciated.

We very much support Safer CHB and the values being promoted.

The collaborative, consultative and openness of this network has allowed for our organisation to settle well within this community. In particular, we have experienced that Safer CHB have a clear strategy and associated work streams. The meetings are engaging, relevant and allow for discussion to share solutions for creating a safer environment.

In particular for our organisation, we have a rural social worker and a number of homebased contractors and the activities discussed within the Safer CHB forum are highly relevant in informing best practice. Importantly, our families and children who we connect with through our work are impacted by their community environment. Many of our social work families and young people are affected by issues of family violence, isolation, mental illness and social disconnection which are aligned to many of the Safer CHB work streams.

Safer CHB have been very proactive in building strong partnerships and collaborative models of working together. We are committed in contributing where we can to further the success of this work.

Best regards

Kathryn Curran  
CEO  
Napier Family Centre



19 January 2018

Christine RENATA  
Safer CHB Coordinator  
WAIPAWA

Dear Christine

This letter is in Relation to the Safer CHB network and the Police involvement in this.

The New Zealand Police have been involved in this network since it's first inception and assisted and supported in its' establishment.

Central Hawkes Bay is a smaller rural community made up of a number of different towns and a very large rural component.

Because of the smaller community we live and work in, there is an absolute necessity for all agencies to work closely together to a much larger degree than in the more urban areas. We all rely on each other in our business with support and cooperation.

The Safer CHB network is a large part of this enabling the New Zealand Police to maintain and establish contacts and relationships with other agencies, both government and community.

Having a more formal network such as this has benefits for our community as each organisation by itself may well be too small to achieve its' objectives, however by working together it does become achievable.

The sharing of information has proved valuable for the vulnerable in our community who one agency has had contact with and is able to pass on concerns and allow assistance/intervention by the appropriate agency.

In a rural or smaller community, one agency/organisation often encounters difficulty in reaching and engaging with a particular sector or individual. The Safer CHB network has allowed all organisations to expand the scope of who and how they can work with in our community.

The New Zealand Police continues to fully support the Safer CHB network and will do so in the future.

Yours faithfully

Ross GILBERT  
Sergeant 7878  
Officer In Charge  
Central Hawkes Bay Police

www.roadsafehb.org.nz



Linda Anderson  
Regional Manager  
RoadSafe HB  
Hawkes Bay Regional Council

Christine Renata  
Safer CHB Coordinator  
Central HB District Council

22 January 2018

Dear Kate and Christine

Roadsafe HB is proud to support Safer CHB we have been involved with Safer CHB since it was first accredited in 2012.

The benefits to Roadsafe HB have been the ability to work alongside other key agencies working towards a safer road system.

Our overall goal is to increase the safety for all road users with a focus on high-risk drivers, young, novice drivers, recidivist drink/drug drivers, and all other high-risk traffic issues.

Having a coalition working together with a clear identified focus to benefit the community is fantastic and we look forward to continuing to be involved.

Regards

A handwritten signature in blue ink, appearing to read "L. K. Anderson".

Linda Anderson  
Regional Manager

Sally Phelps  
c/- Technology Concepts  
123 Avenue Road  
Greenmeadows  
Napier

Tania Peters  
Director  
Safe Communities Foundation NZ  
128 Hurstmere Road  
Takapuna  
North Shore City

Dear Tania

Although I have retired from my role as ACC Injury Prevention Consultant I do feel that I am qualified to write this letter of support for Safer CHB's application for reaccreditation as an International Safe Community under the Pan Pacific Safe Communities network.

The Safe Communities Model has been very successful in Central Hawke's Bay – not only because it is a smaller rural community but more importantly because of the huge community "buy-in" and support of the Coalition and the Work Stream activities. The community has experienced the benefits of a coordinated approach to addressing their issues and working towards their vision – Central Hawke's Bay – A safe place to be.

I will continue to work with Safer CHB and their team of dedicated professionals and I congratulate them on their outstanding results and a very thorough application.

Yours sincerely

Sally Phelps



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## Safer Community Coordinator Job Description

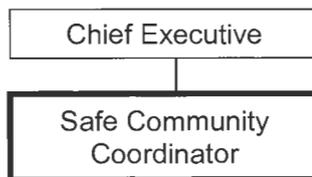
# CENTRAL HAWKES BAY DISTRICT COUNCIL



## JOB DESCRIPTION

Job Title:	<b>Safe Community Coordinator</b>
Group:	<b>Chief Executive</b>
Team:	
Responsible To:	<b>Chief Executive</b>
Responsible For:	
Job Purpose:	<b>This job exists to:</b> <ul style="list-style-type: none"><li>▪ The Safe Community Coordinator is responsible for developing and initiating safety strategies and initiatives that support the ongoing management of Safer CHB through the SCRNZ Pan Pacific Accreditation.</li></ul>
Date:	December 2014

### Organisation Context



### Key Relationships

#### *External*

Safe Communities Foundation NZ  
Funding agencies  
Government agencies  
Te Taiwhenua o Tamatea  
Ngati Kahungunu Iwi Inc  
Community groups, schools and training agencies  
Health sector  
Police  
ACC Injury Prevention Consultants

#### *Internal*

Chief Executive  
Management Team  
Other staff as required

## Key Result Areas

The position of Safe Community Coordinator encompasses the following major functions or Key Result Areas:

- Develop and implement community based safety and crime reduction activities
- Relationship management
- Managing resources, reporting and financial accountability
- Maintaining and improving business systems and administration
- Organisational Contribution

The requirements in the above Key Result Areas are broadly identified below:

Jobholder is responsible for	Jobholder is successful when
<b>1. Development and implement community based safety and crime reduction activities</b>	
<ul style="list-style-type: none"> <li><input type="checkbox"/> Establish an annual work programme.</li> <li><input type="checkbox"/> Review existing projects, activity and capacity, identify gaps and develop solutions with community to address the gaps.</li> <li><input type="checkbox"/> Strengthen and maintain partnerships with Government non-government agencies, community, health services, industry, the private sector and regional, national and international Safer Communities networks.</li> <li><input type="checkbox"/> Facilitate the planning, implementation, evaluation and communication of safety initiatives as identified by statistical information and the community.</li> <li><input type="checkbox"/> Mobilise and develop community skills and structures for injury / violence prevention including building skills development, strengthening supportive environments and enhancing community participation.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Annual work programme is established and implemented.</li> <li>▪ Projects and activities are identified and any gaps are addressed.</li> <li>▪ Working relationships are achieved and maintained.</li> <li>▪ Safety initiatives are planned, implemented, evaluated and communicated to the community.</li> <li>▪ Community skills and structures for injury / violence prevention are developed.</li> </ul>

Jobholder is responsible for	Jobholder is successful when
<b>2. Relationship Management</b>	
<ul style="list-style-type: none"> <li>❑ Manage a process to identify and engage stakeholders in the Safe Communities initiative.</li> <li>❑ Lead the Safer Communities project coalition to identify avenues for Safe Communities working groups.</li> <li>❑ Maintain relationship with Safe Communities Foundation New Zealand.</li> <li>❑ Maintain and strengthen relationships with current funding agencies, establish relationship with potential funding agencies, and be fully conversant with these agencies key priorities.</li> <li>❑ Prepare timely reports as required, including actions plans, progress program plans and reviews.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Stakeholders are identified and engaged in the Safe Communities initiative.</li> <li>▪ Safer Communities project has good leadership.</li> <li>▪ Good working relationships are achieved and maintained.</li> <li>▪ Good working relationships are achieved and maintained.</li> <li>▪ Reports are accurate and completed with required timeframes.</li> </ul>

