



Safe Communities Foundation New Zealand

Dr Carolyn Coggan, *PhD*
Tania Peters, *BHs*

New Plymouth International Safe Community Redesignation Review Report

August, 2010

Table of Contents

Overview	3
Background	4
Criteria 1: Demonstrates partnerships and collaborations	5
Criteria 2: Long-term sustainable programmes	8
Criteria 3: High risk and vulnerable groups and environments	10
Criteria 4: Documentation of the frequency and causes of injuries	11
Criteria 5: Evaluation measures to assess effects of change	12
Criteria 6: Involvement in networks	14
Concluding Comments	15

Overview – Redesignation Review Report

Name of Community:	New Plymouth, New Zealand
Date ISC Designation:	27 October, 2005 (ISC #95)
Date of Redesignation:	3 rd September, 2010
Certifying Centre:	Safe Communities Foundation New Zealand (SCFNZ)
Primary Contact:	Dr Carolyn Coggan, Director, Safe Communities Foundation New Zealand Certifying Centre for International Safe Communities, Auckland, New Zealand

Objective:

Review of application, supporting documents based upon the criteria for designation/redesignation as a member of the International Safe Community Network.

Review Process:

- Activity 1:** Preliminary review of all materials submitted and confirmation that the application is ready for peer-review.
- Activity 2:** Review of internet application summary. Minor changes required. Final version formatted for inclusion on Karolinska website www.phs.ki.se/scp and SCFNZ website www.safecommunities.org.nz/sc/np
- Activity 3:** Review of application and preparation of review report.
- Activity 4:** Advise WHO Collaborating Centre on Community Safety Promotion on outcome of review. Preparation for, and conduct of, redesignation ceremony.

Background

New Plymouth District with a population of 68,901, is located in the North Island of New Zealand and is set against the backdrop of a stunning landscape that stretches from the Tasman Sea to Mt Taranaki. The unique location of New Plymouth means that it is possible to snowboard, water ski and surf all in the same day. The demographics of New Plymouth District show that it has a slightly older age profile than the rest of New Zealand, in part due to lower than average numbers of 18 to 24 year olds. Just over 77 percent of the district identify themselves as European, with the next largest group being Maori. People of Pacific Island and Asian origins make up a relatively small proportion compared with other parts of New Zealand.

The New Plymouth District application for redesignation as an International Safe Community (ISC) was extremely comprehensive (146 pages in total). The redesignation application begins with detailed information about the New Plymouth District, its early history and its people. It then comprehensively addresses each of the six ISC criteria. The appendix also included an extremely comprehensive New Plymouth Strategy for a Safer and Secure District covering the period 2010-2020.

New Plymouth injurySafe is to be congratulated on the excellent picture of New Plymouth and the extensive collaboration and cooperation occurring within the New Plymouth community to retain ISC status. As stated in the application: *“Over the last five years our district has gone from strength to strength, building on the solid foundations put in place by the accreditation process as well as the consistent support of our collaborative partners. Our networks continue to grow and our safety programmes are continually developing. We can confidently say that our Safe Community is stronger and wider reaching than it was five years ago”.*

In the application, the time and effort that has gone into developing community safety initiatives was clearly evident. The remainder of this report provides details related to how the New Plymouth District met each of the six criteria for redesignation as an ISC by the WHO Collaborating Centre on Community Safety Promotion.

Criteria 1: An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in the region.

- ⇒ In 2005, New Plymouth injurySafe (NPiS) successfully coordinated the application for accreditation as an International Safe Community (ISC). Since then, the membership of NPiS (now known as New Plymouth injurySafe Trust) has expanded and the coalition now has 11 core partners. This partnership consists of senior representatives from each of the organisations working together incorporating:
- Accident Compensation Corporation
 - Kidsafe Taranaki Trust
 - New Plymouth District Council
 - New Plymouth Police
 - Taranaki District Health Board
 - New Zealand Fire Service
 - Department of Labour
 - Tui Ora Limited
 - Taranaki Primary Health Organisations (Peak Health Taranaki, Hauora Taranaki PHO, Te Tihi Hauora O Taranaki PHO).
- ⇒ Collaboration and building effective networks has been a major strength of Safe Community efforts in New Plymouth. As extensively detailed in the application (pages 9-25) NPiS, along with its core partners, has a wide range of other local organisations that contribute either directly, or indirectly, to safety promotion, injury and crime prevention across the district. NPiS has strategic links with key safety networks related to:
- Road Safety
 - Injury Prevention
 - Crime Prevention
 - Alcohol
 - Family Violence
 - Emergency Management.
- ⇒ The review team noted that, given the data related to safety in New Plymouth, these organisations were an appropriate choice. As the Mayor for New Plymouth, Peter Tennent, stated in the application: *“by working together, the whole community ensures that our district remains a safe and secure place to live”*. The review team continues to be very impressed with the collaborative leadership displayed by the New Plymouth Mayor.
- ⇒ During the period 2005-2010, NPiS has met regularly to contribute to the planning and implementation of injury prevention and safety promotion projects within New Plymouth. A key leader during this time has been Dr Alan Parsons, former Chair of Kidsafe Taranaki Trust and Trustee with New Plymouth injurySafe. The redesignation

