



Improving community safety through collaborative efforts

Safe Communities Foundation New Zealand

Improving SCFNZ Activities Report (July 2016 to June 2017)

From the Director

Dear Colleagues,

The commitment and collaboration of Safe Communities New Zealand is inspiring, confirming that local action is at the forefront of effective community safety. Over the past year Safe Communities have demonstrated changes in behaviour, introducing new and innovative programmes and activities; to engaging new local partners in the challenge to prevent injuries and save lives. Through leadership and collaboration they continue to innovate, create positive change and build safer and stronger communities.



We are 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.

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.

Sincerely



Tania Peters, Director,
Safe Communities Foundation New Zealand

From the Chair,

Dear Colleagues,

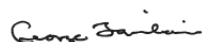
Each year communities across New Zealand make a valuable contribution, and through leadership by individuals in those communities, further the objectives of the organisation. This connection across communities is vital in improving safety outcomes whether as a result of unintentional or an intentional injury event.



From reading this report on 12 months activities, clear evidence emerges to show that a Safe Community through the adoption of local coalitions and community based injury prevention programmes, can deliver a range of injury reductions and positive returns bringing with it tangible outcomes.

Each community is to be commended on the goals achieved, and their commitment to creating a safer environment for everyone.

Sincerely



George Fairbairn, Chair,
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” Te hanga i te wahi haumarū ki te ora, mahi, me te tākaro

Mission:

“To build and maintain a network of Safe Communities that are committed to and actively engaged in creating safer environments and increasing the adoption of safer behaviours.”

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.

Partnership

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.

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

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.

Adoption of the Safe Communities model increases local implementation of injury and violence prevention.

“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 32 Territorial Authorities accredited in 26 Safe Community coalitions.

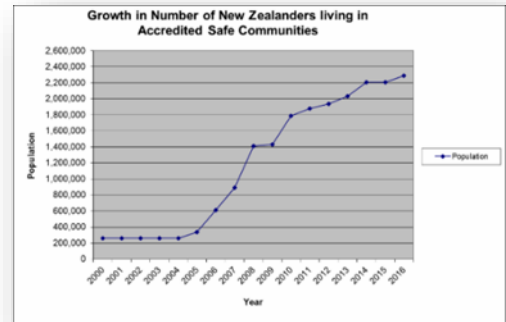
Safe Communities vary in type and size, including large urban cities, small towns, and rural areas. However, the key feature is the building of local capacity that combines their resources and interests to address local concerns about injuries, crashes, anti-social behaviour, violence and crime in a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

Safe Communities cover 32 Territorial Authorities with 55% of people in New Zealand living within an accredited Safe Community.



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
Population level 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 2017, Westland District became New Zealand's 26th Accredited Safe Community

Measuring Success

Diverse Partners Working Together: 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.

Accredited Safe Community coalitions provide the ideal platform and channels for central and local Government to reduce injuries, violence and crime by focusing on high risk groups and environments, and through leadership, partnerships and collaboration. There are no other national organisations, networks or coalition models operating in the safety promotion sector that offer a comparable structure, reach and service to Safe Communities.



Stratford District Accreditation 2016

SCFNZ is committed to extending its reach through three key mechanisms:

- Engaging and accrediting new communities in the Safe Communities network
- Encouraging communities to engage with new partners and local community stakeholders
- Encouraging communities to extend the scope and range of community safety activities

Governance: surveys were analyzed by SCFNZ to provide a snapshot of how the coalition is functioning at a point in time. Overall synergy score indicates how successful the collaborative process of the governance group has been thus far. The detailed synergy scores indicate the particular ways in which the collaborative process in the governance group is, or is not, strengthening its governance group partners’ thinking, actions, and relations with the broader community”

	<i>Overall outcomes from Governance survey</i>			
	<i>Improvement from previous year</i>			<i>Maintenance from previous year</i>
	<i>SCs</i>	<i>range</i>	<i>median</i>	<i>SCs</i>
Synergy	20%	6% - 14%	8%	53%
Leadership	33%	6% - 22%	12%	47%
Administration/Management	47%	6% - 28%	12%	33%
Non-Financial resources	40%	6% - 18%	8%	40%
Satisfaction with participation	33%	8% - 26%	10%	40%
Adoption of Safer Practices	13%	8%	8%	60%

“GOVERNMENT HAS A FOCUS ON “INVESTING FOR OUTCOMES”, AND AN UNDERLYING EXPECTATION THAT THIS WILL BE ACCOMPLISHED COLLABORATIVELY: A WHOLE-OF-GOVERNMENT APPROACH. BECAUSE OF THIS THERE IS A NEED FOR WIDE-RANGING COLLABORATION AND THE GREATER INVOLVEMENT OF TARGET COMMUNITIES IN THE DESIGN AND DELIVERY OF SERVICES. COMMUNITIES NEED TO UNDERSTAND AND TAKE OWNERSHIP OF ISSUES FACING THEM, AND EXERCISE GREATER AUTONOMY IN THE DESIGN AND DELIVERY OF SERVICES AND PROGRAMMES

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

Whanganui, is an excellent example of a 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.

