

Safe Communities Foundation New Zealand

Certifying Centre for Safe Community Programs

On behalf of the WHO Collaborating Centre on Community Safety Promotion,
Department of Public Health Sciences Division of Social Medicine, Karolinska Institute, Sweden



foundation.nz

Safe Community North Shore City



Name of the Community: **North Shore City**

Country: **New Zealand**

Number of inhabitants: **215,200**

Programme started year: **1994**

International Safe Communities Network Membership: **2007**

www.northshorecity.govt.nz Key Word: safe city

Full application available: <http://www.safecommunities.org.nz/sc/ns>

For further information contact:

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ShoreSafe

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The programme covers the following safety activities:

For the age group

Children 0 – 14:

- Active Movement
- Active Schools
- FireWise
- International Accreditation as a Safe School

- Kids Bike Day
- Paracetamol Poisoning Prevention
- Preventing Falls in 0-5 year olds
- Safe at Play
- Safe at Play Playground Project
- School Safety
- Strengthen Families
- Student Safety
- Tina and Tane Show
- Toddler Mornings
- Uncle Eric's Picnic for Disabled Children
- Under 5s Safety Project
- Y Bus
- Youth Aid
- Youth Council
- Youth Destinations Project
- Youth Education
- Youth Investigators
- Youth mini-ball and soccer leagues
- Youth Offending Programmes

Youth 15-24 years:

- Active Movement
- Active Schools
- Babysitting Courses
- Community Constables
- Graffiti
- Health and Physical Education – Health in Action
- MAST Group
- Playground Assessment Project
- Safe at Play
- Safe at Play Playground Project
- School Safety
- Strengthen Families
- Student Safety
- Truancy
- TXT Line
- Uncle Eric's Picnic for Disabled Children
- Y Bus
- Youth Aid
- Youth Council
- Youth Destinations Project
- Youth Education
- Youth Investigators
- Youth mini-ball and soccer leagues
- Youth Offending Programmes

Adults 25-64 years:

- 10,000 Steps Harbour



- 2007 Wellness Strategy
- ABBA
- ACC Partnership Programme
- ACC Speed Trailers
- Actionline
- Active Friendly Environments
- Addressing Health and Safety Issues
- Adult Sports Leagues
- Anti Drugs and Alcohol Programme
- Anti Harassment and Bullying
- Asian Driver Fatigue
- Audit of Pedestrian Facilities
- Bays Artist Alliance
- Beginner Bike Sessions
- Bike to Work Day
- Birkenhead Northcote Graffiti Removal Programme
- Body and Soul
- CCTV Monitoring of Public Places
- Chinese/Kiwi Friendship Group
- Community Development Contract Partners
- Community Networks
- Community Patrols
- CPTED Assessments
- CPTED Training
- Crash Investigation
- Crash Reduction Studies
- Disability Advisory Group
- Drink Driving Reduction
- Driver Fatigue Projects
- Eliminating Boy Racers
- Employer Assistance Programme
- Eyes of the Community
- Families in Parks
- Family Violence
- Family Violence Project
- Fitness and Development
- Food Safety Education and grading food premises
- Gangs
- Get Active at Work
- Glenfield Seat Belt Project
- Graffiti Database
- Graffiti Vandalism Assessment
- Green Prescription
- Grey Spot Studies
- Harbour Ward MAST Network
- Harbourside Bush Walk and Brouchere and Explorer
- Hazardous Waste Collection
- He Oranga Poutama
- Health and Safety Annual Plan