Jobholder is responsible for	Jobholder is successful when
<b>3. Managing Resources, Reporting and Financial Accountability</b>	
<ul style="list-style-type: none"> <li>❑ Identify, apply for and utilise all funding streams and programmes that can contribute to achieving a safe and secure district.</li> <li>❑ Prepare and monitor funding / service agreements with organisations who deliver activities and projects for Council.</li> <li>❑ Ensure funding / service agreements and contracts that Council enter into are completed as required, including meeting all accountability requirements.</li> <li>❑ Ensure expenditure is within budget and discuss any anticipated variances with the Chief Executive ahead of time.</li> <li>❑ Provide all reports against performance measures as required.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Available funding is accessed as appropriate.</li> <li>▪ Agreements are prepared and monitored as required.</li> <li>▪ All accountability requirements for funding / service agreements are met.</li> <li>▪ Budgets are not exceeded.</li> <li>▪ Reports are accurate and completed with required timeframes.</li> </ul>

Jobholder is responsible for	Jobholder is successful when
<b>4. Maintaining and improving business systems and administration</b>	
<ul style="list-style-type: none"> <li>□ Maintain effective correspondence, information and filing systems for the Safe Communities Coordinator work programme.</li> <li>□ Maintain accurate records to report against specified performance measures.</li> </ul>	<ul style="list-style-type: none"> <li>▪ All records are accurate and easily accessible.</li> <li>▪ All records are accurate and include required information for reporting requirements.</li> </ul>

Jobholder is responsible for	Jobholder is successful when
<b>5. Organisational Contribution</b>	
<ul style="list-style-type: none"> <li>□ Undertake Performance Development tasks/responsibilities in terms of Council's system.</li> <li>□ Observe and apply occupational safety and health policies, procedures and rules stated by Council, which are pertinent to the duties carried out by the officer in this position and in all other operational areas of the organisation, and demonstrate a proactive commitment to a safe working environment to meet the requirements as set under the Health and Safety in Employment Act 1992.</li> <li>□ Participate in and undertakes emergency management duties as required.</li> <li>□ Participate and contribute to Council projects and inter-departmental initiatives as requested/agreed.</li> <li>□ Maintain Council property and equipment.</li> <li>□ Fulfil administration - reporting requirements (eg timesheets, vouchers, reporting).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Council responsibilities are undertaken and completed accurately, meeting specified standards and within agreed timeframes.</li> <li>▪ Positively applies appropriate health and safety knowledge to the workplace, both in personal application and in application to any facet of Council's operations.</li> <li>▪ Active participation.</li> <li>▪ Contribution to projects and Council initiatives is effective and valued and is approached in a positive and helpful manner.</li> <li>▪ Any Council property allocated or used is properly looked after.</li> <li>▪ Administration requirements are completed timely and accurately as specified.</li> </ul>

### Note

*The above performance standards are provided as a guide only. The precise performance measures for this position will need further discussion between the jobholder and manager as part of the performance development process.*

## Work Complexity

Most challenging duties typically undertaken:

- Managing the elements of the project simultaneously
- Working with different segments of the community
- Interaction with a diverse group of people
- Identifying clear measured end results and meeting timelines

## Person Specification

*This section is designed to capture the expertise required for the role at the 100% fully effective level. (This does not necessarily reflect what the current jobholder has.) This may be a combination of knowledge / experience, qualifications or equivalent level of learning through experience or key skills, attributes or job specific competencies.*

### Knowledge / Experience

- 1 ▪ Experience of successfully working within interagency collaborations, with a working knowledge of how systems interact and operate within communities
- 2 ▪ Project management experience
- 3 ▪ Excellent administration skills and experience
- 4 ▪ Knowledge of Iwi networks and ability to engage with tangata whenua
- 5 ▪ Experience with digital and social media
- 6 ▪ Experience with all essential communication frameworks
- 7 ▪ Community development
- 8 ▪ Data analysis and evaluation
- 9 ▪ Health promotion

## Key Skills /Attributes / Job Specific Competencies

The following levels would typically be expected for the 100% fully effective level:

Expert level	
Advanced level	<ul style="list-style-type: none"> <li>▪ Interpersonal skills</li> <li>▪ Process management</li> <li>▪ Presentation skills</li> <li>▪ Written communication</li> <li>▪ Organisational skills</li> <li>▪ Planning skills</li> <li>▪ Time management</li> <li>▪ Management and measurement of work</li> <li>▪ Community development</li> <li>▪ Data analysis and evaluation</li> </ul>
Working Knowledge	<ul style="list-style-type: none"> <li>▪ Local Government</li> <li>▪ Council policy</li> <li>▪ Digital technology</li> <li>▪ Legislation</li> </ul>
Awareness	<ul style="list-style-type: none"> <li>▪ Health and Safety</li> </ul>

## Qualifications (or equivalent level of learning)

Essential	Desirable
<ul style="list-style-type: none"> <li>▪ A current drivers licence</li> </ul>	<ul style="list-style-type: none"> <li>▪ Relevant tertiary qualification in the fields of Health, Education or Social Science/ Policy</li> </ul>

## Key Behaviours

All employees are measured against the following **Key Behaviours** as part of Performance Development:

- Commitment/ Personal Accountability
- Professional/Technical Expertise
- Teamwork
- Customer/Diplomatic Focus
- Effective Communications & Relationships

## Personal Attributes

- Excellent communication skills, both oral and written, including experience in analysis and report writing, and delivering presentations and facilitating meetings
- Time management skills and ability to set priorities
- Ability to work as part of a team and also maintain self motivation

## Contractors, consultants and/or outsourced staff

*This section is designed to capture information regarding the regular and ongoing supervision / monitoring and /or basic liaison in respect of the work of other people not reporting directly to you (e.g. contractors). Please list examples, the nature and regularity of such contact.*

*(E.g. Supervise contractors daily and accountable for the performance of the Service level agreement; Coordinating volunteers on a project by project basis; Liaising with service providers.*


## Disclaimer

*The content of this document is intended to describe the general nature and level of work being performed by incumbents in the assigned job. They do not constitute an exhaustive list of all responsibilities and duties, or skills required of the incumbent. From time to time, incumbents may be required to perform duties outside of their normal responsibilities as needed.*

## Change to job description

*From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment– including technological requirements or statutory changes. This Job Description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.*

\_\_\_\_\_  
Employee Name  
Employee Job Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Approved:    Manager Name  
                  Manager Job Title

\_\_\_\_\_  
Date



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## Safer CHB Strategic Plan

## Safer Central Hawkes Bay Strategic Plan 2017-2020



# Safer Central Hawkes Bay Strategic Plan 2017-2020

## INTRODUCTION

Safer Communities is a World Health Organisation (WHO) concept that recognizes safety as “a universal concern and a responsibility for all”. This approach to community safety encourages greater cooperation and collaboration between non-government organisations, the business sector, and local and central government. Central Hawkes Bay was designated by the Safe Communities Foundation of New Zealand (SCFNZ) as a Pan Pacific Safe Community on 6<sup>th</sup> June 2012. The Safer Central Hawkes Bay (Safer CHB) coalition has brought together a diverse group of agencies, organisations and community groups in the district who all working together to improve community safety. Stakeholders bring knowledge and relevant strategies and aligned projects to the table. Safer CHB is council mandated and community owned.