A major strength highlighted during the review process included the long history and strong commitment from senior positions within key stakeholder's organisations and the inclusion of Safe Communities in Council's long term plan. ACC key safety trends highlighted in the application show that Whanganui has made progress with all trending downwards.



New Plymouth, reaccredited for the second time demonstrated outstanding collaborative leadership involving local authority, central Government agencies and community networks. Key safety trends show progress has been made with many priority areas trending downwards, coupled with key policy changes (i.e. collection of alcohol related injury data to commence shortly in emergency department), is a true testament of effectiveness. The integration of workplace safety and transferable messages to the home environment is a further strength of this community.



Benefits of Reaccreditation Case Study:

Reaccreditation every 5-6 years is a requirement for Safe Communities that wish to retain their accreditation status. In September 2016, Chairs and Coordinators of the six recent NZ Safe Communities reaccredited were interviewed. Analysis demonstrated that the overwhelming response was reaccreditation is a valuable process, namely it:

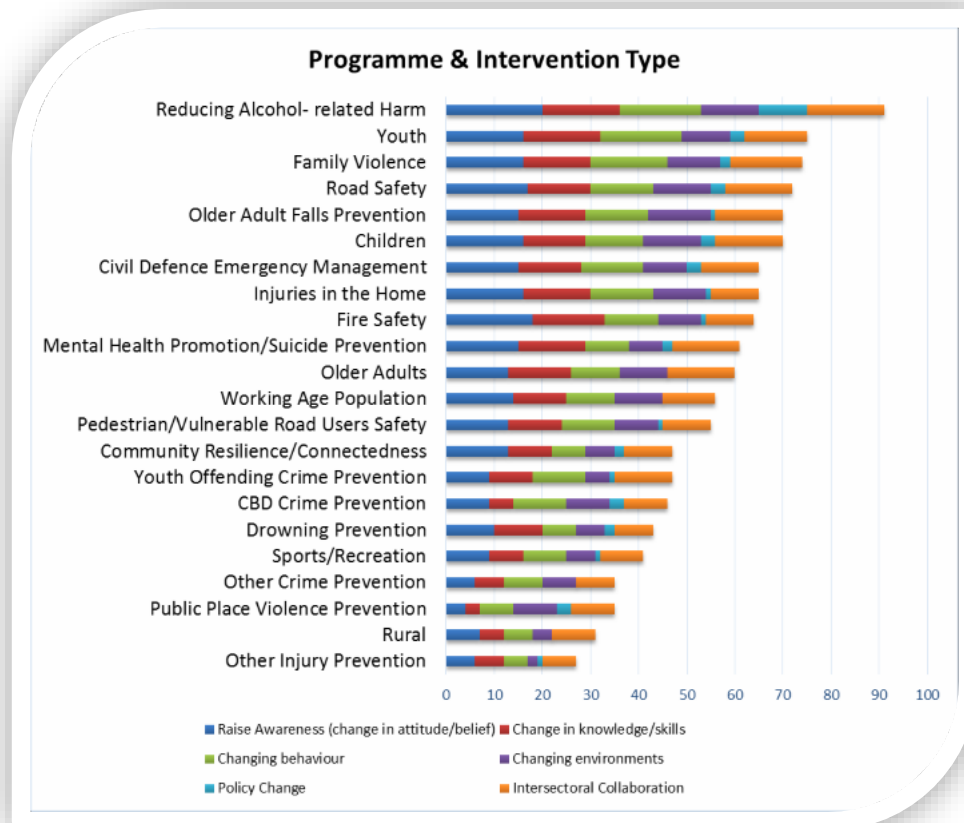
- *creates a platform for high-level strategic governance that is a driver to create on-the-ground action and deliver programmes*
- *gives communities the boldness and honesty to confront real and complex social issues, reaffirming place-based and community-led approaches to community safety that are flexible, collaborative and responsive to local needs and issues*
- *brings legitimacy and credibility to the local governance coalition through forging and reaffirms diverse partnerships and collaboration as innovative and effective processes/means to address those issues.*
- *provides a tool for monitoring and analysing the performance and effectiveness of activities, and for developing high-level indicators/benchmarks.*

Safe Communities is seen as a mechanism for bringing together agencies and groups that usually work in silos to develop a collective 'lens' and generate a collective 'weight' to the process of identifying and responding to pressing community issues. Safe Communities is seen as a setting where conventional thinking can be challenged, and where new and innovative ideas are developed. And where there is a balance between tactical and strategic thinking/planning.