- Health and Safety Week
- Health, Safety and Environmental Induction for Contractors
- Health, Safety and Environmental site monitoring of Contractors
- International Friendship Group
- Intersection Campaigns
- Les Mills Fitness Classes
- Liquor Bans
- Liten Up
- Local Traffic Management Schemes
- Make it a Safe Summer Campaign
- Migrant Water Safety
- Mobility Strategy
- Multi-cultural events, activities and festivals
- New Residents Packs
- Online food safety evaluation forms
- Pandemic Action Plan
- Pedestrian Strategy
- Police Family Violence Team
- Police Liaison Meetings
- Police/Fire Intelligence Datasets
- Push Play
- Reactiv8 your Life
- Refugees as Survivors
- Responsible Host Programme
- Road Safety Action Plan
- Road Safety and Education Projects
- Road Safety Management Systems
- Safe and Healthy Work Environment
- Safe way of working
- Safer Communities
- Safety Health and Environmental Management System
- Safety, Quality and Environmental Coordinator
- Seat Belt Campaigns
- Settlement Support
- Shared Vision
- Site Safe
- Speed Reduction
- Sport Risk Management
- Street Light Upgrade Programme
- Summer in the Bays
- Summer Programme
- The Halberg Trust Sport Opportunity Programme
- Triathlon Safety
- Trolley Falls in Supermarket
- Warrant and License Checks
- Waste Bylaw
- Waste Collection- safety issues
- Wellness Programme
- Young Family Support



Older Adults 65+ years:

- 50s Forward
- ACC modified Tai Chi
- Aging is Living
- April Falls Promotion
- Celebration of Age
- Eat Well Live Well
- Home Safe Home
- Housing for the Elderly: Falls Prevention Programme
- Information Days
- International Day of the Older Persons
- Marae Visit
- Mental Health Seminar
- Northcote Falls Prevention Pilot Project
- Otago Exercise Programme
- Relaxerise
- Safe with Age
- Step Ahead: Safe on your feet
- Through Other Eyes

In the following Environments:

Home:

- Actionline
- April Falls Promotion
- Babysitting Courses
- Bath Safety
- Early Childhood Kits
- Eat Well Live Well
- FireWise
- Hazardous Waste Collection
- Home Pool Safety
- Home Safe Home
- Housing for the Elderly: Falls Prevention Programme
- New Residents Packs
- Northcote Falls Prevention Pilot Project
- Otago Exercise Programme
- Pandemic Action Plan
- Paracetamol Poisoning Prevention
- Preventing Falls in 0-5 year olds
- Safety Fencing Programme
- Step Ahead: Safe on your feet
- Strengthen Families
- Under 5s Safety Project
- Waste Bylaw
- Young Family Support

Traffic:

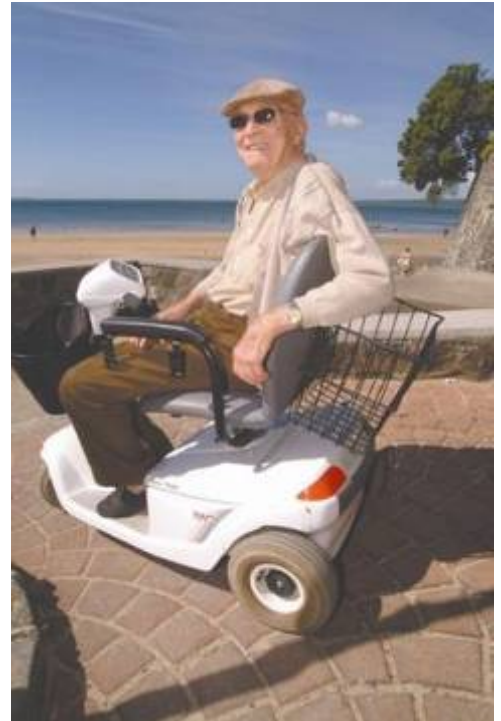
- ACC Speed Trailers



- Audit of Pedestrian Facilities
- Child Restraint Project
- Crash Investigation
- Crash Reduction Studies
- Defensive Driving Targeting Alcohol and Speed
- Drink Driving Reduction
- Driver Fatigue Projects
- Driving Towards a Future
- Eliminating Boy Racers
- Glenfield Seat Belt Project
- Grey Spot Studies
- Intersection Campaigns
- Local Traffic Management Schemes
- Pedestrian Strategy
- Police Liaison Meetings
- Road Safety Action Plan
- Road Safety and Education Projects
- Road Safety Management Systems
- Seat Belt Campaigns
- Speed Reduction
- Street Light Upgrade Programme
- TravelWise to School Programme
- Walking School Buses
- Warrant and License Checks
- Youth Driver Action