application is appropriately dedicated to the memory of Dr Parsons, who died on 9 February 2010.

- ⇒ Additionally, as evident in the application and highlighted by the current Chair of NPiS, Councillor, Andrew Judd, two significant initiatives support and are directly linked to the ISC re-accreditation process. The first is the launch of a new Safe Community website www.safetaranaki.org.nz that appropriately documents the range of safety groups and networks across the community. The second is the development of a broad, overarching Community Safety Strategy called 'The Safe and Secure Community Strategy 2010-2020'. This strategy is based on extensive data, research and evidence of best practice and appropriately incorporates feedback from key stakeholders to ensure that it aligns with strategic partners' plans and priorities. As such, the strategy aims to enhance the ability of a wide range of stakeholders to be effective and to reduce duplication and missed opportunities. This is to be highly commended.
- ⇒ Members of the review team were impressed with the wide-ranging reach and expertise of New Plymouth's Safety Networks. The way these networks operate provides the basis for effective delivery of community safety best practice delivery.
- ⇒ The review team was particularly impressed with the way that the application, from pages 16-25 clearly demonstrated the structure, roles and strategic goals of the safety networks listing their history, the agencies involved, their roles, strategic goals and aims. The letters of support included in the application provided further evidence of effective collaboration and alignment of relevant organizational goals and strategies. This section of the application provided a very comprehensive summary that was further strengthened by information and activities observed during participation at many safety forums held in New Plymouth over the past five years.
- ⇒ The review team was also impressed with the way that, over a number of years, a strengthening network of inter-agency safety groups, each focused on one or more specific areas of safety such as road safety, crime reduction, family violence, visitors, older people and youth, has developed. As was evident in the application, many of these groups have grown out of community efforts and concerns, and have then gone on to be supported by government organisations and other groups.
- ⇒ The involvement of the Police in many of the inter-agency safety groups is to be commended. This collaborative leadership role has been well demonstrated during the past five years.
- ⇒ The vision of "A whole of community free from harm" and the comprehensiveness of the New Plymouth Safe and Secure Community Strategy 2010-2020, which is focused on five key objectives, is a real strength of the current application. The development of this Strategic Plan provides solid evidence related to the future sustainability of community safety efforts for the residents and visitors to the New Plymouth District.
- ⇒ While the development of this strategy is commendable, for an ISC to be sustainable, funding is important. The review team considers that the approach adopted by New

Plymouth is appropriate in terms of attempting to obtain diversified funding sources, for example, the Ministry of Justice provides funding to support crime prevention projects. Although three core funders (the ACC, Taranaki DHB and the Council) have supported NPiS Safe Communities efforts over the past five years, funding has been, and remains, an ongoing significant challenge.

- ⇒ During the review what became evident to members of the review team was:
- the true level of collaboration that is occurring as opposed to mere networking;
 - the strength of support from the Council, particularly in regard to the development of the overarching safety strategy;
 - the depth of community development occurring at multiple levels of the New Plymouth community;
 - the positive support and level of participation by Tui Ora;
 - the significance of the Chief Executives Industry Drivers 'Be Safe Taranaki' emphasis on linking workplace and community safety;
 - the aligning of national strategies with effective local strategies within an evidence-based practice framework.
- ⇒ This criteria has been comprehensively met. In the application and during the past five years, a wide range of examples have been provided which demonstrate how the NPiS coalition group and safety networks are working in partnership to reduce injury and crime and promote safety for residents and visitors to the New Plymouth District. All participants involved are to be congratulated on what has been achieved.

Criteria 2: Long-term sustainable programmes covering both genders and all ages, environments and situations.