## STRUCTURE

The Safer CHB governance group oversees the Safer CHB programme. This group works on strategic and operational activities with a clear programme of work that aligns with the requirements of the Safe Communities accreditation programme. The Safer CHB governance group meets bi-monthly.

Workstreams are established around priority areas that have been identified by Safer CHB partner organisations and community consultation. Membership and frequency of meetings is driven by each workstream.

The regional working group consists of members from each of the 4 accredited Hawkes Bay Safe Communities along with key strategic partners and meets quarterly.

Central Hawkes Bay District Council employs the Safer CHB coordinator whose role is to coordinate and support the development of safety strategies and initiative's that support the ongoing management of Safer CHB through the SCFNZ Pan Pacific accreditation.

# Safer Central Hawkes Bay Strategic Plan 2017-2020

**Vision: Central Hawkes Bay - A Safe Place To Be**

## **Underlying principles:**

- Safety is a fundamental human right
- Safety is a shared responsibility
- Safety is an attainable aspiration

*(Safer Communities Foundation NZ)*

## **Our values (what we stand for):**

- **Collaboration & coordination** for collective action to have stronger impact
- **Results** – Use best data available to evaluate whether people are safer
- **Gathering & sharing information** on injury trends, priorities and programmes
- **Commitment & motivation** to promote safety within organisations and throughout the community
- **Advocacy with an equity lens** – bringing an awareness of the needs of vulnerable and marginalised groups in our community
- **Sustainability** - community ownership & leadership

## Safer Central Hawkes Bay Strategic Plan 2017-2020

Coalition Goals 2017-2020		
Action	Outcome	Measure
Find ways to enhance communication with the wider community	Increased community awareness and engagement with Safer CHB	e.g. social media Use events (workstream activities) to highlight that there is a strong network sitting behind it Communications plan
Strengthen the financial sustainability of Safer CHB	Reduce dependence on single funder	Investment from broader range of stakeholders
Gather, use and share the best available data around community safety and wellbeing	Results cards developed for each focus area	Up to date results cards
Continue lobbying for better population level data that is easy to obtain	Better data to inform planning and measure impact	Up to date results cards
Listen and respond to the needs of our community	Channels for people in our community to tell us their concerns, thoughts, ideas, etc	# of channels used (eg Social Media, St by St survey's, community meetings) # of comments, suggestions, ideas

## Safer Central Hawkes Bay Strategic Plan 2017-2020

Safer Homes – Falls Prevention		
Action	Outcome	Measure
DIY Ladder day	Reduced falls from ladders in the home	Number of ladder safety stickers/information given out Number of entries in prize draw Number of ladder fall injuries notified to ACC
Porangahau Safe Homes Project NZ Fire Service and Red Cross	Reduced falls at home in the Porangahau community	Number of homes surveyed Number of resources given out Reported number of older people having a fall in their home Number of smoke alarms installed in Porangahau Number of homes visited for home fire safety check and education Number of house fires attended in Porangahau

**Strategic Alignment:** Hawke’s Bay Housing Coalition Strategy, ACC Community Strategies, Falls and Fractures (DHB); NZ Fire Service Community strategy.

Safer Homes – Fire Prevention		Contributing factor – alcohol
Action	Outcome	Measure
CHB Home Fire Safety Check & Smoke Alarm Installation Project	Reduction in house fires in CHB	Number of smoke alarms installed in CHB Number of homes visited for home fire safety check and education Number of house fires attended in CHB
Smoke Alarms Promotions at Mitre 10	Increase the purchase of 10 year Smoke Alarms during the months of March and September around the National campaign Check your Smoke Alarm during daylight saving.	Sale figures supplied from retailer before and following promotional event.

**Strategic Alignment:** Hawke’s Bay Housing Coalition Strategy, NZ Fire Service Statement of Strategic Direction

## Safer Central Hawkes Bay Strategic Plan 2017-2020

Safer Homes – Street by Street		
Action	Outcome	Measure
A collaborative initiative with injury and crime prevention messaging. Involves community engagement of residents in the identified street or community.	More connected communities where people know their neighbours, and have a greater awareness of support services available.	Number of surveys completed by residents Feedback from the surveys (e.g. number who know their neighbour before vs after the event) Reach numbers – ie number of those engaged

Safer Homes – Emergency Preparedness		
Action	Outcome	Measure
Encourage and support communities to plan and prepare in the event of a civil defence emergency.	Safer CHB supports the development of community resilience plans across 27 CHB communities.	# HBCD Facebook Page likes from CHB residents # Red Cross Hazard App downloads from CHB residents #events, training, community meetings held in CHB

**Strategic Alignment: Civil Defence National Emergency Management Strategy**

## Safer Central Hawkes Bay Strategic Plan 2017-2020

Safer People – Family Violence		Contributing factors – alcohol, drugs & financial pressures
Action	Outcome	Measure
“It’s not OK” Campaign –passive message (signs, yellow cards, resources in the community) Events – awareness raising at a variety of venues – CBD Boulevard Day; CHB Show; CHB The Festival, Matariki, Street by Street; Media coverage	Reduce the harm caused by Family Violence Creating awareness in community to reinforce message that family violence “Is Not OK” Building safety for victims of Family Violence by increased awareness and access to information Community members are educated and aware of how to access support	Number of events Number of resources distributed into the community Number of media articles – all forms of media. FV prevalence date for CHB POL reports to Police as reviewed by FVIARS

**Strategic Plan Alignment: Police – Prevention First Strategy;**

Safer People – Community Resilience and Wellbeing – rural community focus		Contributing factors – alcohol and other drugs, depression, financial pressure
Action	Outcome	Measure
General Awareness Training workshops offered Stage 2 Connector training offered	Reduction in the number of suicides in rural CHB (target – zero)	Number of attendees Rural suicides – completed and attempted
Information sharing – Suicide prevention services in CHB	Increased awareness and access to information	
Obtain and analyse data on suicide attempts in CHB.	Better understand the issue	# of attempts
Identify and work with existing stakeholders in the rural sector to strengthen prevention approach for rural depression and suicide	Rural residents are informed and have access to information	Number of stakeholders

**Strategic Plan Alignment: New Zealand Suicide Prevention Strategy 2016 – 2026, HBDHB Postvention Strategy;**

## Safer Central Hawkes Bay Strategic Plan 2017-2020

Safer People – Youth Development		
Action	Outcome	Measure
Promotion of messages by the Youth Council	Young people in CHB are well informed Young people are supported & valued by being heard & given opportunities	Number of messages on social media Number of events IVAN the Caravan and Youth Council attend
Events/ Initiatives – developed & delivered for young people	Young people in CHB are engaged	Number of events
Driver Licencing promotion for young people	Improved licencing statistics Reduction in unlicensed driver convictions	Number of young people obtaining licence through local programme
Print & deliver a CHB Parent Pack - Tools for The Teenage Years	Young people, parents and families will be informed.	Numbers distributed

