



PANPACIFIC
Safe Communities Network



Improving community safety through collaborative efforts

Safe Communities Foundation New Zealand Report

July 2015 to June 2016

From the Director,

Dear Colleagues,

In 1989, the Safe Communities concept officially came into being at the First World Conference on Accident and Injury Prevention held in Stockholm, Sweden. Fifteen years later, when the Foundation in New Zealand was established, there were only two accredited safe communities. However there was considerable interest from other communities who wanted to achieve international accreditation but needed guidance and support to meet the required criteria. Since then the Safe Communities Foundation New Zealand, has steadily grown a network with 24 accredited communities (30 Territorial Authorities) across the country.



SCFNZ develops local capacity, drawing on our experience and expertise to mentor, advise, train, inspire and connect communities to create safe environments and increase adoption of safe behaviours.

My staff and I have been so proud to work with our accredited Safe Communities, supporting and enabling them to become and remain effective through robust leadership in the areas of governance, programme reach, priority setting, data analysis, evaluation and communication. Through leadership and collaboration they continue to innovate, create positive change and build safer and stronger communities.

Over the past year, our Safe Communities have accomplished some great things: from demonstrating changes in behaviour, introducing new and innovative programmes and activities; to engaging new local partners in the challenge to prevent injuries and save lives.

Still, we have work in front of us. Although injuries remain a leading cause of death in New Zealand, they are preventable. By working together we can change the environment, impact policies and practices and eventually influence behaviour so that safety is the default to make our homes, roads, public spaces and workplaces safer for everyone.

We hope the commitment and collaboration of Safe Communities New Zealand is inspiring and whether you are an elected member, business or professional, community member, philanthropist or safety advocate, you will join us in making our communities safer for all to enjoy.

Sincerely



Tania Peters

Director

Safe Communities Foundation New Zealand

Safe Communities Foundation New Zealand (SCFNZ)



Vision:

“That all people in their communities can live, work and play safely free from preventable injury and violence”

Mission:

“Promote, support and inspire communities to utilise the Safe Communities’ model, to create safer environments and increase the adoption of safer behaviours through building their capacity to achieve international best practice in community safety and Safe Community Accreditation.”

Background

SCFNZ was established in 2005, a not for profit organisation with charitable trust status. SCFNZ is an international support centre and accreditation centre for Pan Pacific Safe Community Network. SCFNZ is an organisation that facilitates locally-led community safety action to achieve sustainable, effective outcomes.

SCFNZ is a backbone organisation, operating across many sectors at multiple levels. We are the reference point for community safety in New Zealand, building on international and national practice-based evidence to grow and share expertise in the adoption of the Safe Community model.

SCFNZ and government agencies share an interest in having resilient safe community coalitions across New Zealand who are effective enablers of injury and violence prevention at the community level.

In 2010, SCFNZ became a founding partner of the Pan Pacific Safe Communities Network which includes Safe Communities in the United States, Australia, New Zealand and Canada. This partnership broadens the Safe Communities impact worldwide.

A model for success

Safe Communities is not another project or a programme, it’s an integrated way of doing business. Within the model, the leading role is played by the community itself. The term Safe Community implies that a community aspires to safety in a structured approach, not that the community is already perfectly safe. It is about building strong, cohesive, participatory, vibrant communities.

WHO recognises the Safe Communities approach as an important means of delivering evidence-based violence and injury prevention strategies at the local level.

A SAFE COMMUNITY IS ONE IN WHICH ALL SECTORS OF THE COMMUNITY WORK TOGETHER IN A COORDINATED AND COLLABORATIVE WAY TO PROMOTE SAFETY: FORMING PARTNERSHIPS; MANAGING RISK; EDUCATING AND INFORMING; INCREASING THE OVERALL SAFETY ESPECIALLY FOR ITS MOST VULNERABLE; AND REDUCING THEIR FEARS OF HARM

Network Growth

New Zealand has a well-established local, regional and national network that supports community safety through injury and violence prevention programmes and initiatives. Safe Communities New Zealand has grown to 30 Territorial Authorities accredited in 24 Safe Community coalitions.

