

Waimakariri District

--	--	--	--	--	--	--

Re-application for
membership of
the World Health
Organisation
Safe Community
Network



W A I M A K A R I R I
D I S T R I C T C O U N C I L

November 2006

Title: Waimakariri District: Re-application for membership of the World Health Organisations Safe Community Network.

Author: Waimakariri District Council Community Team - Waimakariri District Council

Publisher: Waimakariri District Council - Private Bag 1005, Rangiora

Date of Publication: November 2006

File Number: CM 5-07-05

Computer File Reference: 060911101348

Design and Artwork: Metropolis Design

ISBN:

Contents

	Page		Page
Introduction	5	5. Evaluation measures to assess programmes, processes and the effects of change.	47
Message from the Mayor	6	6. Ongoing participation in national and international Safe Communities Networks.	50
Message from the District Manager	7	Glossary	52
Waimakariri District - An Overview	8	Appendices	53
The Waimakariri District Council Community Team	10		
World Health Organisation 'Safe Community' Criteria	13		
1. An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community.	13		
2. Long-term, sustainable, programmes covering both genders and all ages, environments and situations.	20		
3. Programmes that target high-risk groups and environments, and programmes that promote safety for venerable groups.	36		
4. Programmes that document the frequency and causes of injuries - both unintentional (accidents) and intentional (violence and self-directed).	44		

Waimakariri District: Re-application for membership of the World Health Organisation Safe Community Network

Introduction

The Waimakariri District became an accredited World Health Organisation Safe Community in 1999, and this re-application is made by the WAIMAKARIRI DISTRICT COUNCIL and the WAIMAKARIRI DISTRICT COUNCIL COMMUNITY TEAM on behalf of the wider Waimakariri Community.

The 'Waimakariri District Council Community Team' incorporates a wide network of local agencies and community groups involved in injury prevention, crime prevention and road safety in the Waimakariri District.

This Re-application describes how the Waimakariri District meets the World Health Organisation's Safe Community Criteria.



Message from the Mayor

A handwritten signature in black ink, appearing to read 'Jim Gerrard'. The signature is stylized with a large initial 'J' and a long, sweeping tail.

Jim Gerrard
Mayor
Waimakariri District Council

Message from the Chief Executive Officer

It is with pleasure that I endorse the Waimakariri District's re-application to the World Health Organisation Safe Community network.

The Waimakariri District Council has clearly demonstrated its commitment to safety through such things as its vision which is "to pursue with the community a high quality physical and social environment, safe communities, and a healthy economy".

Community safety is also recognised as a community outcome in our Long Term Council Community Plan and this clearly reflects our communities wishes for a safe environment for all. Our Community Team which focuses on crime prevention, road safety, injury prevention alongside community development and health promotion provides a co-ordinated approach that has resulted in outstanding results for this community.

We were very pleased last year to be able to record the lowest fatality rate per Territorial Local Authority in New Zealand and we believe that results such as these prove that the collective action that this community takes, with regard to community safety, has made a difference.

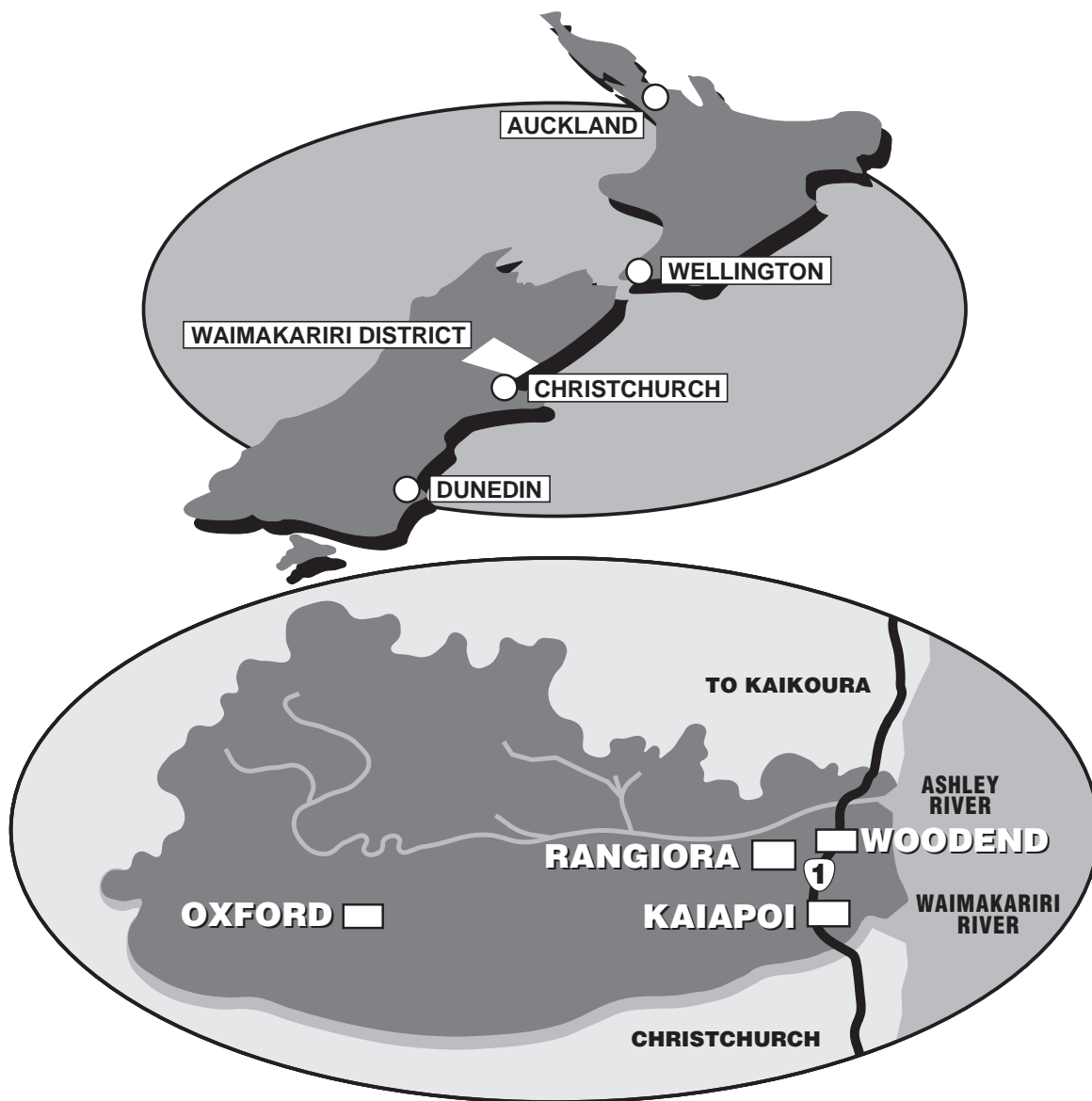
Now with over 10 years experience in the community safety field, this district is well established and recognised by local, national and international organisations as a leader in the field. We will continue to identify needs, work with our partners and our community to find solutions and always strive to deliver best practice programmes.

The Waimakariri District Council is very proud of this work and we are committed to continuing to make community safety a priority in this District.



J Palmer
Chief Executive Officer
Waimakariri District Council





Waimakariri District: An Overview

The Waimakariri District lies to the north of the Waimakariri River in North Canterbury. The district occupies some 225,000 hectares, and extends from Pegasus Bay in the east to the Puketeraki Range in the west. It is bounded to the north by the Hurunui District.

The towns of Kaiapoi and Rangiora are the major urban areas in the Waimakariri District. These towns are respectively about 20 and 30 minutes travelling time by car from the centre of Christchurch City. The district's other main urban areas are Woodend and Oxford. The district also has a number of villages and beach settlements.

A large portion of the Waimakariri District has fertile flat land, or highly productive rolling downs. Much of the land to the east of Rangiora is reclaimed swamp, which is still subject to poor drainage and occasional flooding. The north-western portion of the district is hill and high country. These hills, including Mt Oxford, Mt Richardson, Mt Thomas and Mt Grey dominate the district's western landscape.

