

Safe Communities Foundation New Zealand

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North Shore City **International Safe Community** **Application for Designation** **& Site Visit Report**

July, 2007

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Overview

A comprehensive well presented application was received from ShoreSafe in May, 2007. ShoreSafe is North Shore City's Community Injury Prevention Programme Group and has been in operation for 13 years. The three lead non-government agencies that have been actively supporting ShoreSafe are: WaterSafe Auckland Inc., Age Concern North Shore & SafeKids New Zealand. Representatives from Waitemata District Health Board (DHB) have also been represented on ShoreSafe for a number of years. Additionally, in the past year, the Accident Compensation Corporation (ACC) and North Shore City Council (NSCC) have provided funding and support for the coordinator position and application process.

North Shore City, with a population of approximately 220,000 people, is the fourth largest city in New Zealand. The purpose of applying for Safe Community Accreditation was to raise the profile of safety in North Shore City to address the injury burden for residents and visitors.

The application for accreditation was extensively reviewed and it was determined that it adequately fulfilled the requirements for designation. ShoreSafe must be congratulated as it has provided comprehensive safety and injury prevention information in an appropriate format that highlights the activities of a wide range of groups collaborating effectively to improve safety on the Shore. An electronic version of both the full application and a web-text summary can be accessed via the SCFNZ website (www.safecommunities.org.nz).

Following review of the application, a site visit was organised by ShoreSafe in conjunction with the North Shore City Council. This one day site visit was conducted by the SCFNZ on Monday 25th June, 2007. A list of participants was provided by the ShoreSafe coordinator and is included below:

SCFNZ Certifying Team – attended all sessions

Dr Carolyn Coggan	Safe Communities Foundation NZ
Tania Peters	Safe Communities Foundation NZ
Laurie Gabites	Wellington City Council
Bhama Rajiv Kumar	NZIPS
Ceri Davis	ACC
Robyn Steel	Christchurch City Council
Barbara Venille	WaterSafe Auckland Inc.
Councillor Moya White (observer)	Hume City, Australia

Morning Session

Karin Adelinger-Smith	ex NSCC/ShoreSafe
Janferie Bryce-Chapman	Age Concern NS/ShoreSafe
Julie Chambers	Safekids/ex ShoreSafe
Mike Cohen	WDHB/NSCC/ShoreSafe
Philip de Lisle	SCFNZ-Board
Deputy Mayor Diane Hale	North Shore City Council
Ann Hartley, MP	Labour –Member of Parliament

Terry Hoskins
Nicola Maire
Riana McGrath
Inspector Les Paterson
Ross Pounds
Ann Prendergast
Anjina Raman
Simone Randle
Warwick Robertson
Claire Ross
Teresa Stanley
Stacey Strang
Katrina van der Wende
Helen Whittal
Bruce Wood
Mayor George Wood

Enterprise North Shore
TravelWise – NSCC
North Shore City Council
NZ Police – NS Commander
Mairangi Bay Surf Life Saving
North Shore City Council
ACC/ShoreSafe
Safekids/ShoreSafe
North Shore City Council
North Shore City Council
WaterSafe Auckland/ShoreSafe
Ministry of Health
ShoreSafe
North Shore City Council
NZ Police
North Shore City Council

Morning Site Visit

Janferie Bryce-Chapman
Mike Cohen
Anjina Raman
Inspector Les Paterson
Ross Pounds
Simone Randle
Warwick Robertson
Teresa Stanley
Katrina van der Wende
Helen Whittal
Bruce Wood
Representatives

Age Concern NS/ShoreSafe
WDHB/NSCC/ShoreSafe
ACC/ShoreSafe
NZ Police – NS Commander
Mairangi Bay Surf Life Saving
Safekids/ShoreSafe
North Shore City Council
WaterSafe Auckland/ShoreSafe
ShoreSafe
North Shore City Council
NZ Police
NZ Police

Lunch Session

Ann Casey
Mike Cohen
Nicola Maire
Ross Pounds
Simone Randle
Warwick Robertson
Teresa Stanley
Tracey Swanberg
Katrina van der Wende
Helen Whittal
Bruce Wood

CYFS
WDHB/NSCC/ShoreSafe
TravelWise - NSCC
Mairangi Bay Surf Life Saving
Safekids/ShoreSafe
North Shore City Council
WaterSafe Auckland/ShoreSafe
Safer Families
ShoreSafe
North Shore City Council
NZ Police

Afternoon Site Visit

Mike Cohen
Colin Dale
Helen Dunlop

WDHB/NSCC/ShoreSafe
Principal Murrays Bay Intermediate
Deputy Principal Murrays Bay School

Nicola Maire
Simone Randle
Teresa Stanley
Katrina van der Wende
Warwick Robertson
Helen Whittal
Bruce Wood
Geoff Wood
Mayor George Wood
Staff
Students