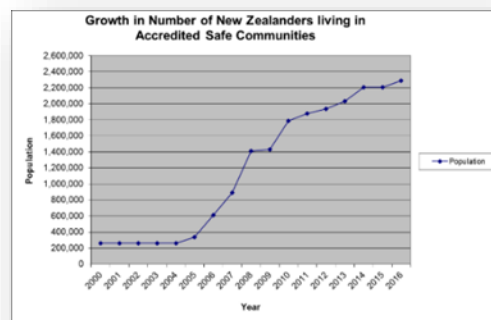
Safe Communities vary in type and size, including large urban cities, small towns, rural areas. However, the key feature is the building of local capacity that combines their resources and interests to address local concerns about injuries, crashes, anti-social behaviour, violence and crime in a coordinated and sustainable manner.

In addition, accredited communities have met standard criteria and use a model that turns collaboration and information into action. All accredited communities report significant benefits gained through working collaboratively within their local network and the wider national and international independent safe community network.

It is noteworthy that in the period since Waitakere became the first accredited Safe Community in 1999, not one city or district has chosen to relinquish their Safe Communities (re)accreditation, despite declining funding for coordination and programmes.



Over 2.2 million people live in a Safe Community in New Zealand



Communities seeking accreditation from SCFNZ must meet the following criteria:	
1. Leadership & Collaboration	Governance group of government, and community partners.
2. Programme Reach	Community safety programmes based on proven/promising intervention strategies.
3. Priority Setting	Strategic approach to address safety for high risk groups and environments.
4. Data Analysis & Strategic Alignment	Collection/examination of available safety data. National strategy alignment.
5. Evaluation	Implement sound methods to measure progress and initiatives.
6. Communication & Networking	Community engagement. Involvement in Safe Communities networks.

In February 2016, Invercargill City & Southland District jointly became New Zealand's 24th Accredited Safe Community

SCFNZ conducted five reaccreditations in the past 12 months, providing the opportunity for a formal reassessment of priorities and progress, with a focus on growth and sustainability.

Christchurch, has lived and grown through the devastating earthquakes. The redevelopment and strategic vision applied to the strategy and to their community safety programme is to be commended. It encourages a continuous improvement approach, with adapting to emerging issues and injury trends.



Hutt Valley, has excellent collaborative leadership with a long history and strong commitment from senior positions within key stakeholder's organisations (ACC, Councils, Fire, Health, Police) working under the umbrella to provide a regional collaborative approach to community safety.



Napier, is an outstanding Safe Community that has undertaken an analysis of data, identified best practice programmes, incorporated appropriate processes to identify key stakeholders to participate in the leadership group and developed clear measurable outcomes.



Rotorua, SCFNZ and the review team were extremely impressed with the commitment of the steering group, the engagement of community. The collaborative approach in the Safe Homes/Neighbourhoods is contributing to changes in safer behaviours and safer environments.



Taupo, Inclusion of a youth representative on the governance group is a first for a NZ Safe Community. Strengths highlighted during the review process included the long history and strong commitment from Taupo District Council, NZ Police, and utilising a community-led principles in the integration of the Safe Community criteria/guiding principles.



Reach and Priorities

Annual reports: Safe Communities report annually to SCFNZ successfully demonstrating the implementation of community safety promotion initiatives within their priority areas of injury/crime prevention, road safety, alcohol related harm and community resilience. These are aimed at people across the life-span covering the road, home, school, public spaces, work and leisure environments.

#15/65% of SC with an overall increased reach through introducing a new priority area or programme/initiative or partner.

Results Based Accountability: SCFNZ partnered with communities to develop an outcomes framework. 38% of Safe Communities in 2015 produced an RBA results card linking to a programme or activity.

Setting Priorities: Overall the local data followed the national injury data trend, but prevention programs reflected each unique community. Programs may have been implemented based on other indicators such as social and political will for a particular injury issue.