In pre-European times there were several important Ngai Tahu settlements in the area now occupied by the Waimakariri District. The centre of Ngai Tahu was the pa of Taurakautahi, known as Kaiapoi. Today, the hapu Ngai Tuahuriri is based at Tuahiwi, to the north of Kaiapoi. People who identify themselves as having N.Z. Maori ancestry presently represent 8.5% of the district's population, and most of these

people live in the eastern part of the district.

During the early years of European settlement, Kaiapoi developed as a river port. Rangiora was the area's main market town, and the development of Oxford was based on timber milling. The roles of the district's main urban areas have changed during recent years, mainly as the result of the rapid population growth.

European settlement concentrated on the fertile soils of the plains. Until the middle of the 20th Century extensive agricultural and pastoral farming predominated. More recently, horticultural and forestry have gained in importance. Today, some 11% of the district's labour force is now involved with agricultural, forestry and fishing.

There has also been a substantial increase in the number of people living in the district's rural areas. Many new small-holdings have been created. Some of these are used for full-time or part-time horticultural enterprises, including vegetable and flower growing. Other small-holdings are occupied by people who have no links with agriculture. These holdings, together with the district's rural residential zones, provide new opportunities for people to live in the district's rural areas.

The district has few major industries. A large fibre-board plant at Sefton draws on local wood resources. The other industries are mainly small-scale service and processing enterprises, some of which also use local wood resources.

The Waimakariri District has a high standard of communications. The South Island Main Trunk Railway and State Highway 1 cross the

eastern portion of the district. The district also has an airfield at Rangiora, and is close to the Christchurch International Airport. Telecommunications are continually being upgraded.

The district offers a wide range of recreational opportunities. It has sandy beaches, estuaries, river gorges and braided rivers, which offer a range of opportunities for fishing, boating and rafting. The foothills and mountains offer a variety of tramping experiences which complement a growing range of walking trails and formal recreational areas throughout the district.

Despite recent changes, the Waimakariri District retains its rural/small town character. Its two high schools (year 9-15), two composite schools year 1-13), and many primary schools are well supported by the community. There are an increasing number of pre-schools in the district. There is also an extensive range of community and recreational organisations, and a relatively high proportion of the people living in the district are involved with one or more of these.



The District has a population of 42,140 people and has grown by 10,000 in the last 10 years.

POPULATION CHART GOES HERE

The Waimakariri District Council Community Team

The Waimakariri District Council Community Team is based on the community development philosophy that recognises that the people most able to solve the problems are those who live in that particular community.

The Waimakariri District Council Community Team comprises:

- The Waimakariri District Council's Community Team Leader and Community Development Advisor
- The Waimakariri District Safer Community Council, who work in the crime prevention area
- The Waimakariri District Road Safety Co-ordinating Committee whose focus is road safety
- The Injury Prevention Waimakariri Advisory Group who work in the area of unintentional injuries
- Project turnaround whose focus is restorative justice
- The Waimakariri Health Advisory Group whose focus is on improving health and wellbeing

The Waimakariri District Council Community Team was formed in 1996 under the umbrella of the Waimakariri District Council, a Territorial Local Authority, to bring together existing organisations that were

working in the injury, crime and road safety fields. The team has expanded to include Restorative Justice and Health Promotion as community needs have been identified and prioritised.

Forming the team has meant that there is a group synergy and a co-ordination of effort in the Waimakariri to address a wide range of community and public health issues. A safety culture has been built in the Waimakariri District. The major outcome is community ownership of the prevention programmes occurring in the District.

Each group within the team developed separately, and their development is outlined as follows.

Injury Prevention Waimakariri



Initially one of 4 pilots in New Zealand to test the WHO Safe Communities model, this programme has been operational since 1994, and has been managed locally in the community since 1996.

Governed by an inter-sectorial Advisory Group that meets monthly this programme's mission statement is to 'develop and encourage a safe community in

the Waimakariri District through the prevention of unintentional injuries'.

Funded by the Ministry of Health this programme employs two co-ordinators – one with a focus solely rural injuries. The role of these co-ordinators is to facilitate community action around identified community needs.



Waimakariri Road Safety Co-ordinating Committee

The Road Safety Co-ordinating Committee was formed in 1994 through a legislative requirement for Territorial Local authorities to provide road safety plans.

The Road Safety Co-ordinating Committee was formed in 1994 through a legislative requirement for Territorial Local Authorities to provide road safety plans. The co-ordinating committee which meets bi-monthly has representatives of organisations who have a stake in road safety related issues. The committee plans and priorities road safety initiatives in the District with their vision being 'to be the safest place for Road users in NZ by 2010'.

This programme is partly through the Waimakariri District Council and partly funded by LTNZ through the New Zealand Community Road Safety Programme. This programme employs one co-ordinator. The role of the co-ordinator is to stimulate, co-ordinate and evaluate activities with community groups and other organisations on road safety issues.



Waimakariri District Safer Community Council

The Waimakariri District Safer Community Council was established in 1995. This initiative is funded by the Crime Prevention unit through the Ministry of Justice with the Waimakariri District Council as the sponsoring body.

The Waimakariri District Council Community Team is based on the community development philosophy that recognises that the people most able to solve the problems are those who live in that particular community.

Central governments contribution to the community/government crime prevention strategy is managed by the Crime Prevention unit based in the Ministry of Justice. The Crime Prevention Unit was established in 1994 to co-ordinate the resources and activities of the Government and develop partnerships with communities, in the form of Safer Community Councils.

The group, through their co-ordinator and community organisations, work to ensure that there is a co-ordinated approach to crime prevention in the Waimakariri District Council. This programme employs a co-ordinator.

Turnaround Waimakariri

Turnaround Waimakariri was established as a Safer Community Council initiative. Its focus is on providing a process for a locally managed restorative justice system.

Healthly Waimakariri

World Health Organisation 'Safe Community' Criteria

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

Since the beginning of community safety work in the Waimakariri District the Territorial Local Authority, the Waimakariri District Council, has played a very active role. Acting as the umbrella organisation for each of the community safety programmes (road safety, injury prevention, crime prevention, restorative justice, health promotion) the Council has shown leadership and a commitment to making Waimakariri a safe community.

The following is a list of how Local Government is involved in community safety activities in the Waimakariri District.

Since the beginning of community safety work in the Waimakariri District the Territorial Local Authority, the Waimakariri District Council, has played a very active role.

The Waimakariri District Council Community Team is supported by a community network as listed right:

- Has elected and staff representatives on each of the Advisory Groups
- Contributes financially to support community safety initiatives in the District, and has done so for over 10 years
- Has included community safety as part of its mission statement "To provide ??????????????????????????????????????"
- Has included community safety as part of a key objective in its Long Term Council Community Plan (LTCCP) (Appendix 1).
- Support for the development of the Waimakariri District Council Community Team, to support community safety activity in the community.

The Waimakariri District Council Community Team is comprised of 5 groups relevant to this application.

- An injury prevention programme
- A crime prevention programme
- A road safety programme
- A restorative justice programme
- The Waimakariri District Council community development activities

Since inception the programmes have had strong community support from health, education, social service groups, government agencies, police, local government and community members. The Waimakariri District Council Community Team have a strong commitment to working in a collaborative way with the local community and this will continue as it is seen as the strength of the programmes.

WAIMAKARIRI DISTRICT COUNCIL

COMMUNITY TEAM

Waimakariri Youth Workers Network	Te Oranga Ponamu Plunket
Land Transport New Zealand	Sport Canterbury
Victim Support	Rural Women
Community and Public Health	Occupational Safety & Health (OSH)
Primary and Secondary Schools	Federated Farmers
NZ Children Young Persons and their Families Service (CYFS)	Public Health Nurses
Prison Chaplain Association	Youth Drug and Alcohol Service
Community Probation Service	Big Brothers, Big Sisters Mentoring
Ministry of Social Development (MSD)	Need to add in Road Safety partners
Barnardos	
Family Support Agency	
Presbyterian Support	

The following diagram shows the structure under which community safety activity operates in the Waimakariri District.

