

# Post Designation Case Study- North Shore

**Safe Communities Foundation NZ, October, 2008**

On Tuesday the 24<sup>th</sup> July 2007 North Shore City was designated as the 116<sup>th</sup> International Safe Community (ISC), based on criteria developed by the World Health Organisation (WHO) Collaborating Centre on Community Safety Promotion in Sweden. The accreditation of North Shore as an International Safe Community was the result of many years of collaborative partnerships and collaboration which had been successfully established in North Shore City. The three lead non-government agencies that actively support ShoreSafe are WaterSafe Auckland Inc., Age Concern North Shore and SafeKids New Zealand. Representatives from the Waitemata District Health Board, (WDHB) have also been represented on ShoreSafe for a number of years and, from the year prior to designation, the Accident Compensation Corporation (ACC), and the North Shore City Council (NSCC) have provided funding and support for the coordinator position and application.

In the initial 12 month post designation period, the ShoreSafe management group have continued to meet monthly and advance many community injury prevention/safety promotion activities. Post designation, the ShoreSafe Management Group have reviewed their Strategic Plan and developed their operational Annual Plan.

However, just prior to designation the injury prevention coordinator resigned and a new coordinator was appointed. She has since resigned and a new coordinator Wayne Williams has been in the position in the last six months and is already very involved in many community activities and coalitions. Wayne is to be congratulated on the enthusiasm and expertise he brings to ShoreSafe. Since Wayne's appointment three ShoreSafe newsletters have been produced and ShoreSafe activities have regularly appeared in the North Shore Times.

Funding for ShoreSafe has been negotiated and Ministry of Health (MoH) funding was given for the six months to the end of June 2008 with the confirmation of \$40,000 to

the end of June 2009. ACC has also confirmed that their funding of \$20,000 per annum will roll over for the 2008/09 period. The NSCC funding of \$15,000 per annum was also confirmed; \$10,000 of this would be through New Zealand Transport Agency. This level of funding is less than other comparable sized ISC. However it is very encouraging that this level of funding has been established for ShoreSafe as it provides stability to the coordinator's position. It has been proposed that over the next 12 months an integrated funding contract be established and that a ShoreSafe work plan be developed to support any integrated funding model. While the ShoreSafe coordinator position remains being based at Age Concern other options have been considered by the Management Group over the past 12 month period.

During the past 12 months, two new representatives have been appointed to the ShoreSafe Management Group, one from the Maori community and one from the Asian community. This representation is a positive step towards involving these communities in ShoreSafe. It has been decided that rather than having separate Maori and Asian working parties it would be more effective if they infiltrate their networks with the already established working groups to raise the profile of injury prevention/community safety amongst their communities. The established Road Safety and Older Persons Falls Prevention groups are working well and there has also been considerable involvement with business groups on the North Shore. While the ShoreSafe Childrens' Group become temporarily defunct, it is pleasing to note that already efforts have been made to resurrect this with the active involvement of SafeKids and community groups. For example, a recent meeting brought together organisations involved in injury prevention on the North Shore to look at measures to tackle youth drowning rates and burns among children up to 14 years.

There is now a Police representative on the ShoreSafe Management Group and hopefully soon, also a Fire Service representation. The Fire Service work closely with the NSCC with several safety projects, especially associated with burns and scalds, so, an inclusion on the committee is in line with the recommendation at the time of designation.

The ShoreSafe coordinator has been very active attending many of the community meetings organised by the NSCC community coordinators and has been invited to be a member of the Crime Prevention Reference Group. These meetings provide him with an opportunity to network with many established coalitions/individuals working towards safety on the North Shore. He has also established a relationship with UNITEC, a new university for the North Shore, and has been offered the use of their computer room at no charge for groups of young people in the work force to participate in the Passport to Safety programme. Passport to Safety is a web-based, self-paced programme that can be done individually, at schools, or at workplaces and is aimed specifically at young people preparing to take part-time or casual work. It challenges young people not only on factual learning, but also on their understanding of how to act safely in a variety of situations. ACC and the Department of Labour co-operated with SCFNZ in order to get the programme going, by initially sponsoring passports ([www.passporttosafety.com/newzealand](http://www.passporttosafety.com/newzealand)).