**Strategic Plan Alignment: Youth Development Strategy Aotearoa, CHB Youth Strategy.**

Safer People – Positive Ageing		
Action	Outcome	Measure
Plan & deliver the Positive Ageing Expo – celebrating the older person (Every 2 <sup>nd</sup> Year)	Engaged and informed older people	# of stakeholders attending # of participants Survey responses # and what gained from the event
Collate & share information on the services for older people. Investigate methods of getting this information to the target group	Older people are aware of what support and connections are available to them	# of services engaged & providing information # of pamphlets distributed or accessing website Numbers of older people presenting to health services with depression or anxiety Number of older people reporting elder abuse to Police or Age Concern
Produce Positive Ageing newsletter – incorporating all older adult organisations Plan & deliver public forums for this target group	Active, targeted communication with older people	# of Newsletters produced & distributed Number delivered

**Strategic Plan Alignment: NZ Positive Ageing Strategy, CHB Positive Ageing Strategy; ACC/DHB Falls Prevention Business Case.**

## Safer Central Hawkes Bay Strategic Plan 2017-2020

Safer People – Road Safety		Contributing Factor – alcohol, fatigue
Action	Outcome	Measure
Address the road safety issue of Fatigue (a moderate priority). Deliver a project that raises awareness	Reduced road accidents in CHB	# of events Road crashes and fatalities in CHB
Deliver a collaborative project in CHB focusing on child restraints	Increased use of child restraints Reduction in number of child restraint infringements	Number of Interventions Number of participants engaged Survey of participants for feedback Number of infringements

**Strategic Plan Alignment: CHB Alcohol Scoping Project 2016; RoadSafe HB – Plan; Safer Journeys Strategic Plan, RSAP– 2016; Plunket;**

Notes:

1. Alcohol & other drugs and social isolation are contributing factors across all area of focus
2. The following focus areas for Safer CHB appear as areas of concern although the numbers are relatively small.
  - Farm safety
  - Water safety

Community activities and promotions on these issues will happen at appropriate times. Safer CHB will support groups who are providing programmes and services in these areas.



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## Street by Street Survey



DATE:

LOCATION:

*This survey is **voluntary and confidential**.  
Summary results of this survey will be used to assist participants.*

*If you wish to discuss this survey further, please contact:  
Christine Renata, Safer Communities Coordinator, CHB District Council  
Phone: (06) 8578060 Email: christine.renata@chbdc.govt.nz*

## **YOU AND YOUR NEIGHBOURHOOD**

*Can you please tell me the good things about living in your community?*

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*Can you please tell me the not so good things about living in your community?*

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*What can you or your neighbours do to improve it?*

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Community Survey

**SAFER PEOPLE**

Is there a Neighbourhood Support Group in your area/street?  Yes  No

If yes:

Are you a part of it?  Yes  No

If no:

Would you like a neighbourhood support group in your area/street?  Yes  No

Do you know your neighbours?  Yes  No

**(Please circle)**

Are you proud of your neighbourhood? Yes No

If No; Why? \_\_\_\_\_

Do you feel safe in your street? Yes No

If No; Why? \_\_\_\_\_

Do you feel safe in your home? Yes No

If No; Why? \_\_\_\_\_

Is graffiti or tagging an issue in your neighbourhood? Yes No

Do you believe there are litter issues in your street? Yes No

Do you know how to report a crime? Yes No

Is bullying an issue in your neighbourhood (physical, verbal, cyber) Yes No

Do you know how to get in touch with local agencies such as:

WINZ, IRD, Budget Advice, Plunket, Pleroma Social Services, Live HB, DOVE HB, CHB Connect, Central Health, Social Worker in Schools, Gambling Services, HB Community Law, Hastings Womens Refuge, Maori Womens Refuge, Careers, Housing NZ, or any others

Yes No

Would you like information about any of the above organisations? If yes, please circle which ones. Yes No

Are there any services or activities you would like in Onga Onga? Yes No  
(If yes, please state)

\_\_\_\_\_

\_\_\_\_\_



Community Survey

**YOU AND THE COUNCIL**

Do you know your local Councillors?  Yes  No

Do you vote in the Council elections?  Yes  No

Do you know that the council is responsible for:

Graffiti on Council property	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Illegal litter dumping on council property	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Noise Control	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Animal Control	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Rubbish Collection	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Do you recycle?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No

Do you know what the CHB libraries have to offer?  Yes  No

**SAFER HOMES**

Do you have working smoke alarms? Yes No

If no:

Would you like a 10 year long life smoke alarm installed?

Yes No

(If renting please supply landlord details)

Would you like a home safety check done? Yes No

**Please note that a member of the NZ Fire Service will contact you if you have ticked yes to a Home Safety Check – timeframes unable to be confirmed**

Do you have a safety plan in case of an emergency? Yes No

If No; Why not? \_\_\_\_\_

Are you prepared in case of a Civil Defence emergency? Yes No

If No; Why not? \_\_\_\_\_

**YOUR DETAILS**

**Optional, however if you wish to have a home safety check, smoke alarms installed or wish us to provide feedback to you, please complete the details below.**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone : \_\_\_\_\_

Email address: \_\_\_\_\_

Thank you for taking the time to complete this survey.



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## Media Releases



## DOUG AVERY THE RESILIENT FARMER SHARED HIS STORY ON DROUGHT AND RECOVERY

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**To be released 5 September 2017**

*MED201726*

Recently awarded a MNZM Queen's Birthday honour in recognition of his services to agriculture and mental health, charismatic Marlborough farmer Doug Avery shared his powerful story at the CHB Municipal Theatre on 30 August. This event was made possible by the local CHB District libraries in association with Penguin Random House NZ.

Over 380 people heard how Doug weathered years of drought and desperation and overcame heart-breaking adversity to live a fruitful life and help others.

The Avery family runs Bonavaree Farm at Grassmere, South Marlborough. The farm has been owned by the family since 1919 so they have a deep understanding of the land and how it is shaped by the weather.

The eight-year drought, however, took a personal toll on Doug Avery, and he suffered terribly during those long, dry years. Doug's farm was depleted and so was he - to the point of severe depression.

"There's a huge difference between a broken leg and a broken mind. A broken leg is obvious to everyone whereas a broken mind is invisible and can represent such a lonely journey – but I realised it doesn't need to be if the safety net is in place. The saddest part of it all is that anyone suffering from depression will become the master of disguise and hide it – which I did", says Doug.

Doug referred to depression not as a weakness but an illness that affects some of the most amazing thinkers of this country. He talked about the importance of early intervention and emphasised the need to grow your emotional resilience.

"Resilience is a journey of travel and you can keep building and building resilience and we need to keep learning".

Everyone experiences some form of disruption in their lives and Doug pointed out the importance of how we address disruption – do we turn away or do we join together and work together. He encouraged everyone to invest more time in themselves so they can be there for others.

The Ministry of Health statistics show suicide rates in rural men aged 15-64 are higher than suicide rates in urban men, and higher than the national male suicide rate.

The Safer Central Hawke's Bay (Safer CHB) coalition is Council mandated and community owned and brings together a diverse group of agencies, organisations and community groups in the district who all working together to improve community safety. Community resilience and wellbeing is one of Safer CHB's focus areas and they are committed to working together to support people in our community.