Put diagram 1 in here

The following diagram illustrates the approach taken to investigate, implement, evaluate and continue to improve community safety work in the Waimakariri District.

Put diagram 2 in here

Sustainability

The structure of the groups, within the Local Government setting has been a strength of these programmes and the support has given the programmes stability over a long period.

Community safety is embedded in policy throughout organisations in the community and within strategic documents ensuring that there are many people taking a responsibility for keeping our community safe.

A true measure of sustainability is the continuation of programmes as staff and Advisory Group members and elected Councillors change. These programmes have demonstrated that a safety culture has been built and enhanced in the district over the past 11 years and there is community ownership of the programmes.

Injury Prevention Waimakariri Advisory Group

Injury Prevention Waimakariri was established in 1994, initially as one of four New Zealand pilots to test the WHO Safe Community Model in New Zealand. This programme is fully funded by the Ministry of Health and it's work is guided by a local advisory group. This advisory group meets monthly, and is chaired by a community representative (ex District Councillor) and is comprised of 13 members, including representatives from Education (School Principal), Plunket, St John's Ambulance, Presbyterian Support, Sport Canterbury (elected and staff), Community and Public Health (CDHB), ACC, Rural Women, Community (x2) and Police. The programme employs two co-ordinators, one with a rural safety focus.

The Role of the Advisory Group:

- To encourage community participation in injury prevention
- To provide expertise and support on injury prevention issues
- To advise, advocate, lobby and share information
- To plan injury prevention strategies for the Waimakariri District

Strategic Goal:

- To develop and encourage a safe community in the Waimakariri District through the prevention of unintentional injuries

Aims:

- To provide leadership in the planning, development and maintenance of injury prevention strategies in the Waimakariri District
- To increase community awareness of injury prevention and create a 'Safer Community' environment
- To develop and implement strategies which will contribute to an overall reduction in the number and severity of injuries in the Waimakariri District

Road Safety Co-ordinating Committee

The Road Safety Co-ordinating Committee was formed through a legislative requirement for Territorial Local Authorities to provide road safety plans. The funding allocated to this group is government funding that is targeted towards road safety issues in the community. These issues are identified on an annual basis and application for this funding is made to the New Zealand Community Road Safety Programme. The programme employs a Road Safety Co-ordinator.

The co-ordinating committee has representatives of organisations who have a stake in road safety related issues. The Committee is chaired by a Waimakariri District Council elected representative and is made up of members from the Waimakariri District Council, New Zealand Police, Transit New Zealand, Land Transport New Zealand,

Automobile Association New Zealand (AA) Environment Canterbury, Accident Compensation Corporation (ACC), Injury Prevention Waimakariri and the Combined Owner Drivers Association.

The committee has been operating for twelve years. It has bi-monthly meetings at the Council and meets annually to discuss funding and its road safety plan for the coming year.

The role of the Co-ordinating Committee:

- To identify local road safety targets and to develop a set of interventions to address these targets
- To prepare and submit bids for project funding and to oversee the delivery and evaluation of these projects
- To develop and maintain a strategic Road Safety Plan
- To encourage a co-ordinated community approach to local road safety issues
- To share information with other road safety partners around the country

Strategic Goal:

- To be the safest place for road users in New Zealand in 2010

Aims:

- To develop a responsible road safety culture by changing behaviour and attitudes
- To encourage commitment to road safety activities at all levels of the community
- To promote a safe transport system

This active community involvement of a wide range of organisations, working with the Safe Waimakariri Community Team ensures that the district's concerns and initiatives in the area of community safety, injury prevention, crime prevention and road safety are responded to.

Safer Community Council

The Waimakariri District Safer Community Council works with community groups and other agencies to help reduce crime in the Waimakariri district. The Waimakariri District Safer Community Council was established in 1995 with the Waimakariri District Council as the sponsoring body and core funding supplied by the Ministry of Justice, through the Crime Prevention Unit. The group, through their co-ordinator and community organisations, work to ensure that there is a co-ordinated approach to crime prevention in the Waimakariri District.

Success depends upon the building and maintaining of collaborative partnerships with agencies such as the Waimakariri District Council, Justice Department, CYFS, Schools, non-government organisations, communities and individuals in order to achieve sustainable crime reduction within this District. Effective partnerships have been built with a wide range of community agencies, groups and individuals such as the Police, schools and the Waimakariri Community Development Trust.

The Safer Community Council has 16 people representatives from the community, government agencies, local organisations and the Waimakariri District Council and is chaired by a Community representatives. They are NZ Police, Family Support Agency, Ministry of Social Development, Youth Worker representative, High School representative, Waimakariri District Council elected representative and staff, Barnardos, Prison Chaplain Association, Presbyterian Support, CYFS, Victim Support, Waimakariri Community Development Trust and Community representatives.

The Role of the Advisory Group:

- Develop a Local Crime Prevention Plan to the specifications required by the Ministry of Justice for the Council (ratification of plan by the Community and Recreation Committee)
- Provide advice on crime prevention issues
- Help implement the Local Crime Prevention Plan
- Liaise with other Safer Community Councils and other organisations
- Ensure the obligations and outcomes as set out in Local Crime Prevention Plan are met.
- The main reporting mechanism to the Ministry of Justice is through the Local Crime Prevention Plan.

Strategic Goal:

- The Safer Community Council targets crime prevention for all ages in the community.

Aims:

- To provide leadership in the planning, development and maintenance of a crime prevention strategy within the Waimakariri District;
- To co-ordinate the initiatives of central and local government agencies, Iwi/Hapu and other community groups involved in crime prevention and working to enhance community safety and security;
- To provide a forum in which these agencies and groups can discuss crime prevention issues and concerns with a view to devising agreed strategies and promoting new and or existing initiatives;
- To involve a wide spectrum of community organisations and groups in the planning, sponsorship, implementation and monitoring of crime prevention projects and activities;

- To foster local initiatives for the enhancement of community safety and to provide appropriate support and/or to support applications for funding assistance from central and local funding bodies;
- To help evaluate and monitor crime prevention programmes and projects in the community that contribute to community safety;
- To raise awareness of the steps which individuals and groups can take to enhance individual and community safety.

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

The broad range of community safety programmes provided by the Waimakariri District Community Team and the wider community are inclusive of all ages, both genders, in a wide range of environments and situations.

Priority setting

Continuous data collection as well as analysis of national data have informed the priorities for community safety programmes in the Waimakariri District. Each year, each Advisory Group considers available data and information from local agencies and sets priorities for the next year, in line with strategic directions. The selection of programmes is decided by reviewing the available evidence, and also

in collaboration with our many expert partners. Often programmes, that have proven results from other communities in New Zealand or overseas are amended to fit the Waimakariri situation.

Issues identified as priorities in the Waimakariri include:

Injury Prevention

- Child Safety- Falls, Poisonings, Drowning
- Older Persons Safety – Falls, Home Safety
- Falls – Older Persons, Children (under 5, and 10-14), Males 40-49
- Drowning – boating, river, beach
- Fire Safety – in the home
- Rural Safety – All Terrain Vehicles (ATV's), Health and Safety Plans, Child education

Road Safety

- Intersection safety
- Speed
- Alcohol
- Vulnerable Road Users

Crime Prevention

- Crime Prevention through environmental design (CPTED)
- Community Safety
- Family Violence
- Drug and Alcohol

A community development approach

A community development model based on the philosophy that recognises that the people most able to solve the community problems are those who live in that particular community, is a core value of the Waimakariri District Council Community Team.