- ⇒ The application addresses this criteria in an extremely complete manner, with a total of 104 initiatives and 18 case studies being covered. It is also acknowledged in the application that New Plymouth has a wide range of community safety programmes in place and that only selective information on programmes was highlighted in the application.
- ⇒ The review team was very impressed with the way that, in most instances, when describing initiatives, reference was made to how the lead organisations used best practice based on the available evidence. Additionally, before outlining the programmes specifically designed to meet criteria two, the application clearly outlined that sustainability is a key element in ensuring that outcomes are achieved and maintained. NPIS is to be commended on the way the information related to programmes is covered in the application. The diagram on page 26 is very clear and useful.
- ⇒ Comprehensive tables related to nine priority areas of Falls Prevention (15 initiatives listed), Home Safety (9 initiatives listed), Workplace Safety (9 initiatives listed), Leisure Safety (8 initiatives listed), Road Safety (18 initiatives listed), Crime Prevention (13 initiatives listed), Alcohol (10 initiatives listed), Suicide Prevention (13 initiatives listed), and Family Violence (9 initiatives listed) were presented under criteria two. The following information was included in the tables: programme name; the lead organisation; other organisations involved; funders; brief description; primary target group; key evaluation measures and future directions. This information was produced very clearly and demonstrates how the New Plymouth District is providing long-term sustainable programmes covering both genders and all ages, environments and situations.
- ⇒ Alcohol was identified as a contributing factor for many injuries, both intentional and unintentional through an analysis of the data and by residents who were involved in the consultation process. Appropriately, the reduction of alcohol-related harm across all safety areas was identified as a focus for New Plymouth.
- ⇒ A major strength of New Plymouth's approach to improving safety outcomes for residents and visitors is the strategic alignment of local action to statutory responsibilities and government priorities. This is most clearly articulated in the 2010-2020 Safe and Secure Community Strategy.
- ⇒ In addition to the tables, 18 case studies were identified under criteria two in the application:
 - Child Falls prevention Project
 - Community Tai Chi Classes
 - Paracetamol Poisoning Prevention Project
 - Taranaki Business House Safety Challenge
 - Trades Apprentice Safety Challenge

- Taranaki HSE Centre
- AWE & NPDC Water Safety in Schools Programmeme
- District Council Playground Audits
- Grim Reaper Intersection Campaign
- Kids Involved in Driving Down Speed (KIDDS)
- Community Mural Project
- CPTED analysis and re-design of Sir Victor Davies Park
- New Plymouth District Alcohol Strategy
- Professional Training for Licensed Premises
- Applied Suicide Intervention Skills Training (ASIST)
- Touched by Suicide Support Group
- Family Violence is not OK Campaign
- Family Challenge Fun Days.

- ⇒ The review team was impressed with the depth of information in these case studies as it gave them an excellent background and provided far more information than a table ever could. In particular, the case studies provided an excellent picture of the evidence for the initiative, details of the initiative, the collaboration involved and the result achieved.
- ⇒ The review team was also impressed with the way that, as well as developing local programmes, the New Plymouth Safety Networks leverage off wider regional and national programmes.
- ⇒ This criteria has been comprehensively met. NPIS is to be highly commended on its use of local injury and crime surveillance data to establish coalition safety priorities. It was recognised by the review team that this application for redesignation is of an extremely high standard.

Criteria 3: Programmes that target high-risk groups and environments.

- ⇒ The review team was impressed with the section for criteria 3, 'programmes that target high-risk groups and environments'. The introduction succinctly gave an indication of the way the high-risk environments and populations were identified. The four priority environments identified under this criteria were:
- Home Safety
 - Workplace Safety
 - Road Safety
 - Recreational Safety.
- ⇒ High-risk environments identified included: workplaces, homes, public spaces and roads.
- ⇒ High-risk groups identified included: children (0-9 years); young people; low socio-economic groups; Maori and older adults.
- ⇒ Nine comprehensive and informative case studies were presented under criteria three related to:
- Preventing Falls in Older People
 - Preventing Child Falls in Lower Socio-Economic Groups
 - Taranaki Second Schools' Agricultural Safety Challenge
 - Construction Managers' Breakfast Forum
 - Ferndene Off-Road Project
 - Road2Drive Road Safety Expo
 - When the Wheels Fall Off
 - Parent pack – Tools for the Teenage years
 - WAVES Creative Youth Holiday Programme.
- ⇒ The review team was impressed with the approach taken to address criteria three, they considered that the information provided in each case study was informative. Criteria two and three are really a continuum based on analysis of data.
- ⇒ This criteria has been ably met. Overall the review team was pleased to note the evidence of interagency collaboration occurring to address high-risk environments and groups.

Criteria 4: Documentation of the frequency and causes of injuries.