In June the ShoreSafe coordinator, Wayne, organised for a group of IT Diploma students from Unitec to participate in this programme and he anticipates that other groups will also participate. The funding for this is supported by a sponsorship arrangement between the SCFNZ and the Department of Labour. SCFNZ are extremely pleased with these outcomes and anticipate that there will be further take-ups of these opportunities. All these activities raise the profile of injury prevention/safety promotion under the umbrella of ShoreSafe.

Given the extensive shore line on the North Shore, 23 kilometres of open (east facing) coastline and 15 beaches and a total of 141kms of total water boundaries (Harbour and Coast), it is very pleasing to see the continued efforts made to promote water safety. Over four weeks November/December 2007 for one and a half hours each weekend, Surf Lifesaving Northern Region and New Zealand Surf Lifesaving ran a new beach and surf programme, "City Nippers", to teach beach and surf safety to young people. This was well supported, approximately 200 young people age 7-13 years attended and the programme was well received by parents and the young people involved. The sessions involved classroom learning and activities on Takapuna Beach. Some of the activities included how to spot rips, duck diving, waving, and getting on boards. This was a pilot

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programme and is currently being evaluated with the likelihood of it being repeated next summer.

Once again a successful "Make it a Safe Summer Campaign" occurred. Mayor Andrew Williams launched it on 19<sup>th</sup> December at Milford Beach. NSCC are to be congratulated on the way they have brought together so many sponsors, agencies and working groups to this very successful initiative for safety on the North Shore. This included NSCC, ShoreSafe, Surf Life Saving Northern Region, Mairangi Bay Surf Life Saving Club, ACC, WaterSafe Auckland, Safekids New Zealand, New Zealand Police, ZM Radio, Yourown, North Shore Community Coordinators, MoH, Lion Foundation, Building Brands and North Shore Toyota. It is very encouraging to see the depth and breadth of safety initiatives undertaken beneath the umbrella of "Make it a Safe Summer".

Through sponsorship and funding, the Mairangi Bay Surf Life Saving Club contributed hugely to the Safe Summer message. They erected six lifeguard towers across North Shore beaches over the summer period, with lifeguards providing seven days a week lifeguard patrols at Long Bay, Browns Bay, Mairangi Bay, Milford and Takapuna. Over the summer of 2007-2008 six lives were saved, 40 first aid injuries were treated and 3191 preventative actions to members of the community occurred.

As will be evident from the above activities, in the year since designation, most of the Working Groups have remained very active. During February and March 2008 the ShoreSafe Road Safety Team were involved in a child restraint programme called 'Clikki Rikki'. This is a checking display unit hosted by Community Coordinators at some of the families in Parks, and Summer in the Bays events. The ACC, North Shore City Council and the Police have worked together on several campaigns including, "Winding Roads - Drive to the Conditions" and targeting speeding drivers.

The ShoreSafe Older Persons Falls Prevention Group has continued to promote older Adults Falls Prevention Programmes and initiatives such as public walking activities (the 'Step Ahead' programme) and Falls Prevention campaigns. The AUT-YMCA Initiative "Never 2 Old" exercise programme won the NZ Recreation Association Programmes Award in 2007.

As part of the ACC Safety New Zealand Week in September 2007, the success of the Shore Anti Violence Essential Services, a partnership involving the Safer Families Foundation, Child Youth and Family and the North Shore Police known as the Takapuna model, was recognised at the New Zealand Community Safety and Injury Prevention Awards when it was highly commended. Judges commended the way the three organisations had developed a strong focus on teamwork and respect for each other's boundaries, priorities and expertise to prevent family violence in North Shore City.