Occupational:

- 2007 Wellness Strategy
- ACC Partnership Programme
- Addressing Health and Safety Issues
- Anti Drugs and Alcohol Programme
- Anti Harassment and Bullying
- Bike to Work Day
- Body and Soul
- Employer Assistance Programme
- Fitness and Development
- Get Active at Work
- Health and Safety Annual Plan
- Health and Safety Week
- Health, Safety and Environmental Induction for Contractors
- Health, Safety and Environmental site monitoring of Contractors
- Listen Up
- Mobility Strategy
- Responsible Host Programme
- Safe and Healthy Work Environment
- Safe way of working
- Safety Health and Environmental Management System
- Safety, Quality and Environmental Coordinator
- Site Safe



- Trolley Falls in Supermarket
- Waste Collection- safety issues
- Wellness Programme
- Young Family Support

School:

- Active Schools
- Health and Physical Education – Health in Action
- Playground Assessment Project
- Safe at Play Playground Project
- School Safety
- Student Safety
- Travelwise Programme
- Truancy
- Y Bus



Sports:

- Adult Sports Leagues
- Beginner Bike Sessions
- Sport Risk Management
- Triathlon Safety

Leisure:

- 10,000 Steps Harbour
- Green Prescription
- Harbourside Bush Walk and Brochure and Explorer
- He Oranga Poutama
- Les Mills Fitness Classes
- never2old Exercise Programme
- Push Play
- Reactiv8 your Life
- Summer in the Bays
- The Halberg Trust Sport Opportunity Programme

Water:

- Bath Safety
- Early Childhood Kits
- Home Pool Safety
- In at the Deep End
- Integrated Aquatic Programme
- NewSettler Project
- PE Programme developed by GLC
- Rainbow System of Supervision
- SafeSwim
- Safety Fencing Programme
- Swimming Lessons
- Swim School Water Safety Project
- Test Alerts for Safe Swim
- WaterSafe Guidelines

- WaterSense
- Wise up to the Water

Migrants:

- Asian Driver Fatigue
- Chinese/Kiwi Friendship Group
- International Friendship Group
- Migrant Water Safety
- Refugees as Survivors
- Settlement Support



Safer Community and Families:

- ABBA
- Active Friendly Environments
- Birkenhead Northcote Graffiti Removal Programme
- CCTV Monitoring of Public Places
- Community Patrols
- CPTED Assessments
- CPTED Training
- Eyes of the Community
- Graffiti Database
- Graffiti Vandalism Assessment
- Harbour Ward MAST Network
- Shared Vision

Violence prevention (intentional injuries):

North Shore City has numerous projects in place to reduce the incidence of violence in the City. When new violence risk problems occur in the community the North Shore Police are quick to implement projects that control and eliminate the problem.

- Family Violence Project
- Gang Prevention Projects
- Police Family Violence Team
- Safer Communities
- Youth Re-offending Programme

Suicide prevention (self-inflicted injuries):

Suicide prevention is a very complex issue and the North Shore plans to develop initiatives in this area in the future.

Programmes aiming at “High risk-groups”:

North Shore City is a very successful city across a wide range of areas and has in the past and present produce excellent injury prevention and safety programmes. However, there are some alarming statistics that show North Shore City has certain risk areas and groups within the City. These include the leading cause of death, suicide (38%), secondly, falls (25%) and motor vehicle incidents (20%). North Shore City is very diverse and is constantly changing and growing As a result certain risk areas or groups can be isolated and marginalised when compared or combined with the rest of North Shore City. There is

potential for 'hidden areas' of risk to develop on the North Shore. The community needs to monitor to ensure these areas are supplied with suitable prevention programmes.