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

- 100% of Safe Communities identified alcohol & drugs harm reduction as priorities that traverse a range of sectors: liquor licensing and enforcement, crime prevention, violence and family violence, drink and drugged driving, youth access to alcohol, treatment and rehabilitation. Safe communities are ideally situated to bring these various strands together to address alcohol-related harm in a comprehensive and collaborative manner.
- 88% identified older people as a priority. Falls prevention activities have been adversely impacted by reduced funding for programmes/activities, but road safety including mobility scooters and cars continue. Elder abuse and neglect is increasing as a priority.
- 82% of Safe Communities had family violence as a priority. This was frequently aligned to national campaigns such as "It's Not OK" and White Ribbon.
- 82% of Safe Communities identified injury to Maori as a cross-cutting issue across all priority areas.
- 78% of Safe Communities identified child safety/bullying and youth as priority population within focus areas.
- 75% identified Community safety (safety in parks, streets, neighbourhoods) a priority. A number of safe communities engaged in street-by-street community and home safety projects. Safe Communities is the ideal platform for bringing agencies together on these targeted programmes.
- 60% identified suicide prevention as a priority, particularly focused on rural and on youth suicide. Several safe communities supported the development of suicide prevention strategies/plans.
- 48% report Fire Safety, Workplace Safety, Migrant Safety and Water Safety as priorities.
- 45% report public place crime prevention (CCTV, Community Patrols, and Neighbourhood Support) as a focus. The termination of Ministry of Justice funding for local government has had an adverse impact on crime prevention focus and activities.
- 33% report that Civil Defence Emergency Management was a priority. CDEM activities are led from Regional Councils, however the links to safe communities is an emerging category for further development. Experience in Christchurch and Whanganui has shown benefits of the safe communities approach to pre/post disaster management.

Measuring Success

Diverse Partners Working Together: Safe Communities cover 30 Territorial Authorities with 54% of people in New Zealand living within an accredited Safe Community. Safe Communities is an “umbrella” model in which key stakeholders work collaboratively in all aspects of community safety, it is not another programme it is an integrated way of addressing community safety. Within each community a network of diverse people, organisations and institutions play a vital role in keeping one another safe.



Tairāwhiti Safe Community Accreditation 2012

SCFNZ undertook analysis of Governance Group membership. The statistical data show a wide range of membership both in terms of numbers, and also agencies that are represented. Numbers in governance groups range from 6 to 27 with an average of 13 members.

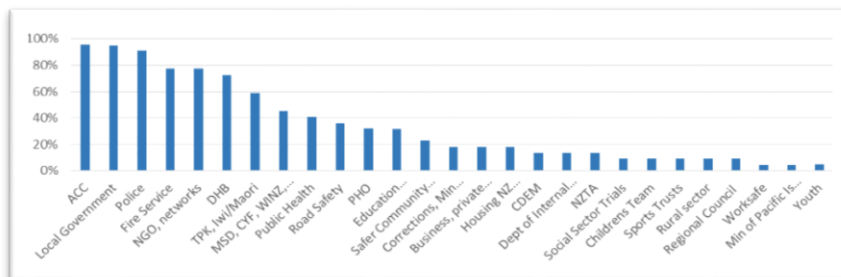


Table: agency representation on Safe Community governance groups in NZ (2015)

Key Success indicators of successful governance groups include effective leadership & coordination, clear terms of reference, and practicing the principles of good governance.

Coalition surveys were collected and analyzed by SCFNZ to provide a snapshot of how the coalition is functioning at a point in time. Strengthen the capacity of all existing Accredited Safe Communities to improve the effectiveness of local Safe Community coalitions is core business. #16 /76% of Safe Communities maintaining and/or showing an overall improved synergy score from previous year.

	2015 overall outcomes from coalition survey				
	Improvement from previous year			Maintenance from previous year	Total SC improved or maintained
	SCs	range	median	SCs	SC
Synergy	14%	6-12%	8%	62%	76%
Leadership	14%	8-24%	18%	57%	71%
Administration/Management	10%	6-10%	8%	33%	43%
Non-Financial resources	19%	6-14%	11%	33%	52%
Satisfaction with participation	10%	10-12%	11%	48%	58%
Adoption of Safer Practices	62%	6-22%	12%	33%	95%



“SAFER NAPIER CONTAINS A PORTFOLIO OF PROJECTS DESIGNED TO REACH A WIDE RANGE OF TARGET GROUPS ON WHICH THEY HAVE A MODERATE TO HIGH IMPACT AND DELIVERS REASONABLE VALUE FOR MONEY”

Katoa Ltd (Independent research report) April 2015.

Building Capacity

Strength in Numbers: In August 2015, SCFNZ held its 8th Annual Safe Communities National Forum. SCFNZ Award winners for 2015 were, National: Sally Patrick, Safer Whanganui and Local: Liz Lambert, Safer Napier Coordinator.