TravelWise - NSCC
Safekids/ShoreSafe
WaterSafe Auckland/ShoreSafe
ShoreSafe
North Shore City Council
North Shore City Council
NZ Police
Rosmini College
North Shore City Council
Murrays Bay Intermediate
Rosmini College

Afternoon Session

Janferie Bryce-Chapman
Mike Cohen
Deputy Mayor Diane Hale
Teresa Stanley
Katrina van der Wende
Helen Whittal
Bruce Wood
Warwick Robertson
Nicola Maire
Mayor George Wood

Age Concern NS/ShoreSafe
WDHB/NSCC/ShoreSafe
North Shore City Council
WaterSafe Auckland/ShoreSafe
ShoreSafe
North Shore City Council
NZ Police
North Shore City Council
TravelWise - NSCC
North Shore City Council

Media

Sayed Kamal
Michelle

Triangle TV
North Shore Times (Rosmini only)

This site visit was well organised and demonstrated community involvement of a range of key organisations and individuals. The static safety displays, presentations and field trips all provided meaningful insights into how North Shore City had effectively adopted the WHO Safe Community model to improve community safety at a local level. Additionally, the hosting of the site visit by the North Shore City Council was appropriate, as the council has a statutory obligation under the Local Government Act 2002 to work together with other government agencies. Under its Long-Term Community Council Plans it also has a requirement to work with the non-government and community sectors to further improve community safety for its residents.



Criteria 1: Demonstrates partnerships and collaborations

Pages 14 and 15 of the application succinctly depicted the partnerships and collaborations which exist on the North Shore to promote community safety. This was further displayed through observing the relationships between the various collation members of ShoreSafe. ShoreSafe is to be congratulated as it is based on effective intersectoral collaboration with each organisation contributing their expertise and resources to improve community safety throughout North Shore City.

Evidence of involvement from the North Shore City Council was strongly demonstrated, both in the application and during the Site Visit. For example, the Mayor, Deputy Mayor, one councillor and one community board representative, as well as several Council Staff, fully participated in the site visit.

ACC is actively involved in North Shore City injury prevention and have had a long-term involvement in ShoreSafe. Prior to a ShoreSafe coordinator being appointed a representative from ACC (Bridget Farmiloe) acted in this role and was instrumental in the group's movement towards WHO application and accreditation.

Many collaborative working groups have also been established to work with the ShoreSafe Management Group and include: ShoreSafe Children, ShoreSafe Older Adults Falls Prevention Group, and ShoreSafe Road Safety Team. The leadership provided by Age Concern, WaterSafe Auckland Inc, SafeKids, ACC and the council based Road Safety coordinators is to be commended. Given the demographic profile of North Shore, representatives from the SCFNZ site visit accreditation team, suggest that, in the future, the inclusion of a Safety for Migrant Group could be beneficial to addressing the injury burden on the Shore. If such a group were established, consideration should be given to involving Dr. David Lee, ACC's cultural adviser, in this group.

A good example of partnership and collaboration government by a cross-sectoral group is the annual 'Safe Summer' campaign focusing on water safety, road safety and dog control. A presentation was provided during the morning session of the site visit which demonstrated the range of injury prevention activities covered. The campaign's success is credited to the unprecedented collaboration of various agencies, including a number of Council departments. This campaign also has a high public profile.

Appendix 1 lists the 18 organisations that provided support letters for North Shore's application for accreditation as a WHO Safe Community. A copy of each letter of support was provided in a separate file to the SCFNZ. All reviewers were impressed with both the large number and depth of support demonstrated in these letters of support. Additionally, the introductory letter from the Mayor on page 4 of the application, clearly highlights the important role of the council in ensuring North Shore City is a safe community. He also correctly recognised that *"accreditation is only a foundation; future years will focus on continuing and increasing effective initiatives to improve safety in the city."*

Site visit representatives also discussed the need for ongoing support and funding for the ShoreSafe coordinator position. They were pleased to have confirmation of funding from NSCC, ACC and more recently Ministry of Health. However, they considered a review should be conducted to determine the most appropriate site for the coordinator to work from. While all acknowledged the excellent support provided by Age Concern, given the involvement of the NSCC and existing staff working in the field of community safety, any review needs to carefully consider the benefits of being attached to a local authority. This has been well demonstrated in Waitakere, Waimakariri and Wellington.

Criteria 2: Long-term sustainable programmes

The application comprehensively demonstrates the wide range of injury prevention and community safety initiatives underway in North Shore City with: 33 initiatives being listed for Child and Youth Safety; 6 for Migrant safety; 19 for older adult safety; 27 for road safety; 18 for intentional injury - safer community and families; 14 in the sport, recreation and physical activity area; 16 water safety initiatives; 27 in the Workplace safety area; and 17 community-wide safety initiatives.