- ⇒ Criteria four is an important focus for the scientific approach of community safety promotion. It is also essential for sustainable development. NPiS is to be congratulated for ensuring that the frequency and causes of injury data are comprehensively reviewed on a regular and ongoing basis. NPiS has met this criteria in a useful and informative manner.
- ⇒ Under criteria four (pages 97-102) analysis of injury data, including emergency department attendance data, ACC injury claim data, coroner's suicide data, police statistics and road traffic crash statistics are provided.
- ⇒ New Plymouth district has been committed to carrying out a comprehensive community based injury prevention needs assessment every five years. The first was completed in 2001 and was repeated in 2006. The next needs assessment is due to be carried out in 2011. The review team was extremely impressed that NPiS compile a full analysis of injury data for the New Plymouth district every five years.
- ⇒ It was also pleasing to note that both the strengths and weaknesses of data sources were identified in the comprehensive New Plymouth District Community Injury Prevention Needs Assessment reports that are undertaken every five years.
- ⇒ Additionally, the introduction section of the ISC redesignation application provided a comprehensive profile of the residents of New Plymouth District.
- ⇒ This criteria has been ably met. It is evident that, in New Plymouth, injury statistics are regularly monitored within the community to keep a track on the effectiveness of current safety programmes and to identify any emerging injury issues. Overall, the review team was impressed that, in this application, data informed the establishment of priorities and also allowed NPiS to be responsive to new and emerging situations (for example, suicide prevention). This is highly commendable.

Criteria 5: Evaluation measures to assess the programmes, processes and the effects of change.

- ⇒ This criteria has been comprehensively met. The New Plymouth ISC application for redesignation related to this criteria is one of the most comprehensive reviewed to date. This section of the application provides an outstanding model for other communities, in New Zealand and internationally, to follow.
- ⇒ The review team was pleased to note the importance that the application placed on taking an evidence-based approach to the undertaking of appropriate accountability and evaluation processes and noted the extensive use of appropriate measures through the application (pages 103-131) and in the Safe and Secure Community Strategy 2010-2020.
- ⇒ A comprehensive outline of the type of evaluation measures and community profiles in injuries, road safety and reported crime statistics has also been provided. Appropriately the limitations of using injury data, when considering the effectiveness of safe community programmes, is comprehensively outlined (page 104).
- ⇒ The review team was very impressed with the way that, throughout the application, New Plymouth demonstrated knowledge of the relevant data and evaluation issues and how this was linked to programme development and ongoing monitoring of initiatives.
- ⇒ A total of eight case studies are provided under criteria five covering:
 - Programmes to Reduce Falls in Older Adults
 - Programmes to Reduce Falls among Children Aged 0-4 years
 - Programmes to Reduce Unintentional Poisoning in Children
 - Programmes to Reduce Transport Injuries
 - Reducing Workplace Injuries
 - Programmes to Reduce Suicide
 - Programmes to Reduce Crime and Violence
 - Programmes to Reduce Family Violence.
- ⇒ Selected evaluation findings summarised in the application included:
 - From 2005-2009 rates of public hospitalization for falls among adults aged 60 and over were consistently below the national average.
 - From 2005-2009 rates of ACC new entitlement claims for fall-related injuries among adults aged 60 and over have declined steadily, going from a rate of 31% higher than the national average to a rate in line with the national average.

- Since 2002, the rate of hospital admissions for falls among under fives have halved, going from a rate that was 34% higher than the national average to a rate 33% lower in 2008.
- The age-standardised rate of ACC new entitlement claims for workplace injuries continues to track below the national average in New Plymouth.
- There was an overall 6% drop in recorded offences 2008 to 2009, at a time when the national rate rose by 4.6%. In 2009, the New Plymouth crime-resolution rate was 53%, slightly above the national rate of 48%.
- The findings of the NRB Communitrak Survey over the last three years have shown that the percentage of respondents who consider the New Plymouth CBD at night to be 'safe' or 'very safe' have increased year on year.
- Graffiti vandalism reported to the Council over the past four years are tentatively trending downwards, after a peak in 2005/06. The data suggests that the most recent year (07/08), in which various graffiti vandalism reduction projects have been run, has led to a decrease in overall levels of graffiti reported to council.
- New Plymouth Police led the country with the highest measure of successful convictions for 'breach of protection order' and 'male assaults female' offences in the 2008/09 year. The increase in police apprehensions has occurred at a time when public awareness of family violence has been actively raised through both national and local media campaigns to encourage greater reporting and help-seeking behaviour.