Waimakariri has been long recognised for its commitment for working in this way and the sustainability of programmes in the district is evidence of the community development approach. The large number of organisations/agencies/individuals involved in community safety initiatives is also evidence of a community development approach in action.

The model for delivery that is used with the Waimakariri District Council community team is one that ensure community development. Whilst the Council has the contracts for delivery with government agencies, it works in partnership with the community to develop and deliver the programmes.

Woodend School, which is a WHO International Safe School, and has had a very close working relationship with several members of the Waimakariri District Council community team and other projects within the community, was awarded a prestigious national award in 2005. The school won the Supreme Community Development Award at the Local Government Awards with the judges citing 'this is an exemplary example of a community working together, with very minimal resources, to achieve long term sustainable results.'

Sustainability

The structure of the groups, within the Local Government setting has been a strength of these programmes and the support has given the programmes stability over a long period.

Community safety is embedded in policy throughout organisations in the community and within strategic documents ensuring that there are many people taking a responsibility for keeping our community safe.

A true measure of sustainability is the continuation of programmes as staff and Advisory Group members and elected Councillors change. These programmes have demonstrated that a safety culture has been built and enhanced in the district over the past 11 years and there is community ownership of the programmes.

In the tables on the next page is a list of the programmes that are being used and have been used in the Waimakariri community. This is ordered under each programme. Following the table is a brief description of programmes/initiatives. These are ordered by injury type.

Injury Prevention Waimakariri

Programme and developer	What it addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Under five falls prevention Developed by ACC	Under fives feature most highly in the falls statistics for people under five years of age (IPRU)	The parents of preschool children in the Waimakariri district	Regularly reviewed, 12 month contract, since 2003	All adults responsible for the care of preschool children, either full or part-time	40 sessions completed to date. 100% of respondents report having found the information of value; and the majority committing to make changes in their home environments and/or in the way they supervise their children (see detailed evaluation summary, in Q4, below)	All Early childhood centres ACC Local media Plunket
Down the Back Paddock	General child safety issues related to rural lifestyles	Primary school aged children	Since 2004	Those living in rural communities	Evaluations to date have shown that the programme was well received by all schools that chose to implement it. Additionally, evaluations submitted by the children show that 60% had made changes to their behaviour in at least one of the areas covered. Many children reported having made several changes. Bookings are solid to the middle of next year, following a positive response from all rural schools spoken to.	Rural primary schools Police Fire Road safety Aquatics centre Civil defence RSPCA Firearms educator
Medicine care campaign Developed in conjunction with ACC, local pharmacists and police	The majority of childhood poisonings occur as the result of children gaining access to prescription medicines incorrectly stored and/or no longer in use	All Waimakariri residents	Since 1996	All users and providers of prescription and non-prescription medication	In the 2006 campaign, 857 prescription and 554 non-prescription items were returned via the yellow bags. Additionally, a local pharmacy has undertaken to keep tally of the number of medicines returned routinely over a 12-month period. Over the six-month period March to August 2006, 1149 packs of prescription items were returned to this one pharmacy.	Pharmacies WDC waste management team Police Plunket Local media

Programme and developer	What it addresses	Population it targets	Length of Operation	Reach of Programmes	Results	Partners
<p>Stay on your Feet</p> <p>The programme was developed in conjunction with Presbyterian Support</p>	<p>The over-65 year old population collectively make up the highest numbers of victims of falls-related injury.</p>	<p>People over the age of 65 with strength and balance difficulties</p>	<p>Since 2002</p>	<p>All older people in the Waimakariri District</p>	<p>Evaluation surveys have revealed that 86% of those having attended modified Tai Chi classes reported an improvement to quality of life. This was measured as increase in strength and balance, and decrease in incidence of falls.</p>	<p>Presbyterian support Local GPs Practice Nurses The Arthritis Foundation</p>
<p>Safekids</p> <p>Supported by Safekids NZ. Co-ordinated with the support of local volunteers</p>	<p>Children feature significantly in the statistics for hospitalisation</p>	<p>School and preschool children, and their parents, in the Waimakariri District</p>	<p>Since 1996</p>	<p>The entire Waimakariri district population</p>	<p>The annual Safekids week campaign is well supported by schools and preschools in the district. Anecdotal assessment has shown that the public have responded most favourably to the messages conveyed in each years campaign. A description of the evaluation processes is detailed in Q5, below.</p>	<p>Plunket Police ACC Road Safety Preschool and school education representatives Barnardos Lions and Lionesses Health Promotion & Local media</p>
<p>School playground safety audits programme</p> <p>In conjunction with ACC and WDC</p>	<p>Local school injury data shows that 32% of injuries occur on school playgrounds.</p>	<p>School principals, caretakers, and Boards of Trustees</p>	<p>On-going since 2003</p>	<p>All users of school playgrounds</p>	<p>Playground audits were carried out in all 26 schools in the district. Education sessions were attended by representatives from 20 local schools, and many took up the offer of on-site training. This campaign led to the playground injury data project, describes in Q4 below. With the move to independent auditing, IPW now act in an advisory role, here.</p>	<p>ACC Waimakariri District Council's Parks and Reserves Team School Principals Caretakers Boards of Trustees</p>

Programme and developer	What it addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Rangiora Smoke Alarm campaign	Research has indicated that smoke alarms not only save lives, but prevent major house fires; however fire service were concerned that many New Zealand homes are not fitted with smoke alarms	Each household in Rangiora	Annually for four years	The entire Waimakariri district population	<p>Around 4500 households were telephoned annually. As a result, in one year approximately 430 homes had alarms fitted by fire service, IPW and rotary volunteers.</p> <p>Follow- up evaluations indicate that as a result of the campaign 95% of Rangiora households now have smoke alarms fitted</p>	Rotary The Fire Service IPW
The Older Persons' Help Book Developed in conjunction with Presbyterian Support	A survey of the elderly community, and the local agencies supporting elderly people, highlighted the issues affecting the quality of life of older people in the district; including the feeling of being undervalued, financial difficulty, and social and physical isolation.	The agencies involved in the care and support of the elderly in the Waimakariri district	Since 2001	All elderly people; and those supporting the elderly	<p>3000 copies were distributed to agencies supporting the elderly. Uptake was excellent, and feedback has indicated that these were well received and well used by the elderly in our district.</p> <p>Additionally, the books have been adopted as a resource book for students by a local educational institution that provides courses in eldercare.</p> <p>Due to popular demand, an update to the original publication is planned shortly.</p>	Presbyterian Support Local GPs All community agencies supporting or serving the elderly in the Waimakariri District

Programme and developer	What it addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
<p>Boat related drowning</p> <p>Developed in conjunction with Coastguard, and a local commercial jet boat operator.</p>	<p>1.The NZ Drowning Prevention strategy reports that 14 percent of all drownings were boating related.</p> <p>2. Local Coastguard had expressed concern at the number of rescues attended where boaties do not have the correct gear on board.</p> <p>3. Boating education courses are under prescribed, and lack of proper skills is reportedly a contributor to many boating accidents</p>	Boat owners in the Waimakariri district	Current	The wider Waimakariri population	<p>This project is still in the planning phase; however formative evaluations indicate a high level of support from Coastguard volunteers, Kaiapoi information, and local media. A full page profile is planned for a local lifestyle magazine, and our media liaison representative anticipates excellent uptake from local newspapers.</p> <p>The second-hand gear drive is scheduled to take place on October 14th and 15th</p>	<p>Kaiapoi Coastguard</p> <p>Jet Thrills</p> <p>Kaiapoi Information Centre</p> <p>Local media</p>
<p>Water safety Education programme for schools</p> <p>Developed in conjunction with Royal Lifesaving, Kaiapoi Aquatics Centre, & Jack Oldridge from Kaiapoi North School (see 'Case Study', at the base of this report)</p>	<p>1.The Rangiora Public Swimming Pool is to be closed for the next two summers. Children who would typical frequent the pool are likely to be swimming in the rivers and beaches, often without adequate survival skills.</p> <p>2. Many schools have reported that there are children who are not achieving water confidence skills through their own swimming programmes. They see a need for remedial swimming education, similar to what has been done at Kaiapoi North School. (see "Case Study")</p>	School children in the Waimakariri district	Current	Children, parents and caregivers in the Waimakariri District	<p>This project is still in the planning phase:</p> <p>The "Fun Day" education programme is planned to run the first two weeks of December. Royal Lifesaving have drafted a targeted format to suit our needs.</p> <p>The Aquasafe programme has been presented to schools, who will confirm whether they would like us to take the in-class sessions for them</p> <p>The development of the remedial swimming programme is still "on paper"</p>	<p>Royal Lifesaving</p> <p>Kaiapoi Aquatics Centre,</p> <p>Kaiapoi North School</p>

Under Five Falls Prevention education programme

The under-five falls programme uses an interactive, conversational approach to educate parents about how to create safe play environments for their children. Thus far, over 40 sessions have been presented at local preschools, reaching around 250 parents with education about falls prevention.