SCFNZ Reaccreditation Case Study

Reach and Priorities

Annual reports: Safe Communities report annually to SCFNZ successfully demonstrating the implementation of Safe Community Principles. To maintain Safe Community status demonstration of population level community safety programmes (criteria 2) operating across the community by programme area and intervention type is required. The 'x' axis counts the number of Safe Communities that reported on activities for each programme area. It demonstrates the range of interventions that are being utilised. It shows that not all programme areas are dominated by "awareness raising" and that a range of intervention types are being utilised



Setting Priorities: Safe Communities are required to demonstrate programmes that target and promote safety for high risk/vulnerable groups and environments. Within this they need to provide rationale for priority and evidence utilised for programme delivery. Overall the local data followed the national injury data trend, but prevention programs reflected each unique community.

- 95% of Safe Communities utilise ACC data and 88% Health data, 83% Police Data.
- Other data sources include NZTA, Fire Service, Water Safety and coronial statistics.
- > 60% utilize local surveys, community-led and place-based responses, consultation with partners and other research.
- 30% report gathering information from media sources with 20% responding to serious unanticipated events

#18/75% of SC with an overall increased reach through introducing a new priority area or programme/initiative or partner

Building Capacity

Strengthen the capacity of all existing Accredited Safe Communities to improve the effectiveness of local Safe Community coalitions is core business.

Strength in Numbers: In August 2016, SCFNZ held its 9th Annual Safe Communities National Forum.

- ⇒ 100% of Safe Communities participated in the National Forum
- ⇒ 93% stated they had learnt something new
- ⇒ 74% rated relevance to job role as either 'excellent' or 'very good'

SCFNZ Award winners for 2016 were, National: Henry Stechman, NZ Fire Service and Local: Christine Renata, Central Hawkes Bay Coordinator.



*19/90 % of SC attendees at 2016 national forum (40% of attendees answered 6 month follow-up survey) report they have **applied** learnt knowledge to their work*

Training: Over 40 Territorial Authorities participated in one of the ten SCFNZ lead regional forum/training events (past 12 months). *100% of participants in regional meetings that the information provided **increased awareness** of best practice in one or more aspects of Safe Communities* (eg: evaluation, collaboration, priority setting, community partner engagement, data, strategic planning, programme delivery)



Webinars: *Falls Prevention; Road Safety, Multi-sectorial influences matrix; Injury Prevention as Social Change, Injury Data and Needs Assessment.* . On average 20-30 attendees participated live 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.*



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.



Safety 2016 World Conference (Tampere, Finland September 2016):

- 1100 participants (delegates, exhibition staff, invited speakers and conference volunteers)
- 120 countries- largest numbers Finland (272), United States (134), Australia (73), United Kingdom (44) and Sweden (41) respectively.
- 1004 presentations - 500 were oral (parallel, pitch or special session)
- >100 people attended a SCFNZ presentation on the Safe Community National network in New Zealand and outcomes measured.
- >60 people attended PPSCN – establishing an international network
- 12 PPSCN members at network meeting



Safety 2016 was held against the backdrop of the newly defined post-2015 Sustainable Development Goals, which are currently set to address related issues, including road safety and violence prevention. The Tampere Declaration expresses global commitment for injury prevention and safety promotion.



"We therefore issue the following call to action for stronger Injury Prevention and Safety Promotion:

Build community capacity to identify local injury and violence priorities and to take effective action to prevent injuries and violence and improve outcomes. Develop local platforms to engage multiple stakeholders in dialogue and advocacy, such as those created through the Safe Communities movement."

Click [here](#) to read the full declaration.

PPSCN Coordinating committee members met WHO representatives Alex Butchart, Prevention of Violence Coordinator, (NVI) WHO; Jonathon Passmore, Technical Lead, Violence and Injury Prevention, Western Pacific Region. PPSCN is aligned to WHO long term goals and strategies for violence and injury prevention. The relationship allows for future growth of the PPSCN to bring more countries and communities onboard, as long as they adhere to PPSCN rules and standards.

WHO clarified that PPSCN is currently the only Safe Community network in the process of establishing official relationships with WHO

Strategic direction

SCFNZ adopts both public health and community development approaches to safety promotion, injury and violence prevention. SCFNZ was established in 2004, and since its inception there has been exponential growth of safe communities within NZ. There are currently 26 accredited Safe Communities encompassing 32 local authorities in NZ.

The Safe Communities model is recognised internationally as an effective and acceptable intervention which reduces the burden of injury experienced by individuals, families, and communities. The World Health Organization (WHO) views the Safe Communities approach as an important means of delivering evidence-based violence and injury prevention strategies at the local level.

The emphasis of the Safe Communities approach is on collaboration, partnership and community capacity building to reduce the incidence of injury and promote injury/violence-reducing behaviours. The six principles of the Safe Community model are Leadership and Collaboration; Programme Reach; Priority Setting; Data Analysis and Strategic Alignment; Evaluation; Communication and Networking. Safe Communities are accredited on their achievement of the six criteria for accreditation.

SCFNZ is funded by Accident Compensation Corporation, Ministry of Health and Health Promotion Agency. SCFNZ has both the capacity and capability to provide ongoing services to the Safe Communities movement. SCFNZ National Office activities, processes, impacts and outcomes are set out in diagram 1. For more information about getting your community involved, go to:



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