- ⇒ 90% of Safe Communities participated in the National Forum.
- ⇒ 91% rated SCFNZ performance in relation to the forum as either 'excellent' or 'very good'
- ⇒ 74% rated relevance to job role as either 'excellent' or 'very good'



When asked 4 months post national forum, 83% of Safe Community attendees (who answered evaluation at national forum) reported they have applied knowledge gained at the national forum to their Safe Community work.

Training: 73% of coordinators participated in one of the ten SCFNZ lead regional forum/training events (past 12 months). Topics included new coordinator training, governance, results based accountability and regional alignment. *88% of participants in regional forums reported that: the information provided increased awareness of best practice.*



Webinars: *Alcohol & Drugs; Family Violence; Minority Populations and Suicide Prevention.* On average 30-40 attendees participated in the webinar. Webinars are archived therefore reach is difficult to determine. Overall evaluation indicate that *100% of participants have found that the webinars have increased their awareness/knowledge.*

Reviewer Training: In November 2015, members of the Australian and New Zealand Safe Community Foundations attended joint reviewer training on accreditation standards. This enabled benchmarking to international best practice and the opportunity to increase knowledge on a wide range of community based injury and violence prevention approaches.



SCFNZ acknowledge that no single organisation can possibly claim to be solely responsible for achieving a result like "A safe community. Safe Community coalitions recognise that through the adoption of the Safe Community model it takes the many contributions of a range of government and community partners to achieve population wellbeing. Distinguishing between attribution and contribution, SCFNZ is committed to supporting Safe Communities to improving their performance and focus on asking "Who else can we be partnering with to make a difference?" and "How do we improve the performance of our programmes?"

International Perspectives

SCFNZ is an international accreditation centre and has formal operating arrangements with national safe community organisations in the USA, Canada and Australia through the Pan Pacific Safe Community Network (PPSCN). Information and contacts are also maintained with the World Health Organization (WHO), and Safe Community networks in Europe and Asia. PPSCN is working closely with WHO towards its the pending designation as an NGO with an official relationship with WHO.



12th Australasian Injury Prevention & Safety Promotion (Sydney November 2015): SCFNZ scholarship recipients Teresa Gordon (New Plymouth Injury Safe), Chris Webber (Safer Rotorua) and Graeme Barber (Waimakariri SC) along with Tessa Sturely (PPSCN Community representative) learnt about: others' research-focused work and practice; Australian approaches to injury prevention; the power of social media in communication; built relationships and networked with others. Their reports (on SCFNZ website) indicate that the value gained from attending was well worth the cost of time, money and effort.



I thoroughly enjoyed the opportunity to learn about the latest research coming from Australasia and the chance to critically reflect on my own practice.

Teresa Gordon (New Plymouth Injury Safe)