CHB District Council is committed to ensuring our communities are resilient into the future and would like to hear from anyone who is interested in being part of local programmes and initiatives to address this issue in our rural community. Please contact Christine Renata, Safe Communities Co-ordinator at CHB District Council on 06-857-8060.

“There are so many people out there, whether urban or rural who are struggling with life as I did. My book *The Resilient Farmer* is for them,” says Avery. The book is available for purchase at Paper Plus in Waipukurau and a copy is available at the Waipukurau and Waipawa libraries.

He also adds that while the book is strongly around farming, his messaging is relevant to men and women of all ages, and from all walks of life in terms of how better to manage our mindset.

Doug would like to see a mentoring programme available locally in Central Hawke’s Bay, having a mentor gave him a helicopter view of his life.

“I urge you all to think about someone you aspire to be like. Having a mentor means you are not flying alone and can ensure you fly safe.”

To find out more information on the support services available go to [www.familyservices.govt.nz/directory](http://www.familyservices.govt.nz/directory) and search for the category and location of support required.

Ends

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**Authorised by Acting Chief Executive: Bronda Smith**

***Media contact***

**Ethna Renner, Communications Officer** | P 06 857 8060 M 027 441 2652

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## ADVOCATE FOR COMMUNITY SAFETY HONOURED AT NATIONAL CONFERENCE

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To be released immediately 16 September 2016

MED201611

At the recent Safer Communities Foundation New Zealand (SCFNZ) annual conference, the Regional award was presented to Christine Renata, Coordinator of Safer CHB.

The award was in recognition of Mrs Renata's tireless efforts to improve community safety by fostering stronger collaboration between agencies, and through community involvement. Mrs Renata says "I was extremely honoured to receive this award. Working collaboratively means we can achieve so much more in our community and I would like to acknowledge the wonderful work that everyone involved in Safer CHB does to contribute to the overall goal of making CHB a safe place to live, work, learn and play".

The Safer CHB Coordinator is employed by the Central Hawkes Bay District Council, with support from ACC. Council CEO, John Freeman, says "our community is extremely fortunate to have someone of Christine's skill and dedication in this role. She helps to ensure that everyone has a voice and a part to play when it comes to making our community a safer, better place to live."

Safer CHB is a coalition of government and community agencies, along with members of the public, which serves as a resource for communication and collaboration across a range of safety related activities, including falls and fire prevention, family violence prevention, and positive ageing.



Hawkes Bay attendees at the Conference: L to R: Natasha Carswell (Napier City Council), Lisa Pohata (HB District Health Board), Christine Renata (CHB District Council), Rebekka Train (Safer Hastings Co-ordinator), Sandra Hazelhurst (Safer Hastings Chair), Michelle Grigg (HB District Health Board)

Ends

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Authorised by Chief Executive: John Freeman

# Ivan's a hub for youth

A new, bright blue caravan designed to support and promote the CHB District Council's youth strategy was unveiled recently, and is set to make an appearance at events across the district in coming months.

The caravan came about through a partnership between Connecting for Youth Employment, Epic Ministries, Blue Light and the Inspire Youth Council and will be used as a hub for young people in the district.

CHB district councillor Kelly Annand says the refurbished vehicle has been kitted out with iPads, television, kitchen and sound system.

"The Inspire Youth Council gave him the name Ivan — they wanted to give him a personality, a bit like the Harold the Life Education bus.

"It's a place where young people can be supported, heard and most importantly given opportunities."

She thanked the organisations that had supported the initiative including Te Puni Kokiri, the CHB District Council and the Ministry for Youth Development who invested in the project.

She also thanked Nulook Aluminium, GM Panel Beaters, CHB Engineering, Isaacs Electrical, Sloans



**DRIVING FORCE:** From left CHB District Council community development co-ordinator Christine Renata, CHB district councillor Kelly Annand and Epic Ministries' Tama Bucknell have been instrumental in creating Ivan the caravan.



**LAUNCH:** Ivan was launched at CHB College at the end of August.

and Tom Heywood for all the work they did refurbishing on the caravan.

In coming months, Ivan

attending events such as the CHB A & P Show, the splash pad opening, the skate park, school events



# Focus put on farmers' mental health

In Hawke's Bay, the East Coast Rural Support Trust, Safer CHB (Safe Communities) and Hawke's Bay District Health Board have joined forces to raise awareness and get people talking about farmers' mental health.

A farmer's natural instinct is to 'know how to fix things', but when faced with stress and emotional turmoil, they often withdraw from friends and family and end up feeling isolated.

Unfortunately, farmers don't always notice or acknowledge warning signs of anxiety, stress and depression.

Mental illness is a term that does not sit easily within this community.

At a national level, John Kirwan is the frontman, encouraging rural males to get help for depression at [www.depression.org/rural](http://www.depression.org/rural), and providing activities to keep one's mental health in a positive state.

These are part of the Kirwan message, and were also the focus of Mental Health Awareness Week (October 6-12).

The Mental Health Foundation promotes the Five Ways to Wellbeing, a set of actions that can improve wellbeing in everyday life.

## Keep learning

Keep Learning for Wellbeing — this refers to learning outside of work, setting goals and taking on new challenges. The evidence is that if we keep learning, we



**MESSAGE: Sir John Kirwan has taken the lead in encouraging rural males to seek help for depression. Keeping mentally healthy and positive was the focus of Mental Health Awareness Week this year.**

PHOTO: FILE

have increased self-esteem, and an opportunity to connect with others.

## Connect

The key message from farmers who have struggled with stress, burnout, high

workloads and isolation, but have got through it, is to keep themselves socially connected. Whether it be at the sports club, chewing the fat, riding horses or track bikes, or helping out another farmer, the key is to maintain relationships with

others. This is important for farmers who can spend 12-hour days alone working.

## Give

We all get a good feeling when we help others — giving a hand on the neighbouring farm, offering a listening ear, sharing a cuppa. The gift of giving provides us with opportunities to connect and promotes a sense of self-worth and purpose.

## Take notice

Farmers are in the natural environment all day, every day, but it is easy for them to be mentally running over problems and farming-related issues, which are sometimes out of their control.

If we try to take time to slow down and be present in the moment, notice our breathing and our physical environment, not only will it allow for clearer thinking, it will also have a positive impact on the physical body.

## Be active

We all know the rush of endorphins that comes from a top workout. While farmers are in a job more physical than most, how many are involved in recreational exercise?

Work down on the farm is great, but, for balance, joining a sports team or club, going for a walk with the kids, or getting down to the local gym is just the ticket.

# CHB Mail



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## Community korero

Comedian Mike King and fellow Key to Life Trust member Tai Tukou were in town last week for a Community Korero about mental health, suicide prevention, and how to support youth to thrive and survive.

As well as talking to Te Aute College and CHB College students, they addressed a full house at the CHB Municipal Theatre.

At CHB College, where Mike and Tai posed for a photo after a powhiri was held, Mike talked about his own experiences being bullied at school and later overcoming drug and alcohol addiction. His key message was for people to not be "staunch and macho" and bottle things up.

"We need to get rid of that attitude. Asking for help and sharing your troubles is actually a sign of strength," he said.

## Couple steal from bosses

BY SAM HURLEY

A former CHB company director and his partner, who stole more than \$100,000 from their business to buy airline tickets, hotel rooms, lingerie and jewellery, were sentenced in the Napier District Court last week.