Medicine care campaign

This campaign piggybacks onto the “Hazmobile” hazardous chemical pick up campaign, run by the council each year. Working with local pharmacies, Injury Prevention Waimakariri send out bags to all households in the district in which the public can return unwanted medicines to local pharmacies. The programme is supported with representation in local media. At the end of the campaign, data is collected regarding the number of prescription and non-prescription drugs returned.

This year, out of the campaign, we were fortunate to come to an arrangement with a local pharmacy where they have agreed to record these details right through the year. This will enable us to get an idea, in more real terms, as to how much of an issue the over-prescription of medicines actually is.

Down the back paddock

The “Down the Back Paddock” programme provides schools with an intensive one to two day rural safety programmes. Sessions cover water, animal, firearms, road, pedestrian and farm machinery safety.

Older Persons Falls

The ‘Stay on your Feet’ programme incorporates a three-fold to address the issue of loss of strength and balance due to old-age:

- Promotional and diagnostic material through doctor’s surgeries
- Modified Tai Chi classes for over 65s, in the community
- The “Otago home based programme” to deliver in – home strength and balance improvement education in the homes of individuals who are unable or unsuitable to attend Tai Chi classes

Safekids campaigns

Injury Prevention Waimakariri has built up a solid coalition base for its annual Safekids campaign. Historically run as a one-week campaign, Safekids week in the Waimakariri receives excellent support from the community, and a high profile in local media. Past campaigns have covered car restraint checks (on-going) pedestrian safety, bike safety, poisons, water safety, driveway safety, and falls.

This year, in addition to the week long campaign, we are to implement a paracetamol poisoning campaign in February, to co-incide with our usual medicine-care campaign. This will be run in conjunction with local GPs and Practice Nurses.

Rangiora smoke alarm campaign

Each household in Rangiora was telephoned, and those who indicated that they did not have smoke alarms were given the opportunity to have low cost alarms fitted free of charge by a Rotary volunteer. IPW promoted and funded the campaigns, which were well supported by the local community.

A further campaign at Oxford School resulted in children identified as not having one, being given an alarm for their bedroom. Smoke alarms were paid for by IPW

The Older Persons' Help Book: Produced in large print, this provided information about services and support available in the district; and practical advice about how older persons might improve their safety and quality of life. The Help books were distributed free of charge to a range of organisations involved in the support of elderly people in the Waimakariri district.

Boat Safety campaign

We are currently working with Coastguard, planning a two-stage campaign.

Stage 1: Setting up a lifejacket and general safety gear outlet at Coastguard HQ in Kaiapoi to encourage people who otherwise couldn't afford it, to carry safety equipment. Setting up the outlet will include a drive to have local boaties donate good quality second hand gear. Donated lifejackets will be tested before being made available to the public.

Stage 2: A targeted campaign at boat ramps, promoting education and the carrying of correct safety gear.

Both stages of the campaign will provide the opportunity for Coastguard to present the public with educational material, and promote day Skipper and Boat masters Courses, which facilitate safer boating.

Schools Water Safety campaign

We have been working with Royal Lifesaving and the Kaiapoi Aquatic Centre to develop a general river and beach safety education programme for local primary schools. School principals are most receptive to the idea of us co-ordinating an educational fun day as an end of year field trip. Royal Lifesaving will run these session, incorporating basic survival and rescue skills. This will enhance the in-class component of Water safety NZ's "Aquasafe", which we are currently promoting.

In response to discussions with local school principals, the second stage of the programme will be to develop a remedial swimming education programmes similar to that run at Kaiapoi North School. IPW could provide funding assistance through the discretionary funding allocation, so that schools can transport children to Kaiapoi pool for this programme

School playgrounds

Injury Prevention Waimakariri co-ordinated a programme to assess risks, and report back to individual schools, regarding the safety of their playgrounds. Working in conjunction with ACC, and Waimakariri District Council's Parks and Recreation Team, IPW contracted a member of the Park and recreation team to carry out school playground audits. Each school received a report detailing areas requiring attention, and ACC and Parks and Recreation provided follow-up education. Additionally, IPW set up a bulk-buying arrangement to allow schools to purchase bark to meet the minimum standard for playground soft-fall areas.

Waimakariri Road Safety Co-ordinating Committee

Programme and developer	What it addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Road Crash Forum Developed by local Police and the Community Team	A series of demonstrations and workshops for high school students highlighting the consequences of drink driving.	Middle and senior high school pupils. Data provided by Land Transport New Zealand, demonstrates, a high crash rate for young drivers aged 15 – 19 years	Takes place once a year for the last eleven years	75 Students aged 14 – 16 years attend this workshop. This programme has been adopted by a number districts around the country, including Hurunui and Ashburton	Follow up evaluations with students a year later have noted a sustained change in attitude	Local High Schools, Police, Ambulance, Fire brigade, Waimakariri District Council, Local Undertakers, St Johns, Victim Support, AML Insurance and Land Transport New Zealand
Safe with Age Developed by Land Transport New Zealand	To contribute to a reduction in crashes involving older drivers in the Waimakariri by providing the Community Road Safety Programme "Safe with Age"	Older drivers aged 60 plus	Operating year round for the last twelve years	All drivers aged over 60	Raise the awareness of older drivers on the effects of ageing to the driving task Assist older drivers enjoy safe and active mobility for as long as possible Seven workshops are run annually, each workshop attended by 10 – 16 older drivers	Land Transport New Zealand Community Facilitators
Bike Week In conjunction with the Health Sponsorship council	Cycle safety	All ages	Eight years	All cyclists in the Waimakariri with an especial focus on school age children	Development of cycle promotion brochures and maps Competitions, cycle rides, promotion and media articles	Local cycle groups and shops Schools

Community Programmes

Kidsafe Week

A weeklong approach to projects that look to reduce unintentional injuries in children Road safety activities have included Seat restraint campaigns, safe walking activities and safe cycling.

Partners in these promotions have included Plunket, Rangiora Lionesses, New Zealand Police, Injury Prevention Waimakariri, Primary Schools and the Waimakariri District Council.

Road Crash Forum

A series of workshops for high school students high lighting the consequences of drink driving.

Partners for this programme include local high school, New Zealand Police, St John Ambulance, Victim Support, the local undertaker, AMI Insurance, local speakers and the Waimakariri District Council.

High School Student projects: Four projects involving Rangiora and Oxford High School students. Two involved very graphic roadside displays of crashed cars developed and designed by students, a series of lunchtime visits to the school by people involved with cars and vehicles, again developed by the students and a series of lessons delivered to the students by Police and Community facilitators.

Bike Week

Over the years this annual promotion has covered a number of safety aspects including correct cycle helmet wearing, road skills and competitions with schools.

This week is driven by the Waimakariri District Council, other partners include Injury Prevention Waimakariri, New Zealand Police and local schools.