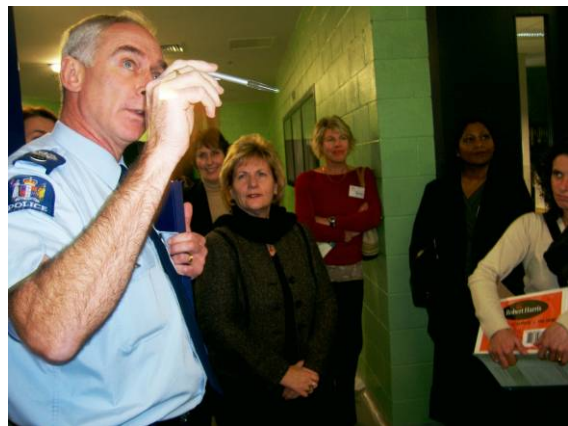
Pages 15 through to 46 of the application clearly outline the project title; key organisation involved; what the programme addresses; whether it is evidence based; target population, duration; results achieved; partners; and future directions for the project. This section is a real strength of the overall North Shore application and the coordinator and ShoreSafe Management Group are to be commended for their comprehensive efforts. This information is produced very clearly and demonstrates how North Shore is providing long-term sustainable programmes covering both genders and all ages, environments and situations. Additionally three projects are show-cased: Road Safety, the School Travelwise programme and the migrant water safety project lead by WaterSafe Auckland Inc.

The site visit at North Shore highlighted the effective collaboration between the non-government sector of ShoreSafe, the Council and the Police. Projects covered included:

- The demonstration by students at Rosmini College of a positive safety culture. Their health teacher Mr Geoff Wood is to be commended for his in-depth understanding of injury prevention as applied to playgrounds and many, other injury issues.
- The approach adopted by North Shore Police to prevent crime and violence. The statistics were indeed impressive and Inspector Les Paterson and the North Shore region certainly have good evidence for their claim as 'The Safest City in New Zealand'. A very special thank you to Sgt Bruce Wood for his ongoing leadership and collaborative style of working.

- The support by the Council for efforts to make North Shore roads safer especially in and around schools, was well demonstrated during the site visit. The in-depth knowledge of Mayor George Wood for this initiative was impressive. The collaboration between the two outstanding Murray Bays Schools and key Council staff demonstrated in one project how the six criteria for Safe Community designation had been achieved.
- Displays and Presentations were professional, informative and demonstrated the scope of safety activities and the collaboration occurring.

While acknowledging the challenges of preventing intentional injuries, the site visit team considered that, given the high rates of suicide on the Shore, in the future more attention should focus on this area.



Criteria 3: High risk and vulnerable groups and environments

This criteria is well addressed in the application and is covered on pages 50 through to 59. Extensive projects are listed for two high risk and vulnerable groups: older adult falls; and the roading environment. Brief mention is also made of initiatives for new residents to the Shore such as the Migrant Water Safety Project, the Asian Driver Fatigue and the Settlement Support and Friendship Groups. Additionally, playground safety and older adults' health and safety are show-cased.

While addressing areas of injury concern, some of the programmes also impacted positively on other areas such as social connectedness and belonging to a community. This was evidenced in the comments from the students at Rosmini and their awareness of the need to change the playground environment to make it safer for younger children.

Members of the site visit assessment team were also impressed with the presentation by the Police, Safer Families Foundation and the Child Youth and Family Services which clearly demonstrated the collaborative efforts of these organisations to addressing family violence. However, it is interesting to note that vulnerable families are not specifically highlighted in criteria 3 in the application.

One member of the site visit assessment team raised a concern that the North Shore had not reached its target for the Otago Exercise Programme and suggested that this needed to be further investigated.

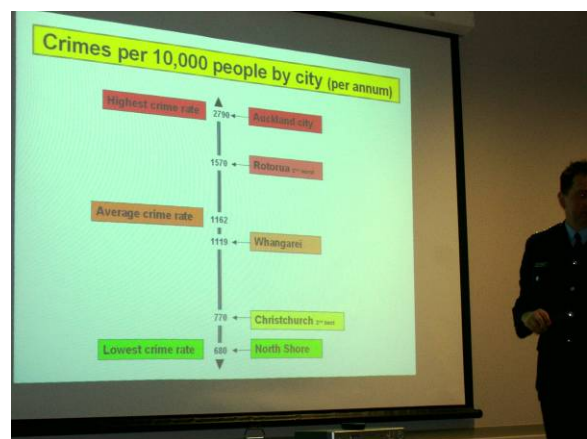


Criteria 4: Documentation of the frequency and causes of injuries

Criteria 4 was once again well covered in the application. The ShoreSafe management group has successfully documented the frequency and causes of injuries both unintentional and intentional in a meaningful and accessible format. The site visit review team were very impressed that such extensive data was included covering: NZHIS data; ACC claims and costs; LTNZ road statistics; Police crime statistics; fire statistics; and water safety statistics. This section of the application provides an excellent model for other communities.

