



Safe Communities Foundation New Zealand

Dr Carolyn Coggan, PhD
Jenny McKay

Dissemination of examples of improvements in collaboration and co-ordination of injury prevention across a variety of settings

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Safe Communities Foundation New Zealand (SCFNZ)

10 College Hill, Ponsonby, PO Box 90640, Auckland Mail Centre, Auckland 1030, New Zealand.

Tel: +64 9 360 8846 Fax: +64 9 360 8849 www.safecommunities.org.nz

Certifying Centre of the WHO Safe Community Network;

Affiliate Safe Community Support Centre of the WHO Collaborating Centre on Community Safety Promotion; &

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1.0 Introduction

The New Zealand Injury Prevention Strategy (NZIPS) was released by the Minister for ACC in June 2003. NZIPS is an expression of the Government's commitment to working with organisations and groups in the wider community to improve the country's injury prevention performance. The NZIPS provides a framework for the policy development and service delivery activities of central and local government, non-government and community organisations with an involvement in injury prevention, and aims to unite the injury prevention sector towards a common vision of: *"A safe New Zealand, becoming injury free"*.

The NZIPS is based on eleven underlying principles that the Government sees as fundamental. These are a broad set of statements, which will continue to inform and guide the injury prevention activities of regional and local government, community groups, iwi, businesses, families/whanau and individuals.

To meet the vision and goals of the NZIPS, 10 key objectives were identified. The purpose of this investigation was to identify the role of NZIPS in providing the impetus for the integration of injury prevention activities through collaboration and co-ordination of stakeholders involved in safety promotion and injury prevention (objective five).

Actions under this objective include:

1. Ensuring collaborative relationships for injury prevention within and between central government, local government, businesses, iwi, non-government organisations and community sectors.
2. Establishing or strengthening co-ordination mechanisms (e.g. coalitions) to ensure injury prevention activity is integrated.
3. Developing collaborative relationships and co-ordination mechanisms for injury prevention between Maori and other injury prevention partners.
4. Developing and implementing plans to co-ordinate and guide injury prevention activity at various levels: organisational; community; regional; and national.

5. At the various levels, encouraging participation in injury prevention by: Maori; Pacific peoples; other ethnic groups; and new migrants.
6. Increasing collaboration and coordination between the injury prevention sector and related sectors, such as health promotion and crime prevention, to integrate prevention activities and avoid unnecessary duplication of effort.
7. Developing mechanisms to coordinate injury prevention research and evaluation activities.

There are clear and tangible benefits to effective collaboration and coordination of injury prevention activity enabling a more integrated injury prevention service to New Zealand and thus avoiding duplication in service provision.

This report is divided into two main finding sections. Section two summarises key findings related to collaboration and coordination identified in the NZIPS stocktake survey. In July 2004 the NZIPS Secretariat in association with the Injury Prevention Research Centre (IPRC) conducted a stocktake of injury prevention initiatives among government and non-government organisations involved in injury prevention activity.

The NZIPS stocktake questionnaire asked key personnel from both government and non-government agencies to identify organisations they had worked most closely with in relation to their organisations injury prevention initiatives. After reviewing the NZIPS stocktake results from government and non-government agencies, examples have been compiled of existing collaboration and co-ordination within the injury prevention field.

Section three provides case study examples in improvements in collaboration and coordination of injury prevention and safety promotion across a variety of settings. Information for this section was based on a review of relevant materials and focussed discussions with key individuals.

As previously stated, sections two and three provide examples of effective collaboration and co-ordination of injury prevention across a variety of settings. These working examples also reflect the principles and goals of NZIPS and while reflecting objective five, are also current examples that meet the other nine NZIPS objectives.

2.0 Summary Findings Related to Coordination and Collaboration from NZIPS Stocktake Survey

2.1 Between Government agencies

The NZIPS stocktake results identified numerous examples of collaboration and coordination within the injury field between government agencies. For example the Accident Compensation Corporation (ACC) was identified as collaborating with many District Health Boards (DHB) including Capital Coast DHB, Wanganui DHB, Canterbury DHB, Southland DHB, Waitemata DHB, and Otago DHB. Between Ministries, ACC was identified as working with the Ministry of Health (MoH), and the Ministry of Social Development (MSD) and with other government agencies. Collaboration was also identified with the Land Transport Safety Authority (LTSA), Housing New Zealand, Health Research Council, Police, and the Department of Labour.