Bubble Campaign for vulnerable road users

This campaign was developed by the Road Safety Committee and several affected road users. It has since been picked up by a number of safety coalitions around the country, including Auckland, Wellington, Christchurch, Nelson, Dunedin and Invercargill. The campaign encourages drivers to see “vulnerable” road users in a bubble and to give them space, when passing them.

Intersection Campaigns

Because of the grid layout of the Districts roads, crashes at intersections account for a third all Waimakariri crashes. Campaigns are held every year as part of the Road Safety Action Plan. The Road Safety Committee developed the tagline “What Part of STOP don’t you understand!” which has since gone on to be used by a number of road safety groups throughout the country.

Restraint Campaigns

Campaigns targeting seat belt wearing are held annually. Rangiora Lionesses run pre and post surveys of the campaigns.

Safe with Age

Driver theory Courses for older drivers. Partners are community facilitators and Land Transport New Zealand.

Waimakariri Safer Community Council

Programme and developer	What it addresses	Population it targets	Length of Operation	Reach of Programme	Results	Success Indicator	Partners
Family and General Violence	Violence, abuse and neglect occurring within family environments.	All families		Individuals effected by family violence, neglect and abusive behaviour	<p>Short to medium term: Increase in reporting of Family, neglect and abuse as identified in Police, CYF, PHO and NGO Statistics.</p> <p>Medium to long term: Increased referrals to "stopping violence", respite care, refuge and parenting and family services.</p> <p>Decreased incidences of Family, neglect and abuse as identified in Police, CYF, PHO and NGO Statistics.</p>	<p>Establish a small multi –disciplinary team in which Statutory Agencies and NGOs for which family violence is a key responsibility.</p> <p>Establish a MOU and procedures and protocols between participating agencies to ensure best practice, privacy and confidentiality.</p> <p>Team case managing family violence cases with a Police risk assessment of 17 and over.</p> <p>Functional information sharing and intelligence gathering between participating agencies.</p> <p>Increased Awareness of Family violence both within agencies and among the general public. Identification of relevant services. Accurate trend data available for policy, service and best practice development.</p> <p>FVN has a high profile in the Waimakariri District.</p>	<p>WDC</p> <p>CPU – Ministry of Justice</p> <p>Police</p> <p>CYF</p> <p>Schools & Attendance Services</p> <p>Victim Support</p> <p>Family Violence Network</p> <p>Women’s Refuges</p> <p>WCDT & associated services</p> <p>Family Court</p> <p>Member Agencies</p>

Programme and developer	What it addresses	Population it targets	Length of Operation	Reach of Programmes	Results	Success Indicator	Partners
Restorative Justice programme	Youth Offending targeting Youth who engage in vandalism, petty crime and public nuisance	2 parts: Youth and Young adults 17 to 25 Part Two To follow the successful evaluation of Part One. Youth under 17	New	Initially Youth who offend against or in Public, WDC spaces and property.	Best Practice Restorative practice in which young offenders make a link between the offence, the victim and the consequence leading to attitudinal and behavioural change.	Local Young offenders engaging in reparation through community service in the Waimakariri District. Consequences are relevant and provide an opportunity for attitudinal and behavioural change. Reduction in re-offending rates among young people who have participated in this programme. Improved understanding of the victims perspective and of the consequences of offending. Young people (under 17) engaged in a developmentally appropriate programme that actively links them into established youth work services, and age appropriate educational training and where appropriate employment opportunities.	WDC Police Community Corrections Courts Schools Youth Workers Businesses Turnaround Waimakariri

Programme and developer	What it addresses	Population it targets	Length of Operation	Reach of Programmes	Results	Success Indicator	Partners
Safety in the Community	All Crime Reduction Strategy areas.	Local Residents	8 Years	Whole community	Reduction in offending as reported in Police Statistics. Community outcomes developed and agreed for the LTCCP District wide Long-term Community safety Plan. Increased community participation and responsibility over crime prevention activities.	Community Watch patrols targeted in areas identified by police and participating Community Organisations as crime 'hot spots', Increased public awareness of Incidents reflected in the quality and quantity of reports to police Increased participation in Public Meetings and projects. Increased social capital and social cohesion. Neighbourhood support assisted in setting up more groups and raising the number of people involved in these groups. Further funding obtained	Police WDC Community Watch Neighbourhood support Victim Support Community Groups Local residents.
CPTED	Vandalism public nuisance offences and increasing a perception of public safety and security in parks	Five communities surrounding identified parks	New	Initially 5 communities surrounding identified parks. Long-term residents neighbouring and local clubs and organisations using parks.	Strengthened community stewardship over the 5 identified public spaces. Improved compliance with CPTED Principles in the 5 identified public spaces. Increased awareness of potential and actual offending. Decreased incidence of wilful damage, vandalism, illicit misuse of drugs and alcohol, and loitering in the 5 identified public spaces.	Increased participation in Neighbourhood watch and increased reporting. (quality and quantity) Reduced wilful damage and vandalism by unidentified and unknown individuals. Reduced damage to private property in the vicinity of the 5 identified public spaces.	WDC IPW Police Neighbourhood Support Working party of CCC, WDC, SDC, BPDC, HDC. Residents living in close proximity to the 5 identified public spaces. Users of the 5 identified public spaces.

Programme and developer	What it addresses	Population it targets	Length of Operation	Reach of Programmes	Results	Success Indicator	Partners
Drug and Alcohol	Negative impacts resulting from the misuse of alcohol and other drugs	All	New	Individuals, licensees, sports clubs	<p>Develop a Safer Waimakariri Alcohol & Drug Strategy that has multi-disciplinary & multi-agency support to be implemented in the 2007 year.</p> <p>Alcohol and drug misuse is recognised as an issue for the “whole community” rather simply a health issue.</p>	<p>Reduction of offences as recorded in Police Statistics</p> <p>Robust data indicating the impact of Drugs and Alcohol on offending in the Waimakariri District.</p> <p>Robust data indicating the nature and demographics of Drug and Alcohol related offending in the Waimakariri District.</p> <p>An evidenced based Waimakariri Drug and Alcohol Strategy to roll out in to 2007-08 year.</p> <p>60% of randomly selected citizens in the Waimakariri are aware of the awareness raising campaign. 50% are able to accurately recollect the message sent.</p>	<p>WCDDT</p> <p>Police</p> <p>Health agencies</p> <p>L TSA</p> <p>ALAC</p> <p>Drug and Alcohol counselling services</p> <p>Liquor and hospitality industries.</p>

Family Violence

The Family Violence Network made up of two collaborative subgroups. The response team meets to work with specific identified high-risk families referred by Police and other Agencies and provides case management and feedback themes issues and trends to the Wider Family Violence Network for education and awareness raising purposes.

The Wider Family Violence Network role is to raise:

- Awareness of family violence among agencies as core business and of the referral process.

- Community awareness of family violence and what constitutes family violence.
- Break down the barriers to acknowledging family violence and reporting.

Crime Prevention Through Environmental Design

Two projects

To run 5 pilots in significantly different communities in the Waimakariri District to enhance the implementation of CPTED design principles by engaging communities in the immediate vicinity in the process including CPTED site assessments, developing plans and in ongoing crime prevention activity. Including potential community ownership of small maintenance contracts.

To raise awareness of and commitment to the incorporation of and adherence to CPTED principles in the planning, construction and redevelopment of all built environments in the Waimakariri District

Community Based Alcohol and Drug campaign

This is a long term campaign that aims to achieve sustainable behavioural change by challenging people in the Waimakariri irrespective of age, gender, ethnicity, social and occupational groupings to re-examine their attitudes and the choices they make with respect to their alcohol and drug consumption. This campaign challenges the ideas that Alcohol and Drug abuse is a health issue alone and that it is mainly a Youth issue. Alcohol and drug abuse impacts on all aspects of life and of our community and everybody, one way or another, are victims of its consequences. This campaign currently represents a partnership between Safer Community Council, Road Safety, Licensing, Community Based Youth Drug and Alcohol Services and Local Government. In the longer term it will involve Local Business, Employers, Public Health, Schools, Police and ultimately Licensees.

3. Programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups

Injury Prevention Waimakariri

Maori

A Maori Car Seat Rental Scheme was developed five years ago, in conjunction with Maori Women's Welfare League, in response to the following factors:

- National statistics regarding the poor incidence of Maori families using appropriate car seats for their preschool children.
- Anecdotal evidence from Plunket nurses, and the car seat rental co-ordinator that Maori were not utilising the services available.
- Feedback that cost and difficulty of access were preventing Maori from accessing existing services

Based on the very successful Taiwhariti model Injury Prevention Waimakariri bought the car seats, and worked with the Maori Women's Welfare League to set up a scheme where parents were able to pay seats off over time. A free delivery service, including the procedure for fitting the seats correctly was offered. The scheme continues to be a success.

Children 0 – 5 years

Under 5's are over represented in injury statistics in New Zealand. Unfortunately New Zealand has some of the worst child injury rates in the developing world and work in this areas is supported by a national Safekids campaign. This is a key focus for Injury Prevention Waimakariri and the following are some of the initiatives that have taken place to address the child injury issues in the Waimakariri district.

- The development of our own **driveway backing display**, featuring life-sized dolls and bikes,
- The development of a set of **educational books**, to be aimed at junior primary, and at preschools. Messages included poisons safety, fire safety, road safety, etc.
- A **preschool poisons campaign**.
- **Supermarket trolley falls campaigns**; run as part of Safekids week

Older persons

Older people make up around 12% of the population in the Waimakariri District. In late 1999, Injury Prevention Waimakariri commissioned a comprehensive report on older person's safety. Data was gathered from St John's Ambulance, local GPs, Fire Service and

Christchurch Hospital's Emergency Department. This data reinforced national figures that showed that fall fractures are the most common injury amongst older people.

Local agencies were surveyed, and focus groups set up within three community groups to help identify further issues affecting quality of life for older persons in our district. The findings were that:

- Older people felt that falls are an inevitable part of ageing
- A lack of lower limb strength and balance was an issue for many, and that this limited their access to services
- Older people felt undervalued
- Financial difficulty limited access to local services
- Lack of access to transport was a difficulty for many.

The findings of this report lead to the development of the "Stay on your Feet" and "Older Persons' Handbook" campaigns, as described below.

- The '**Stay on your Feet**' programme was developed in conjunction with Presbyterian Support, in response to statistical evidence that the over-65 year old population collectively make up the highest numbers of victims of falls-related injury. Based on evidence from the Otago University Falls Programme it is now in its fourth year of operation, the programme involves local GPs, practice nurses, community health providers and Arthritis New Zealand. The programme offers a three-fold approach:
 - Promotional and diagnostic material through doctor's surgeries
 - Modified Tai Chi classes for over 65s, in the community
 - The "Otago home based project" to deliver in – home

strength and balance improvement education in the homes of individuals who are unable or unsuitable to attend Tai Chi classes

Evaluation surveys have revealed that 86% of those having attended the modified Tai Chi classes reported an improvement to quality of life. This was measured as increase in strength and balance, and decrease in incidence of falls.

- In 2001, Injury Prevention Waimakariri developed an **Older Persons' Help Book**. This provided information about services and support available in the district; and practical advice about how older persons might improve their safety and quality of life. The books were distributed free of charge to a wide range of organisations and over 1,000 elderly people in the Waimakariri district. Still widely used in the district, this help book is to be reproduced in 2007. (see appendix)

Sport Injuries

Injuries related to sport represent 48% of injury-related hospitalisations in the Waimakariri district (based on 2004 figures).

Injury Prevention Waimakariri have worked with Sport Canterbury to implement the 'Clubmark' programme in the Waimakariri District. This is an accreditation programme for Sports Clubs, addressing Health and Safety, and best practice in general. This programme has so far been accepted for implementation by local rugby, tennis, wrestling, league and bowling clubs.

Injury Prevention Waimakariri have worked very closely with Sport Canterbury to support and deliver recognised programmes that reduce sports injuries over the past 7 years. These courses have included:

- Getting started – a basic course for new coaches
- SMOSS (Sideline Management of Sprains and Strains) education sessions provide coaches and managers with skills to more effectively reduce and treat injury.
- Level One Coaching – an intensive 20 hour course NZQA Accredited course

Injury Prevention Waimakariri have provided financial and promotional support for these programmes.

Over 350 coaches have attending training in the Waimakariri District.

Injury Prevention Waimakariri has a 'Coach Development Fund' which is available to support local club capacity building.

IPW sponsor, and are involved in setting the criteria for the "Club of the Year" category in the Waimakariri Sports awards. This year an emphasis has been placed on the commitment clubs have made to Health and Safety initiatives.

Smoke Alarm Projects

- The Rangiora Smoke Alarm campaign, held annually, involved Rotary, the Fire Service and IPW. Each household in Rangiora was telephoned, and those who indicated that they did not have smoke alarms were given the opportunity to have low cost alarms

fitted free of charge by a Rotary volunteer. IPW promoted and funded the campaigns, which were well supported by the local community.

- A further campaign at Oxford School resulted in children identified as not having one, being given an alarm for their bedroom. Smoke alarms were paid for by IPW.



Road Safety

0-15 years:

Children 0-15 years feature highly in national road statistics. Work with this target group involves a number of different campaigns to address road safety for children including

- supporting and promoting organisations, including Police, Plunket and Rangiora Lionesses, involved with seat restraints for young children.
- Working with a number of agencies supporting national Safekids week, which each year has at least one road safety theme,
- Initiating programmes such as 'Sharing our Roads'- which is a collaborative approach to safety between schools and trucking companies

15-24 years:

Statistics tell us that young drivers are a major risk group on our roads. Road Crash fatalities in this age group are disproportionately over represented in national statistics. Of particular concern in the district is the 'rural factor', lack of public transport and young drivers driving outside the conditions of the graduated license system. Work with this group involves the following campaigns:

- Annually the Road Safety Co-ordinating Committee host a 'Road Crash Forum' for senior high school students. The programme involves Police, Fire Brigade, Ambulance, Victim Support, an Insurance Company, an undertaker, St John, as well as speakers (often victims of car accidents), and schools.
- Young driver education programme based at a rural High School in

- conjunction with the Police and a community trust.
- A number of projects initiated by high school students targeting drunk and speeding drivers including 'Diesel Week' – a week long programme developed by students at Rangiora High School
- Development of a 'Bogan Car' by Police and the Youth Development Opportunities Trust (YDOT) showing correct and incorrect modifications. Used by Police at a number of public events including Shows and Expos.

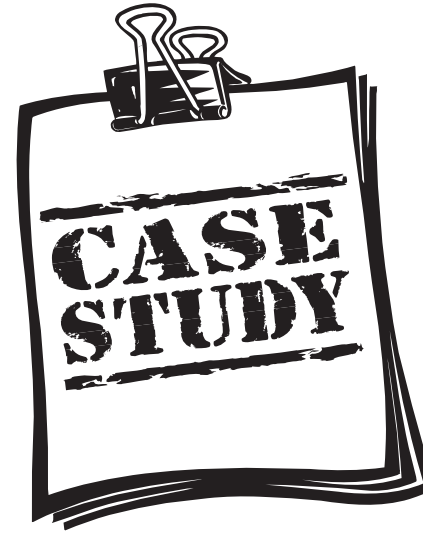
25- 65 years:

Alcohol is a major factor for drivers in this age group, as well as driver behaviour. A number of campaigns have taken place including:

- Host responsibility- in conjunction with a number of partners including Police, the Public Health Unit, Waimakariri District Council and ACC programmes target raising awareness of alcohol related harm
- Driver behaviour including driving too fast for the conditions, intersection behaviour and Courtesy on the roads.
- A series of billboards have been developed to highlight these issues

65 + years:

The government has relaxed testing requirements for the 80+ age group and has indicated more support for driver education and support. This group supports and promotes the Safe with Age driving programme for mature drivers in the Waimakariri District.