These three organisations have continued to build on the strength of their partnership; they meet regularly every two months and consider that it is,

*"so good to see the wrap around effect on the shore. We are talking to each other and consequently the services are more targeted. It is a holistic approach, the right services to the right people. It is great that we can take a strategic focus and see the gaps".*

Since the Takapuna model was established only one child on the North Shore has had to be removed from their mother's care for family violence issues and repeat offending in the area has also reduced. The Takapuna team are now in the process of supporting relevant organisations from Rodney to introduce the model.

Evaluation activities have continued during the year especially in water safety, boat safety, child injuries, road safety and older peoples to ensure that a continuous improvement approach is maintained. Evaluation of the "Make it a Safe Summer" campaign showed that almost half of the participants agreed or strongly agreed that the campaign taught them new safety tips for the summer and a similar percentage agreed or strongly agreed that the campaign's safety messages changed their thinking about risks. There was a self-reported change in behaviour from over one-third of the respondents. Almost three-quarters of the respondents agreed or strongly agreed that the "Make it a Safe Summer" campaign was good for the North Shore community.

A further example of ShoreSafe's continuous-improvement approach is that ShoreSafe,

in conjunction with the NSCC, are investigating the possibility of accessing injury data from the North Shore Hospital.

It is pleasing to note that most of the recommendations made in the site visit/designation report in July 2007 have been addressed or plans are in place for further investigation. It is also pleasing that several abstracts from ShoreSafe have been submitted for the 17<sup>th</sup> International Safe Community Conference to be held in Christchurch in October 2008. Plans are also in place for representatives to attend the conference.

ShoreSafe are to be congratulated on their celebration to mark the reaching of one year as a Safe Community. On the 25<sup>th</sup> July ShoreSafe North Shore City celebrated their first year anniversary of achieving International Safe Community status. They made this a momentous occasion by bringing together businesses and organisations keen to embrace and enhance safety within their community. ShoreSafe decided that while five organisations, Accident Compensation Corporation, Waitemata District Health Board, North Shore City Police, Enterprise North Shore and North Shore City Council had been signatories to the original Safe Community Agreement at the time of designation, they would like to extend this to other organisations on the North Shore. Consequently they developed a 'ShoreSafe Safe Community Agreement' and invited organisations prepared to commit to:

- Work in partnerships with other organisations to minimise injury in North Shore City.
- Develop and action initiatives to enhance safety within their own organisation.
- Communicate injury and crime prevention activities and outcomes to ShoreSafe for advancing a positive safety culture and safer environments.
- Value and respect the contributions of each partner.
- Support ShoreSafe's strategic role of monitoring and planning to maintain International Safe Community accreditation.
- Disseminate ShoreSafe newsletters and other injury prevention information.
- Contribute time, resources, feedback and ideas to ShoreSafe.

Representatives from 14 organisations attended this celebratory Mayor's forum to sign their agreements and were presented with a framed certificate acknowledging their commitment to ShoreSafe. The original signatories were also presented with framed certificates acknowledging their ongoing commitment to ShoreSafe. It is envisaged that over time other organisations will join the list of signatories committed to the above agreement. Already the ShoreSafe coordinator has had other community groups showing interest in making this commitment.

In conclusion the key strategic partners are to be congratulated on the support provided to ShoreSafe and the efforts made to ensure that a continuous improvement approach is taken towards community safety on the North Shore. The involvement of the NSCC strategic planner, the role of the Chair, Teresa Stanley from WaterSafe Auckland Inc, and the daily operational support from Janferie Bryce-Chapman from Age Concern, have been essential for the ongoing success of ShoreSafe. Members of ShoreSafe are also especially grateful for the support provided by the council for any special promotional events in the form of suitable accommodation and excellent refreshments. It is acknowledged that making North Shore safe is an ongoing and changing challenge and something that will require strategic and operational support from government and non-government agencies and groups as well as involvement and input from residents of North Shore City.