2.2 Between Government agencies and Territorial Local Authorities (TLAs)

Of the TLAs who answered this section of the NZIPS stocktake, most indicated that they collaborated with more than one government agency. For example Northland District Council collaborated with ACC, LTSA, Public Health, the Fire Service and the Police and Grey District Council identified collaborating with ACC, LTSA, Transit New Zealand and the West Coast DHB. Additionally, although outside the scope of the timeframe for the stocktake survey, since September, 2004, the ACC have been actively working with 10 TLAs to significantly improve community safety and injury prevention collaboration and coordination within Councils, between TLAs and Government agencies, and between TLAs and non-Government organisations.

2.3 Between Government Agencies and Non-Government Agencies (NGOs)

There were numerous examples from the NZIPS stocktake of government agencies and NGOs collaborating in injury prevention initiatives. For example, the MoH worked closely with SafeKids, WaterSafe New Zealand, and Kia Piki te Ora o te Taitamariki. The Otago DHB liaised with the IPRU, Age Concern and Presbyterian Support and the Royal New Zealand Plunket Society identified collaborating with ACC and the Police. The ACC was the lead agency identified as collaborating with a wide range of NGOs including but not limited to: all of the community-based injury prevention coalitions and groups; SafeKids; IPRC; IPNANZ; Federated Farmers; IPRU; Safe Communities Foundation; Age Concern; Water Safety NZ; Child Safety Foundation; WaterSafe Auckland and the Domestic Violence Centre.

2.4 Between TLAs and NGOs

TLAs who answered this section of the NZIPS stocktake identified working with a number of different NGOs. For example: Northland District Council collaborated with Plunket, Age Concern, Parents as First Readers and Manu Children's Health Camp in their injury prevention initiatives; Waimakariri District Council identified working with both Federated Farmers and Sport Canterbury; and Injury Free Counties Manukau collaborated with Alcohol Health Watch, the Order of St John, Kokiri Te Rahuitanga Ki Otago, Puukaiki Ki Te Aakaitai and the Manukau Urban Maori Authority.

2.5 Between Non-Government agencies

A number of examples from the NZIPS stocktake indicated that NZIPS had improved collaboration between NGOs including: IPRC with SafeKids, WaterSafe Auckland, and Injury Prevention Research Unit (IPRU); Suicide Prevention Information New Zealand (SPINZ) and Youthline, Skylight, Hapai te Ora and Rainbow Youth; and Water Safety New Zealand and Swimming New Zealand, The Royal Life Saving Society New Zealand and Surf Life Saving New Zealand.

Other examples from the NZIPS stocktake demonstrated collaboration and co-ordination between community organisations over injury prevention initiatives. For example, Auckland Sexual Abuse Help identified working with Doctors for Sexual Abuse Care (DSAC) and the Safe Network; Te Taiwhenua O Hertaunga identified working with Community Maraes and Maataa Waaka Enterprises Ltd collaborated with Te Rapuroa and Poumanawa Oranga.

3.0 Case Study Findings

The development of the NZIPS and Implementation Plan has provided a framework to support a collaborative, co-operative and inter-sectorial approach to safety promotion and injury prevention in New Zealand. To identify the role NZIPS has played in the collaboration and co-ordination of stakeholders involved in safety promotion and injury prevention initiatives across a variety of settings five case studies are provided.

3.1 Stakeholder Reference Group (SRG)

The SRG was one of three advisory groups established by the Minister for ACC to support the development of the NZIPS. The SRG also continues to have an important role in implementing NZIPS. Membership of the SRG includes individuals representing the range of injury prevention sectors: violence prevention; child; Maori; Pacific; older person; road safety; research; suicide prevention; sports and recreation injury prevention; and workplace health and safety. It therefore includes representatives from local government, non-government organisations and sector interest groups, community organisations, iwi, the research community, sport and industry thus providing an example of collaboration and co-ordination involving all sectors of the community concerned with improving the delivery of injury prevention initiatives.