Additionally, the site visit presentation by Inspector Les Paterson provided strong evidence for the effectiveness of Police efforts on the Shore over the past decade. North Shore City has “the lowest crime rate (per capita) of any city in New Zealand; in 2006 North Shore extended its lead as New Zealand’s safest city.

The data presentation was excellent. However, some members of the site visit assessment team considered that this data presentation would have been more relevant at the beginning of the day. Data always needs to be linked to project/initiatives. Although five years off, ShoreSafe should consider this suggestion when they are planning their programme for re-designation.



Criteria 5: Evaluation measures to assess effects of change

The application described several types of evaluation used for North Shore City injury prevention and community safety initiatives. Evaluation is a key component in the implementation and sustainability of projects in North Shore City and ShoreSafe recognises its importance. At the commencement of each year the ShoreSafe working groups evaluate the current ACC and NZHIS injury data to identify problem areas where projects and activities should be focused. The inclusion of a strategic plan for 2007-2010 (appendix B, page 72) with a summary table of objectives and proposed actions aligned to the NZ Injury Prevention Strategy was identified by the review team as a further strength of the North Shore application. Additionally, three projects are show-cased in the application to highlight how evaluation has been used effectively: the Family Violence Project, the Northcote Project, and the Browns Bay School TravelWise Plan.

The site visit presentation on this criteria demonstrated that appropriate evaluation techniques are used; however it also highlighted the need for sufficient resources to support effective evaluation.

Criteria 6: Involvement in networks

While this criteria was adequately addressed in the application, it is recognised that due to the over-all lack of funding provided to North Shore City for injury prevention, compared to the other main regions in the Auckland region of Waitakere, Auckland and Manukau City, North Shore has a low international profile. It was however, strongly demonstrated during the site visit and throughout the application that ShoreSafe participates effectively in local, regional and national networks. In the period between submitting their application and the site visit, ShoreSafe lead by WaterSafe Auckland Inc, SCFNZ, ACC, and the North Shore City Council successfully hosted 10 visitors from the Jeju Safe Community in Korea. Jeju representatives were keenly interested in the North Shore Safe Summer initiative and it is anticipated that an ongoing relationship will be maintained between these two Safe Communities.

The breadth of activity and groups involved in supporting community safety on the Shore is a credit to ShoreSafe, especially the long-term involvement of Age Concern, SafeKids and WaterSafe Auckland Inc. The close involvement of Mike Cohen from the Waitemata DHB and Bruce Wood from the Police further enhances networking with the North Shore area. Additionally, the conduct of community forums have further enhanced effective networks to address safety on the Shore.

The involvement of Enterprise North Shore and ACC should further strengthen networks to improve workplace safety. A closer relationship should be re-established between the Fire Service and ShoreSafe. Additionally, members of the site visit assessment team, considered that ShoreSafe and its collation partners need to raise the national and international profile of North Shore as an Internationally Accredited Safe Community, as it has many innovative and evidence-based initiatives currently operating.



Future Directions/Recommendations

ShoreSafe are to be commended on their efforts to improve community safety. North Shore City is an innovative community encompassing an environment which is attractive to the pursuit of a wide range of recreational and outdoor activities. The level of commitment and passion shown by key stakeholders, government and non-government sectors, was particularly impressive throughout the site visit. Some areas for future development could include the further engagement of workplaces and the Asian migrant community. These two areas are important given the growing business sector on the Shore and the large number of Asian migrants choosing to live on the North Shore.

Recommendations for future directions include:

- Ensuring the ongoing support from ACC, NSCC and MoH for the employment of a ShoreSafe coordinator.
- The provision of additional funding, especially from the Ministry of Health, to ensure comparability with the other three metro regions of Auckland.
- A review to identify the most appropriate working environment for the ShoreSafe coordinator.
- The establishment of a migrant working group.
- The establishment of a suicide prevention working group.
- The development of a closer relationship between the Fire Service and ShoreSafe.
- More attention to the matching of data to project development and implementation.
- The ongoing conduct of community forums to ensure the further building of effective networks.
- Raising the profile of innovative and unique projects operating on the Shore.
- Nationally, and internationally raising the profile of North Shore as an effective WHO Accredited Safe Community.

North Shore will be designated as the 116th International Safe Community at a ceremony on Tuesday 24th July, 2007. For further details visit www.safecommunities.org.nz or www.northshorecity.govt.nz .