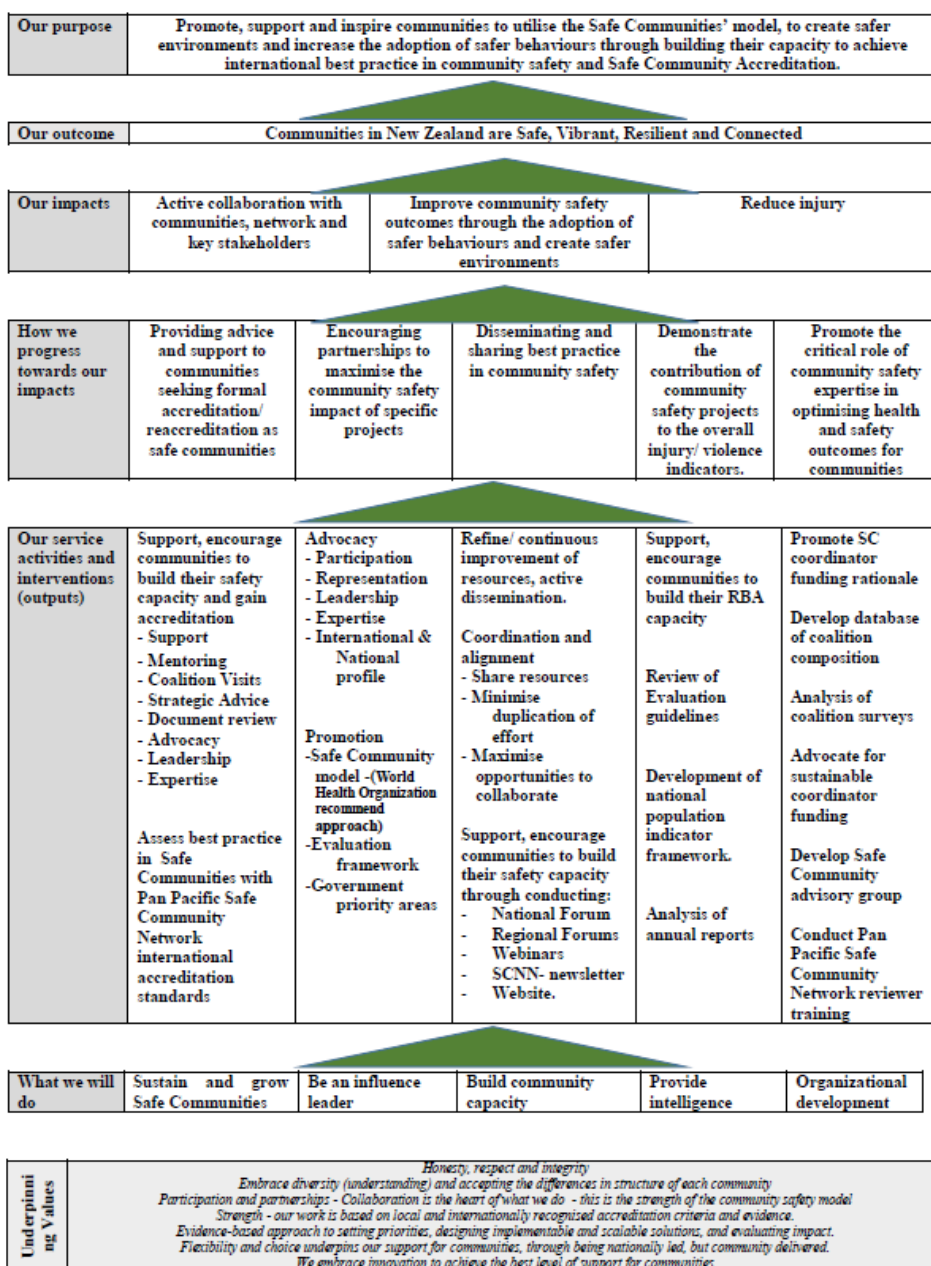
Injury & Violence Prevention Safe Community Training with Pacific Nations: attended by 14 Pacific Island delegates representing five nations in Auckland, October 2015. The interactive programme was instigated by WHO WPRO, developed and delivered by SCFNZ in collaboration with government and non-government organisations. SCFNZ demonstrated the capacity, capability and collaborative connections to deliver a high quality training programme. SCFNZ received international funding for its capacity work with Pacific Nations.



“AS PART OF A MULTIFACETED “HEALTHY DISTRICTS” PROGRAMME THAT WE ARE WORKING ON WITH SEVERAL PACIFIC ISLAND COUNTRIES (FIJI, SAMOA, SOLOMON ISLANDS, TONGA AND KIRIBATI), WE ARE LOOKING AT INCLUDING COMMUNITY SAFETY/COMMUNITY PREVENTION OF VIOLENCE AND INJURIES INTO THE PROGRAMME AND AS SUCH, THE SAFE COMMUNITIES MODEL AND APPROACH COMES TO MIND. OUR PRIMARY OBJECTIVE HERE IS TO BUILD LOCAL CAPACITY FOR LOCAL ACTION BASED ON LOCAL INFORMATION”.

Jonathon Passmore, Technical Lead, Violence and Injury Prevention,
WHO Western Pacific Regional Office (WPRO), Manila

Strategic direction



Structure: The SCFNZ has adopted both a public health and community development approach to safety promotion, injury and violence prevention, since it was established in 2004. The day to day management of SCFNZ is the responsibility of the Director. SCFNZ has a Board of Trustees providing governance, sustainable funding and dedicated staff and advisors. SCFNZ is funded by Accident Compensation Corporation, Ministry of Health, Ministry of Justice (ceased June 2016) and Health Promotion Agency. SCFNZ has both the capacity and capability to provide ongoing services to the local, national and international Safe Communities movement.

For more information about getting your community involved, go to:

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Tel: +64 9 488 7601 contact@scfnz.org www.safecommunities.org.nz
International Safe Community Support Centre;
Accrediting Centre for Pacific Safe Community Accreditation Programme.