The relationships and mechanisms established by the SRG during the development of the NZIPS has a continuing role of providing a forum for co-ordinating injury prevention work across government during the implementation of NZIPS. This group continues to meet three times a year.

3.2 Community workshop to determine how best to integrate injury prevention activity through collaboration and coordination

The NZIPS Secretariat has overall responsibility for ensuring that objective five and its associated actions are implemented. The Secretariat invited selected key players in the injury prevention sector to attend a day's workshop in Wellington on 9 September 2004. Twenty-four people representing community organisations from around the country, as

well as representatives from central and local government, DHBs, and injury prevention researchers attended the workshop. Stakeholders were selected on the basis of their different perspectives, backgrounds, and experiences, and their likely contribution to the workshop.

The overall purpose of the workshop was to determine how best to integrate injury prevention activity through collaboration and coordination. The workshop was designed to identify:

- challenges that impact on collaboration and coordination of injury prevention activities (from both community and government agency perspectives); and
- a model for effective collaboration and coordination of injury prevention activity that could be adopted by local communities.

The workshop was also an opportunity to bring the sector together in the spirit of collaboration, to foster new links and to strengthen existing ones.

The workshop included both plenary sessions, and separate breakout discussions to enable stakeholders to work in small groups and discuss issues and challenges, as well as identify a model for enhancing injury prevention activity through collaboration and coordination.

3.3 WaterSafe Auckland Incorporated

WaterSafe Auckland Incorporated (WAI) has acknowledged that the NZIPS objectives and actions have aided and improved collaboration between stakeholders in the water safety sector in Auckland, assisted collaboration inter-sectorially and put a “*face*” to the water safety issue for injury prevention practitioners.

For example to improve collaboration and coordination within organisations interested/involved in water safety throughout the Auckland and Northland regions WAI have:

- set up forums to bring together stakeholders across various drowning prevention areas to develop resources and initiatives, for example:

- a. Pool safety – partnership with local bodies' pool compliance officers and ACC.
 - b. Preschool safety – project involving swim schools, parents and ACC.
 - c. New Migrant water safety – project involving new migrant groups, CIPP and ACC.
- Membership of local body Programme Advisory Groups (PAGs) involving Maori and Pacific Island groups, health professionals, ADHB and Public Health Organisations (PHOs);
 - Promotion and implementation of water safety programmes for schools in partnership with Community Injury Prevention Projects (CIPP), ACC, Sports Trusts, School staff and funders;
 - Infant bath safety project involving Plunket WELLCHILD, CIPPs, PHOs and Northland Health; and
 - Development of Aquatic Road Map sequential aquatic programming involving New Zealand Surf Life Saving, Coastguard, WaterSafe New Zealand (WSNZ), Swimming New Zealand, Waterwise, Auckland University Faculty of Education, Team Solutions and Ministry of Education.

The development of the NZIPS and the resulting Implementation Plan has provided an ideal framework to continue the collaborative, cooperative and inter-sectorial approach that has been the practise of WAI. WAI has demonstrated a strong commitment to the NZIPS. For example, WAI has used NZIPS:

1. as a tool in setting their own strategic direction;
2. to ensure drowning prevention initiatives are highlighted as a priority within their support for community-based initiatives; and
3. WAI has also been active in supporting the work of the IPNANZ including secondment onto the committee.

Synergies within each of the 10 objectives of the NZIPS are reflected in the projects, promotions and programmes of WAI. This approach has resulted in consultation and development of programmes to meet community needs; networks across the health,

safety and aquatic workforce; strengthened leadership via professional development and dissemination of information into the injury prevention area; targeted promotions to meet community needs and to identify at risk groups; and initiatives specifically aimed at the local and regional government level to review, advocate, explore and collaborate on issues that have an impact at policy and legislative levels.