Graham Roger Lowes and Janifrie Foot appeared last Thursday on charges of obtaining by deception and using documents for pecuniary advantage.

Judge Tony Adeane sentenced them to four months community detention.

Before November 2007, 54-year-old Lowes was a director of CHB livestock transport operator Bushetts Transport 1994, while Foot worked the accounts of the company.

On November 7, 2007 a joint venture agreement was reached where Bushetts Transport 1994 was sold to Bushetts Transport Limited (BTL).

The shareholders then sold the shares of the company to Eastern Equities Investments.

Lowes worked as an employee of BTL from November 2007 until December 2010 and signed a \$94,000 employment contract, while Foot had a \$50,000 contract with the company.

Included in Lowes' contract was reimbursement for all expenses "reasonably and properly" incurred by him during work.

Lowes was also to be reimbursed for up to \$1000 for work clothing and his home phone rental, and he had a company car.

Part of the contract was for Lowes to present receipts for any cost over \$50 incurred by him, while his partner was to reconcile the monthly credit card statements and invoice those responsibly for any personal costs.

From time to time Lowes would send invoices to BTL, however a number of these were discovered to be "personal rather than a business" expenses, including groceries, alcohol, trips on the InterIslander, car repairs and barbecues.

Lowes also had a company Mastercard, which he used to buy airline tickets, accommodation, lingerie, electronic goods, sports equipment and numerous cash withdrawals.

Between November 2007 and December 2010 the credit card debits charged to BTL were more than \$100,000.

Foot, 54, then went to elaborate lengths to "disguise" the purchases, some of which were also made by Lowes' brother, Tony Lowes.

She was told several times by BTL's accountant to keep personal accounts separate from business accounts, however she did not, and used company money for dentistry work, party equipment and professional gardening at her home.

Eastern Equities Investments executive chairman Peter Roebuck said the pair had a "bloody poor history" in business and were known for "cheating" to make a quick buck.

"Graham is not an honest man at all. They are commercial hazards and public hazards."

During sentencing last week, Foot's lawyer said she would "suffer tremendously" from a significant sentence given she was a mother of three and was "genuinely remorseful".

Lowes' lawyer said his client accepted they way he conducted the business constituted the elements of the offence.

It's understood reparation was not being sought because of an earlier civil settlement.

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# Violence message getting through

A sustainable, community-led approach to family violence prevention is making the "It's Not OK" message and the White Ribbon symbol familiar to many in CHB.

For the fourth year, free resources and information were available at the CHB A&P Show, where plenty stepped up to talk about family violence and sign the pledge.

This year, the Violence-Free CHB team were part of the "Safe Communities" precinct, kindly housed by the NZ Fire Service, and involved groups including Plunket, Civil Defence, Red Cross, Safe Kids HB and EPIC.

The group includes and partners with police, social work agencies, retailers, employers and members of the community.

This helps to remind people that family violence is everybody's business.

November is a busy month for the group. Retail stores in Waipukurau will have free white ribbons and information available and the team will be at the "Street by Street" barbecue at the school in Ongaonga on November 24, 2.30pm till 4.30pm.

The White Ribbon riders will come through and stay at Te Waireka, Otane, on November 22. Their welcome is at 4pm and the community is welcome.

Family Violence working group lead Jackie Schroder says, "Family violence affects all ages and social backgrounds. We want



**TEAMWORK:** Some of the Violence Free CHB team at the show, from left, Bruce Ellingham, Di Petersen, Scott Webster, Christine Renata, Jacqui Schroder and Donna Pirini.

to make it safe and easy to ask for help, and to offer help to someone you care about. There is support for people who want to change."

The East Coast region has one of the country's highest rates of family violence. Across New Zealand, police attend a family violence incident every five and a half minutes, every day. In Central Hawke's Bay, the Family Violence Intervention Network reviews on average 15 to 20 new cases per fortnight.

## ARE YOU OK?

- Helpline: 0800 456 450  
[www.areyouok.org.nz](http://www.areyouok.org.nz)
- Police: 111
- DOVE Hawke's Bay  
(Stopping Violence programmes): 06 843 5307  
[www.dovehb.org.nz](http://www.dovehb.org.nz)



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## CENTRAL HAWKE'S BAY RETIREMENT & BEYOND EXPO

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**To be released immediately 21 February 2017**

MED201703

The CHB Retirement & Beyond Expo was held at the AW Parsons Stadium in Waipukurau on Monday 20<sup>th</sup> February. Hosted by Age Concern, over forty organisations were represented at the event including health and social service providers, clubs and leisure groups, local businesses and government departments.

The event was well attended with around 280 people visiting the various exhibitors. Age Concern Manager, Deborah Biggs was delighted with how the Expo went and thanked her team and all of the participating groups who contributed to making the Expo such a success.

Christine Renata, Community Development Co-ordinator at CHB Council, who assisted with co-ordinating the event, says "the Expo provided a wonderful opportunity for organisations to connect with the community. Visitors expressed how great it was to be able to talk with exhibitors and have such a wide range of information available to access".

The Retirement & Beyond Expo compliments Council's CHB Positive Ageing Strategy which promotes Council working alongside other agencies and groups in the community to ensure Central Hawke's Bay is a great place for older people to live.

Central Hawke's Bay has a large number of residents who are aged 65 and over. According to the 2013 Census undertaken by Statistics NZ, 17.3% of people in Central Hawke's Bay are aged 65 years and over, compared with 14.3% of the total New Zealand population.

Mayor Walker says "It is important to our whole community to be caring for the whole family from the young to the old. We all want to be able to live here together, and ensuring our elderly are safe, healthy, active and engaged means that our children will be surrounded by their parents and grandparents for a long time."



Ends

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**Authorised by Chief Executive: John Freeman**

**Media contact**

**John Freeman, Chief Executive** | P 06 857 8060, 027 600 6386

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## CHB SAFER HOMES PROJECT

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**To be released immediately 27 April 2017**

MED201709

Central Hawke's Bay District Council recently combined with the Waipawa and Waipukurau Fire Brigades and Red Cross to deliver the CHB Safe Communities Safer Homes project to the Central Hawke's Bay District Council's pensioner flat residents.

The project involved trained Fire Service personnel visiting all 48 flats to check that residents had a working smoke alarm installed and show residents a 15 minute fire awareness DVD. The older smoke alarms were upgraded to new 10 year long life smoke alarms and residents were also shown a 15 minute fire awareness DVD produced by the NZFS. Gwyn Burton from the Waipawa Fire Brigade says "It is very important that homes have working smoke alarms. We are really pleased to have been a part of this project, helping people stay safe in their homes and educating residents about fire safety is a very important part of what we do."

Also involved in the project were members from the Red Cross who visited homes conducting a short home safety survey. This survey helped residents identify potential hazards in their homes and resources and information were supplied to assist out with any issues identified.

One of the aims of New Zealand Red Cross is to foster resilience in New Zealand communities. Dennis Morgan from New Zealand Red Cross says "Red Cross members working collaboratively with the CHB District Council and the Fire Service on the Safer Homes project is fantastic and will help to build resilience in the CHB community".