In collaboration with the community risk areas and groups need to be identified and programmes developed to cater accordingly. North Shore City has numerous initiatives in place to reduce the frequency of unintentional injuries from falls and motor vehicle incidents. Another key issue for the North Shore is intentional injuries from suicide. This is a very complex issue and the North Shore plans to develop initiatives in this area in the future.

There are also key safety issues in North Shore City around water safety and the growing migrant population which do not show as strongly in the statistics.

The expansive coastline of the North Shore City, boasting numerous popular beaches has seen the development of a much needed innovative water safety initiative. 'Make it a Safe Summer' has drastically reduced the incidence of drownings at the beaches and has resulted in saved lives! This project has also been an excellent promoter of safety in general on the North Shore and improving the awareness of safety.

The migrant population is continuously growing on the North Shore and water safety is a specific risk area for this group. The Migrant Water Safety project showcased in this application as well as the Asian Driver Fatigue, Settlement Support and Friendship groups demonstrates how North Shore City identifies these key risk areas. These initiatives also show the development initiatives specifically for these new residents of North Shore City.

Initiatives for older adult falls prevention, road safety, water and migrant safety are list in the above lists of programmes.

Surveillance of injuries:

The North Shore City Injury Data ACC ThinkSafe report, produced by Safe Communities Foundation of New Zealand was vital in identifying the key causes of death and hospitalisation in North Shore City. The Safe Communities Foundation of New Zealand utilised many different sources to attain the information for the report. These included: New Zealand Health Information Service, New Zealand Census data from Statistics New Zealand, Injury Prevention Research Unit (IPRU) – Otago University, Land Transport NZ (LTNZ) data and ACC data. In addition to this information, statistics were sought from the New Zealand Fire Service, New Zealand Police and DrownBase-WaterSafety New Zealand.

ACC and various other government agencies provide statistics for project work in North Shore City. This data has provided essential information for identifying the leading causes of accidents and injury in North Shore City. In order to determine project priorities and actions injury data is essential.

During the 1999 - 2003 period there were 300 deaths on the North Shore. The leading cause of death was Suicide (38% n=113), followed by Falls (25% n=76) and Motor Vehicle Crashes (20%, n=60). Males had approximately double the number and rate of injury deaths compared to females and Europeans accounted for the highest ethnic group deaths (86%), followed by Maori (6%), Pacific Islanders (3%) and Asian (3%).

During the 2004 – 2005 period there were 4,063 hospitalisations and falls were the leading cause across all age groups. The majority occurred in the home, and the leading type of injury was fractures.

During the same 2004 -2005 period there were 2,140 new ACC claims in North Shore City at a total cost of \$8.78 million. The following year the number of claims increased to 2,595 at a cost of \$11.2 million.

Publications: (Scientific) none

Produced information material, pamphlets, community communication:

- Communication and focus group participation with North Shore City Council and the community to identify Community Outcomes for the City. This work has assisted in safety being recognised as one of the Community outcomes for North Shore City, "personal safety and crime - our people feel safe and secure in their everyday lives."
- ShoreSafe WHO Accreditation coalition meeting (October 2006)
- North Shore WHO Accreditation wider community forum (November 2006)
- ShoreSafe Newsletter – bimonthly
- ShoreSafe news and updates on the National Injury Prevention website
- Local newspaper articles on safety initiatives in North Shore City
- Promotion of North Shore City WHO accreditation through community and industry newsletters

Staff

Number: 1

Professions: Part-time coordinator

Temporary: 1 year contract

Organization: ShoreSafe

Specific inter-sectoral leadership group: Management Group consisting of key organisation representatives such as North Shore City Council, ACC, WaterSafe Auckland Inc, SafeKids New Zealand, Age Concern North Shore, Auckland Regional Public Health Service, Waitemata District Health Board



International commitments:

- Representatives from ShoreSafe attended and presentation findings at Safe Communities conference in Mackay in 2004.
- North Shore City WHO Accreditation Profile at the 17th International Safe Communities Conference, October 2008, Christchurch, New Zealand.
- Future communications and support of Korean cities also involved in the WHO Safe Communities movement.