3.4 Safe Communities

The implementation plan for the NZIPS provides seven actions associated with objective five that establish and strengthen collaborative relationships and co-ordination mechanisms to ensure that injury prevention activities are integrated within communities. One successful way this can be achieved is by the formation of community injury prevention coalitions.

New Plymouth injury Safe (NPiS) is an example of this. NPiS is a coalition of organisations working collaboratively together to reduce injuries and to have the New Plymouth District accredited, during 2005, as a World Health Organisation (WHO) Safe Community. Membership includes representatives from ACC ThinkSafe, New Plymouth District Council, Taranaki District Health Board health promotion unit, Tui Ora Ltd, and Kidsafe Taranaki Trust.

The NZIPS has provided a framework for the activities of NPiS. NPiS has co-ordinated a series of injury prevention programmes incorporating three of the NZIPS key injury prevention priority areas: workplace injuries; falls (children and older people); and motor vehicle and traffic crashes. Current injury prevention strategies include:

- Workplace injuries
 - The Taranaki Agricultural Team Challenge – this is an annual farm safety competition targeting industry entry-level senior school students; and
 - Health and safety managers forum – managers from leading Taranaki employers meet regularly to share best practice. They also channel non-work injury prevention information into their workplaces.
- Falls

- Falls prevention workshops – The programmes are aimed at caregivers of children under five years;
 - Playground safety workshops - currently being delivered to half the primary schools in Taranaki;
 - Better Homes - Safer Children - addresses the leading causes of injuries in pre-schoolers through a free in-home environmental safety assessment and installation of safety devices;
 - Tai Chi – currently more than 150 older adults regularly participate in classes funded by ACC ThinkSafe; and
 - New Plymouth Council Elderly Tenants' Project - this is a joint initiative with the council to eliminate fall hazards in council rental accommodation and provide falls prevention information to older tenants.
- Road
 - Down With Speed Taranaki - this programme has raised awareness of the risks of speeding and increased community support for enforcement;
 - Safety belt projects - a series of these projects has raised the local wearing rate to 95%; and
 - Child restraint projects - these projects use a combination of education and enforcement.

In Auckland, **Communities Living Injury Free** also uses NZIPS as a framework to work in collaboration with agencies and groups in injury prevention and safety promotion with the aim of attaining holistic health and social benefits for communities. The Communities Living Injury Free programme was launched in July 2004 and is sited at Auckland City Council.

To achieve this Communities Living Injury Free is based on the WHO's Safe Community criteria, and covers: participation; community context; interventions to reduce injury; evaluation; sustainability and external links - disseminating information on the programme; and contributing to the overall network of safe communities.

Communities Living Injury Free has a programme advisory group comprised of members from the following organisations: ACC; Age Concern; Auckland City Council; Auckland

City Council - Road Safety; Auckland Regional Public Health Service; Employers and Manufacturers Association; Unitec School of Nursing; Asian Social Services ; University of Auckland; Auckland Rugby and Safekids.

These collaborating organisations provide valuable input from the perspective of injury prevention providers, as well as business, Asian, and Pacific Island communities and the education sector. The aim of Communities Living Injury Free is to eventually involve all of Auckland's diverse communities in raising awareness and reducing the incidence and severity of injuries in the Auckland City area.

The **Safer Communities Action Plan to reduce Community Violence and Sexual Violence** is another recent development to improve the collaboration and co-ordination of injury prevention activities and resulted in the publication of The Safer Communities: Action Plan to reduce Community and Sexual violence which was launched in late June 2004. The Action Plan has been developed in the context of the Crime Reduction Strategy to specifically reduce sexual violence and community violence in New Zealand. This represents the first steps towards a co-ordinated and comprehensive approach to reducing community violence and sexual violence. The Action Plan was developed by the Ministry of Justice through a consultation process with a range of central and local government agencies, non-government agencies and the community including the Safer Community Council (SCC) network, iwi, and Pacific people's network. The implementation of the Action Plan will require a commitment from these groups to work collaboratively together. This will be assisted by the co-ordinating groups identified to lead the action areas in the plan and by the Ministry of Justice Crime Prevention Unit's local crime prevention partnerships.