CHB District Council has a total of 48 flats available for those over the age of 60 to rent. In recent years with a shortage of smaller rental properties in CHB demand is high for these flats and Brett Way, Utilities Manager at CHB District Council said "We want to look after our tenants and help keep them safe in their homes. Central Hawke's Bay is lucky to have the CHB Safer Communities Group working together in the community. They coordinated this project fantastically and as well as installing smoke alarms they were able to offer advice, help and resources to our tenants."



Photo: L to R: Christine Renata, (CHB District Council), Sherrie Bird (Red Cross), Brett Way, (CHB District Council) Sue Hay (Red Cross) Gwyn Burton (Waipawa Fire Brigade)

Ends

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**Authorised by Interim Chief Executive: Shawn McKinley**

***Media contact***

**Shawn McKinley, Interim Chief Executive** | P 06 857 8060

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**SPEAKER:** Sheryl Hann from the It's Not OK campaign in Waipukurau last month.

# Learn to recognise family violence signs

Last month's community workshop, brought to CHB by the Family Violence working group with support from LIVE Hawke's Bay, attracted about 30 people, there to learn to recognise and respond to family violence.

Family Violence working group leader Katie Kuru says they were delighted at the wide range of people who came, and the honest conversations that happened.

"One participant shared a story that — just that morning — he had witnessed a domestic incident taking place on his street, and while he tried to intervene, he did not know what to do."

People who attended the workshop learned about the alarming prevalence of family violence, how to recognise the signs of possible violence, and what to do if they are concerned.

The focus of the workshop was just how much help and support there is in our community, both for people experiencing violence, and for those using it.

One participant said she learned "it's okay to ask the questions and it's okay to help".

Katie says that by working together more can be done to help families and children to be safe, and participants noted that as a community more responsibility for family violence was needed.

"Our working group is going to be asking our wider community how the people of CHB can make this happen."

■ **Where to go for help: Are you OK? helpline: 0800-456-450, [www.areyouok.org.nz](http://www.areyouok.org.nz), police and emergency services: 111.**



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## MAYOR ALEX WALKER SIGNS WHITE RIBBON PLEDGE

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To be released immediately 23 November 2016

MED201613



Mayor Alex Walker signs the White Ribbon Pledge, affirming that she “promises never to commit, condone or remain silent about violence towards women”. In doing so Mayor Walker reminds the community that Family Violence is an issue that affects people of all ages and backgrounds, so we all need to make a stand and be prepared to ask for help, or offer help.

White Ribbon Day is held annually on November 25 with events occurring throughout November. White Ribbon aims to end men’s violence towards women by encouraging men to lead by example and talk to other men. Together we can make a difference.

Show your support by signing the pledge online at <https://whiteribbon.org.nz/act/the-pledge/> and take the pledge to stand up, speak out and act to prevent men’s violence towards women.

“CHB District Council, by supporting Safer CHB and employing a community development coordinator, is committed to keeping children and families safe in CHB” says Mayor Walker.

Ends

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**Authorised by Chief Executive: John Freeman**



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## SAFE COMMUNITIES PRECINCT WINNERS

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To be released 18 December 2017

MED201743

There were plenty of winners at the recent Safe Communities Precinct at Novembers CHB A&P show. Throughout the day members of the precinct ran a competition where the public were asked to answer 10 questions by visiting the various displays within the precinct. Winners of the competition which was drawn under police supervision were Brooke Millar and Riki Hape who both received a \$100 New World voucher donated by the HB District Health Board. Second prizes went to Bob Cresswell, who won a backpack full of goodies, donated by Roadsafes HB, and Cyteeva Garnham who won a first aid kit donated by HB Red Cross.

Roadsafes HB also had on offer a carseat and Holly Nelson was the lucky winner of this prize. And Donna Pirini and Yvonne Monk were the lucky winners of the Violence Free CHB raffle, winning a hamper and load of firewood.

Adult Competition: First Prize – Riki Hape



Adult Competition: Second Prize – Cyteeva Garnham



Childrens Competition: First Prize – Brooke Millar (no photo)

Childrens Competition: Second - Bob Cresswell



Roadsafe HB - Carseat - Holly Nelson



Violence Free CHB Safe Community Raffle - Hamper Donna Pirini, Firewood Yvonne Monk



Ends

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**Authorised by Chief Executive: Monique Davidson**

**Media contact**

**Monique Davidson, Chief Executive** | P 06 857 8060 M 027 601 1711

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# CENTRAL HAWKE'S BAY NEWS

www.hbtoday.co.nz

## Smoke alarm helps family escapes fire

By Nicki Harper  
nicki.harper@hbtoday.co.nz

**A** WAIPAWA family was lucky to come through relatively unscathed after a house fire that almost completely destroyed their Shanley St home on Friday, March 4.

On Tuesday this week, occupant Thomas Junior Houkamau's arms were still bandaged up from burns he received trying to put the fire out, after spotting flames at about 9pm in a room being used for storage and a sleepout.

A smoke alarm that had been recently installed through the Safer Homes CHB project also did its job to alert Thomas, who said he was sitting outside at the back after dinner when he saw light coming from the room at the front of the house.

"I took a closer look and opened the door to see the top mattress on a bunk was burning. I started trying to put it out with my hands and then I saw a towel and was throwing that at it.

"I heard glass popping and breaking in the other rooms — the heat was wicked, and once the windows went it really started roaring."

Meanwhile the rest of the family, his partner Lisa Clair and their four children, had made their way across the road and the Fire Service arrived shortly afterwards.

Waipawa brigade senior firefighter Alison Ludlow said two crews each from Waipawa,



**CHARRED REMAINS:** From left: Herani Clair, 11, holding a family photo album that survived the blaze, Waipawa fire brigade senior firefighter Alison Ludlow, Rhythm Houkamau, 4, Lisa Clair, Waipawa fire brigade chief fire officer Brian Edwards, Ariamah Houkamau, 3, Thomas Houkamau and Waipawa senior station officer Gwyn Burton at the Shanley St house that was gutted by fire recently.

PHOTO/NICKI HARPER

Otane, and Waipukurau, as well as a command vehicle from Hastings, attended and took about two hours to completely extinguish the blaze.

"We had six teams in BAs

(breathing apparatus) going in and coming out in 30-minute shifts."

Thomas said he was amazed at how quickly the fire spread, taking only about three minutes

to get into the ceiling and engulf the next door kitchen area. Just over half of the interior of the house ended up being totally burnt out, with the remaining area seriously smoke damaged,

the building now unliveable.

It was thought the fire started from an overloaded multi-board in the storage room.

Waipawa chief fire officer Brian Edwards said the Safer Homes CHB project, which aims to have smoke alarms installed in every house in CHB, was paying off with this being the third fire in a house where smoke detectors had been put in by the Fire Service, had helped save lives.

He praised the family for getting out of the house and Mr Houkamau for backing off when he saw it was too big to deal with.

It was also a timely reminder to check that smoke alarms were working, and with winter approaching to check fire boxes and get chimneys cleaned.

"It also shows the importance of not overloading multi-boards and if they are getting old and you have doubts get them replaced with a good quality product with a circuit breaker."

He also noted that was a reminder to make sure families had an evacuation plan in the event of fire, with a designated safe place outside the house to head to.

Mr Houkamau and Ms Clair said the community had been very supportive and they had been flooded with replacement household items, and had been offered accommodation around the corner.

"We want to thank everyone for their overwhelming generosity with donations and support — we have been very spoilt," they said.