⇒ Overall, the review team was extremely impressed with the 'continuous-improvement model' adopted by NPIS. Due to the wealth of data available on many of the initiatives, it is suggested that developing a series of evidence-based case studies/journal articles for wider dissemination could potentially be a valuable tool for improving awareness of the benefits of Safe Communities regionally, nationally and internationally.

Criteria 6: Ongoing participation in national and international safe communities networks.

- ⇒ This criteria has been met. The NPIS coalition ably demonstrated extensive local, regional, national and international networks. The information outlined in the application, provides numerous examples of how networks have been working effectively over the past five years.
- ⇒ A NPIS newsletter is also produced on a regular basis. The quality of information included in this newsletter is consistently of a very high standard. Copies of this newsletter were included in the application.
- ⇒ The NPIS team has also contributed to a wide range of other newsletters including the WHO Collaborating Centre Safe Community monthly newsletter. The review team was impressed with the breadth and depth that information on safety programmes in New Plymouth has received in the media. Numerous examples were provided in the application.
- ⇒ At the national level, networks have been effectively established to share information and resources, in a wide range of safety programmes, to address falls prevention, family violence and suicide prevention to name but a few examples.
- ⇒ Representatives from the NPIS coalition group have also actively participated and provided support to the New Zealand Safe Communities Networks over the past five years.
- ⇒ At the international level, NPIS and the wider New Plymouth District has developed extensive networks through their participation in International Safe Community Conferences, sister city exchanges and participation in a range of local government conferences and symposiums. As detailed on pages 135- 136 of the application, as a district, New Plymouth has received national and international recognition for a impressive number of achievements over the last five years.
- ⇒ In 2009, NPIS launched the new 'one stop shop' Safe Community website www.safetaranaki.org.nz, which has provided a useful forum for information sharing nationally and internationally. It is also impressive that stakeholders associated with NPIS have international safe community contacts with representatives from a large number of countries.

Concluding Comments

New Plymouth is an outstanding example of a community that has undertaken robust analysis of data, identified best practice programmes, incorporated appropriate processes to identify key stakeholders to participate in the leadership group and produced an extremely comprehensive application to be redesignated as an International Safe Community of the World Health Organisation Collaborating Centre on Community Safety Promotion.

As was evident from the application and numerous visits to New Plymouth over the past five years, NPIS has drawn together a range of organizations and individuals with an interest in safety enhancement in a partnership approach. The coalition group has been in operation for nine years and many are original members. There is excellent documentation of appropriate safety networks and how they relate to the overall infrastructure of Safe Communities. As evidenced during the past five years, they work well together, and support each other's efforts.

It is also important to recognise good leadership. New Plymouth District has been fortunate to have a Safe Community Manager, Channa Perry, who has provided support to a wide range of groups and agencies. Her abilities to keep strategic partners focused on their unique contributions, to provide robust data analysis, identify appropriate measures to assess the effects of change, and maintain an excellent working relationship with New Plymouth's safety networks is to be commended.

Criteria two of the application provided information in tabular format (104 safety initiatives) and case studies (19 included). Both demonstrated effective collaboration using a continuous-improvement approach to building safe communities. The New Plymouth Safe Community initiative is to be applauded for its five-year commitment to injury and crime reduction and safety promotion for its residents. It is an excellent example of long-term sustainability through coalition building with a long-term vision.

It is also pleasing to note the way that New Plymouth's Safe Community has also sought to build on key national organizational strategies and initiatives. This is an important aspect of the International Safe Communities model.

Overall, this is an exceptional application, very worthy of ISC redesignation. The review team considered that the New Plymouth Safe Communities is to be congratulated on the way that it promotes the principles of the World Health Organization Collaborating Centre on Community Safety Promotion Safe Community model through partnership with other government agencies, non-government service providers, residents, and the business community. From both reviewing the application and especially during the numerous visits to New Plymouth it is evident that the New Plymouth Safe Communities initiative is community owned. The NPIS coalition group has been effective in seeking the support of non-traditional organisations to partner and build mutual agreement to work together to improve safety. Congratulations to all those involved.

Following the review of the New Plymouth ISC re-application, the Safe Communities Foundation New Zealand, in its capacity as a Certifying Centre of the WHO Collaborating Centre on Community Safety Promotion, found that the New Plymouth District had continued to maintain each of the criteria for redesignation as an International Safe Community. The ceremony will take place in New Plymouth on Friday 3rd September 2010, and will be officiated by Dr Carolyn Coggan in her capacity as the Director of SCFNZ, a Certifying Centre of the WHO Collaborating Centre on Community Safety Promotion in Karolinska Institutet, Stockholm, Sweden.