The Action Plan identifies a series of gaps in existing efforts to reduce community violence and sexual violence, and sets out a series of actions to address them. These actions relate to the four priority areas for action that have been identified: attitudes to violence; alcohol related violence; violence in public places; and sexual violence. The interventions are to be aimed at preventing and reducing violent offending and victimisation and are intended to particularly address the needs of Maori, Pacific peoples, and children and young people as they have been identified as experiencing

disproportionate rates of violence. This will be best achieved by ensuring that actions are developed and implemented in partnership with these groups.

The NZIPS has had a major influence on the formation of the **Safe Communities Foundation New Zealand** (herein referred to as SafCom) which was established in September, 2004 as a charitable trust, and became operational on December 1 2004. The goal of SafCom is to work collaboratively with communities, industry and government agencies to improve community safety through the creation of a sense of awareness, understanding, support and leadership, to implement effective community safety programmes, to create safe environments, and to contribute to reducing the social and economic costs of injuries in New Zealand thus addressing objective five of the NZIPS.

SafCom will provide a platform to further advance the existing efforts of government, industry, academics, community groups and organisations to reduce injuries and improve safety for all sectors of New Zealand society. There has been strong support for the establishment of an organisation to provide a link between government agencies and community groups working within injury prevention and safety promotion. Key issues from this support base include the need for SafCom to provide resources, training and networking opportunities to support the further development and implementation of effective safety promotion and injury prevention initiatives at local, regional and national levels and for SafCom to take a lead role in supporting the further development of community-based safety promotion and injury prevention.

The unique value of establishing SafCom will be the accreditation of communities currently engaged in injury prevention initiatives. With the establishment of SafCom and the ability to accredit Safe Communities geographically located throughout New Zealand, the NZIPS vision of: *A safe New Zealand, becoming injury free* and its goals of *developing a positive safety culture* and *safe environments* will be realised.

Examples of both community and government agencies that SafCom will be working in partnership with include but are not limited to the following: ACC; TLAs; LTSA; New Zealand Police; New Zealand Fire Service; Department of Labour (OSH); IPRC; IPRU;

Injury Prevention Network Aotearoa New Zealand (IPNANZ); WAI; Water Safety New Zealand; SafeKids; and those community groups at the local level targeting safety promotion and injury prevention.

3.5 IPNANZ Training and Educational Opportunities Programme

A further move to improve collaboration and co-ordination involves the development of a competency based qualification for injury prevention practitioners. This qualification will be one way of ensuring that the workforce is able to effectively address the burden of injury in New Zealand. The development of the programme grew out of the NZIPS's call for the establishment of a formal injury prevention qualification to build workforce capacity and capability.

Representatives from IPNANZ, LTSA, ACC, the MoH and the NZIPS Secretariat came together in 2004 and formed a steering group to manage the process of scoping and developing a qualification for injury prevention practitioners. The process, which is endorsed within the NZIPS Implementation Plan for 2004/05, will be lead by IPNANZ. The steering group is determined to deliver the workforce a formal training package that is accessible, flexible and an effective method of achieving competency within the injury prevention fieldwork. They hope to have a proposal for progressing a qualification to the Minister for ACC early in 2005.

An expert group of experienced practitioners currently working in the field will undertake the task of drawing up a draft set of injury prevention competencies for further and wider consultation. These will form the basic building blocks of a future injury prevention qualification. The expert group will also begin work on the challenging issues of accreditation and delivery.

As well as achieving objective five of the NZIPS, this collaborative approach also meets the requirements of objective two which is to "*strengthen injury prevention capacity and capability*".

4.0 Conclusion

Evidence provided by the above examples indicate that key stakeholders within the safety promotion and injury prevention field are effectively using the NZIPS framework in a variety of ways. This report found that the NZIPS framework was currently being used to inform, develop, and improve collaboration and co-ordination between government and non-government agencies, community organisations, businesses, families/whanau, iwi and individuals to achieve a positive safety culture and create safe environments for all New Zealanders.