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## Safer CHB Communications Plan

# Safer CHB

## Communication Strategy 2016



## 1. Background

Safer Central Hawke's Bay (Safer CHB) was accredited as the first New Zealand Pan Pacific Safe Community in June 2012. Safe Communities is a World Health Organisation concept that recognizes safety as a "universal concern" and a responsibility for all. The Safe Communities model creates an infrastructure in local communities to increase action on injury prevention and safety promotion through the building of local partnerships.

## 2. Vision, values and strategic goals (from 2012 strategic plan)

### Vision:

Central Hawke's Bay Whanau are safe

### Values:

- **Safety** is a fundamental human right;
- **People** are at the heart of making communities safer places in which to **live, work, learn, travel and play**;
- **Everybody** has a responsibility to promote & maintain their safety & the safety of others.

### Strategic goals 2012 - 2015

#### **Goal One - Access**

An identified pathway for the dissemination and sharing of information is available to the Central Hawke's Bay community

*To achieve this goal Safer CHB will have:*

- A communication plan for each work stream
- The minutes of Safer CHB meetings available to community via a number of channels
- Stakeholder and Council briefings and updates.

#### **Goal Two - Equity**

All of the Central Hawke's Bay community has an equal opportunity to accessing services and resources

*To achieve this goal Safer CHB will:*

- Advocate on behalf of the Central Hawke's Bay community on safety issues
- Ensure isolated rural communities have similar access to services and resources
- Support those who need support through the wider partnership network of Safer CHB
- Ensure those communities/Whānau that are identified as being most at risk from injury will have access to the service and support specific to their needs.

#### **Goal Three - Collaboration**

Identifying key partners within the community to work with the Central Hawke's Bay Community to improve outcomes in the Falls, Fire and Family Violence priority areas and to be responsive to emerging issues

*To achieve this goal Safer CHB will:*

- Have an engagement plan for each priority area
- Identify and support funding applications in the three priority areas
- Identify future priority areas

### **Goal Four - Monitoring**

To ensure outcomes are being met for the Central Hawke's Bay Community in the priority areas  
*To achieve this goal Safer CHB will:*

- Ensure Results Based Accountability (RBA) is applied to each priority area that will clearly show what we want to achieve, who our target population is, how we intend to measure our success and what partners we will be working with.
- Ensure organisational data and statistics are reviewed by each priority area to ensure outcomes are being achieved.
- Complete an annual community safety survey.
- Provide an annual report of progress that will be communicated to the wider Community of CHB.

### **3. Partners**

ACC

Age Concern

Central Connect Whare Manaaki

Central Hawke's Bay District Council

Central Health

CHB Promotions

Connecting for Youth Employment

Dove Hawke's Bay

Grey Power

HB Civil Defence Emergency Management

HB District Health Board

Health Hawke's Bay

Ministry of Social Development

NZ Fire Service

NZ Police

NZTA

Pleroma Social Services

Plunket CHB

NZ Red Cross

Road Safe HB

St Johns

Sport Hawke's Bay

Te Ahurangi Services

Te Kupenga Hauora o Ahuriri

Te Taiwhenua o Tamatea

Waiapu Anglican Care

Waipukurau Community Patrol

#### **4. Current priority areas (work streams)**

- Falls
- Fire
- Family Violence
- Suicide
- Youth
- Older people

#### **5. Why have a communication plan?**

- Achieve the communication objectives in our strategic plan
- To ensure that communications are clear, on-message and consistent
- To set clear communication objectives for the workstreams and steering group
- Sets out a comprehensive overview of the planned promotional activities across the year so that we are coordinated across work streams and activities

#### **6. What will our plan help us to do?**

- Engage and inform our stakeholders and the wider community
- Effectively promote our safety messages and the related events and activities
- Ensure people understand what we do
- Change behaviour and perceptions to help make a safer community
- Lift community awareness of safety and well-being
- To build the reputation of Safer CHB and share our achievements

#### **7. Key Messages**

- We are working together to help make CHB a safe place to live, work and play
- Work stream specific messages:
  - To be provided by the workstreams

#### **8. Key Stakeholders / Target Audiences**

##### **Internal**

- Elected district Councilors and Council staff
- Partner agencies
- Other Safe Communities in Hawke's Bay
- Safe Communities Foundation NZ
- Work streams and workstream leads

##### **External**

- Older persons
- Youth
- Families / Whanau
- General Public
- Community groups and schools
- Employers and the business community

## 9. Communication goals for 2016

Goal	Performance Measure	How will it happen
Develop a communication and events schedule for Safer CHB events and promotions to allow for better coordination	Schedule developed by February 2016	Each workstream lead submits the key events and promotional activities planned for 2016
Make more effective use of social media to promote events and safety campaigns	Social media measures including “shares”, “likes”, “followers” and so on	Coordinator to investigate a Safer CHB Facebook page and/or or Instagram account for sharing upcoming events and images from events held in CHB
A media strategy is in place for the coalition and workstreams	Number articles in CHB Mail and HB Today	Clippings file Designated “media” person in each work stream? Media personally invited to all events

## 10. Budget

Item	Cost

## 11. Review

The Communications Strategy will be reviewed annually.

<b>Objective</b>	Performance Measure: <b>How did we do?</b> <b>How well did we do it?</b> <b>Is anyone better off?</b>
Develop a communication and events schedule for Safer CHB events and promotions to allow for better coordination	Schedule developed by February 2016
Make more effective use of social media to promote events and safety campaigns	Social media measures including “shares”, “likes”, “followers” and so on
A media strategy is in place for the coalition and workstreams	Number articles in CHB Mail and HB Today
Review communication methods and their relative effectiveness (refer Appendix 2).	

**Appendix 1.**

**Safer CHB promotions and events schedule**

<b>Month</b>	<b>Event/promotion</b>	<b>Contact</b>
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

Appendix 2

**12. Communication Channels**

<b>Method</b>	<b>Target Audience</b>	<b>Outcomes/measures</b>
Communication plan	Safer CHB partners	Each workstream contributes key information to the Comms Plan. Information is shared freely and used for planning
Website (Safer CHB page on Council site)	General public	# annual hits on website Enquiries from website
Email	Community groups, Organisations. Local Government, Politicians, partner organisations	Did we make regular and timely contact with all our collaborating community groups, organisations, local government representatives, politicians & coalition members? Has email facilitated our communication? What are some positive examples?
School newsletters	Youth and Schools Families / Whanau	Number of annual school newsletters that publish our upcoming events or safety messages
Media release or article in CHB Mail (on-going, using different initiatives)	General public	Number of media releases issued/published that mention Safer CHB. Number of media releases by partner organisations that relate to our objectives Circulation numbers of CHB Mail
The Banter Community newsletter	General public	# annual subscribers. Did subscribers find the newsletters informative & useful? Circulation number of The Banter
Management meetings – bi-monthly	Coalition members	Average number of attendees at meetings. committee satisfaction with the facilitation of meetings. Did participants find meetings beneficial? How? Outcome of annual self-review
Annual report	Coalition members, SCFNZ	Was the annual report received in a timely manner? Was the language in the annual report clear & concise? Who benefited from the annual report & How?
Social Media eg Facebook	All	number of likes and weekly page views on facebook
Central FM	All	Number of community safety messages by a variety of partner organisations under the Safer CHB brand Number of listeners/reach



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