BUBBLE CAMPAIGN FOR VULNERABLE ROAD USERS

A number of 'other' road users in the Waimakariri District were complaining about the lack of courtesy and road space shown to them by the Districts motorists.

These other road users included horse riders, walkers and cyclists.

The aim of the project was to raise the profile of the districts vulnerable road users and to encourage motorists to respect their space on the roads.

The project evolved from a conversation between the Road Safety co-ordinator and a local resident who regularly pushed her baby's buggy up and down a rural road to meet her son off the school bus. Because of the nature of the roadside verges she had to walk on the road. She was very concerned about the speed of cars and the lack of space they gave her when passing.

Cyclists and horse riders had also been complaining about the same lack of space and courtesy shown to them by motorists.

From this conversation the idea of placing vulnerable road users in a bubble was thought of.

- The local paper has a strong readership so an advertising campaign was developed focusing on the importance of motorists giving vulnerable road users enough space around them to keep them safe on the roads.
- It used the idea that motorists are protected by the bubble of their car and that they, the motorists, need to perceive a similar bubble around other road users.
- Local people from throughout the District were used for the campaign, locals who had come to the Council concerned with the issue. Each advertisement was accompanied with a small story about that person and their problems.
- A series of six advertisements was made, each one focusing on a different road user. They included a horse rider, walkers, a jogger and cyclists. The advertisements were in colour and were prominently displayed in the local newspaper (readership 18,500).
- Results have been positive with vulnerable road users reporting more courtesy and awareness on rural roads.
- The concept has been used in other districts throughout New Zealand including Ashburton, Auckland, Wellington, Christchurch, Papa Kura, Dunedin, Southland and Nelson.

The project won an award at the Road Safety Co-ordinators Conference in 2004 for showing good practice of Community Development in Action.

Safer Community Council

The Safer Community Council has identified the following areas as high risk

Family Violence

Family Violence has emerged as a significant problem area in the District, which is also reflected as a national trend. A number of factors appear to contribute to this trend in the District including rural isolation, financial pressure, difficulties with timeframes for accessing services and lack of social networks. **(David – who are you targeting)**

In response to this need the Safer Community Council facilitates the Family Violence Network which is made up of two collaborative subgroups. The response team meets to work with specific identified high-risk families referred by Police and other Agencies and provides case management and feedback themes issues and trends to the Wider Family Violence Network for education and awareness raising purposes.

The Wider Family Violence Network role is to raise:

- Awareness of family violence among agencies as core business and of the referral process.
- Community awareness of family violence and what constitutes family violence.
- Break down the barriers to acknowledging family violence and reporting.

Vandalism

Vandalism continues to be a major focus of crime prevention strategies in the Waimakariri District as reported incidents to the Police and Waimakariri District Council contractors continues to increase. The budget for repair to Council property due to vandalism has increased 50% in the last years.

The Ministry of Justice through the Crime Prevention Unit has initiated a Crime Prevention (CPTED) through environmental design approach with the philosophy being that by designing safety into public spaces and places it will reduce the opportunity for vandalism and crime.

The Safer Community Council was successful in bidding for a \$10,000 grant from the Crime Prevention unit to run 5 pilot projects in significantly different communities in the Waimakariri District to enhance the implementation of CPTED design principles by engaging communities in the immediate vicinity in the process including CPTED site assessments, developing plans and in ongoing crime prevention activity. The areas chosen were identified as being areas that have significant reported vandalism.

The aim is to raise awareness of and commitment to the incorporation of and adherence to CPTED principles in the planning, construction and redevelopment of all built environments in the Waimakariri District

Young people aged 13-20

This group continues to identify as a significant problem areas in the District, which is reflected also in national trends. A number of factors

appear to contribute to this trend such as rural isolation, lack of facilities and support for young people, dysfunctional families and social settings and lack of parenting skills.

Community Youth Work Projects

The SCC continues to support the following projects and works in partnerships on specific projects:

- Police Youth at Risk
- Community Youth Work
- Schools' Attendance
- Young Parents' Support
- Safer Schools
- Youth Development

New youth initiatives supported by the Safer Community Council have been:

- Big Brothers Big Sisters provides a pro-active programme starting with both the child and their parent/caregiver choosing to be participants. The mentors who volunteer their time because they know they are going to have fun! It is an opportunity for mentors to share the things that they enjoy doing, such as fixing machinery, baking, gardening, walking, playing sport, making things... the list is endless, with a young person. Big Brothers Big Sisters duplicates what used to happen naturally between an adult and a child forming a constructive healthy relationship, before technology and the transitional nature of society overtook us. Big Brothers Big Sisters provides a framework that keeps both the child and the mentor safe.

- North Canterbury Youth Drug and Alcohol service provides a free and confidential “youth friendly” service focusing on the needs of young people, 12 to 19 who experience difficulties with their own or with others use of drugs and or alcohol. The service provides initial screening, comprehensive assessment, brief interventions, resources and information, support, advice and or referral.
- It has been identified that no drug and alcohol service is available in the Waimakariri District for adults as growing trends suggest that the youth drinking culture is heavily influenced by the adults in their lives. This has led to a long term campaign that aims to achieve sustainable behavioural change by challenging people in the Waimakariri irrespective of age, gender, ethnicity, social and occupational groupings to re-examine their attitudes and the choices they make with respect to their alcohol and drug consumption. This campaign challenges the ideas that Alcohol and Drug abuse is a health issue alone and that it is mainly a Youth issue. Alcohol and drug abuse impacts on all aspects of life and of our community and everybody, one way or another, are victims of its consequences. This campaign currently represents a partnership between Safer Community Council, Road Safety, Licensing, Community Based Youth Drug and Alcohol Services and Local Government. In the longer term it will involve Local Business, Employers, Public Health, Schools, Police and ultimately Licensees.
- Biannual Youth XPO's where all Secondary School students in the District attend an event that showcases all the programmes in the community that address needs in the careers, welfare and health sectors.



4. Programmes that document the frequency and causes of injuries – both unintentional (accidents) and intentional (violence and self-directed);

Developing a local data surveillance system has been difficult. Local injury data collections do not exist and health service provision is regionalised.

The programmes within the Waimakariri District make use of a number of data sources to assist with planning and monitoring of injury rates including:-

- New Zealand Hospitalisation Information Service (NZHIS)
- New Zealand Fatality Data
- NZ Police data

- Land Transport NZ data
- Injury Prevention Research Unit (NQIS)
- Safe Community Foundation New Zealand Factsheets
- Local Primary School Injury Register Data
- Local Government Long Term Council Community Plan
- Ministry of Social Development Local Services Mapping
- Waimakariri District Council Community Needs Assessment
- Waimakariri District Council New Residents Survey
- Injury Prevention Waimakariri Older Persons Research
- Injury Prevention Waimakariri Farm Safety Research

Of particular note is Fact Sheet 9, Injury Fatalities by Territorial Local Authority regions in New Zealand produced by the Safe Community Foundation New Zealand which presents data on injury deaths including number, rates and the three leading causes of death for 73 Territorial Local Authorities in New Zealand. The Waimakariri District recorded the lowest injury fatality rate in New Zealand of 21.8 per 100,000 person years in the period 2000-2001 (the most recent year for which injury data were available).

Also of interest is fact sheet 10, Injury Hospitalisations by Territorial Local Authority regions in New Zealand of which Waimakariri District recorded a rate of 982.3 per 100,000 person years for the years 2000-2003 (the most recent years for which injury hospitalisation data were available).

Injury Prevention

Since 2003 Injury Prevention Waimakariri has prepared annual reports

of local statistics relating to the number of fatalities and hospitalisations for all of the main injury categories, across all ages and gender demographics in the Waimakariri District.

This local data has been most useful in helping Injury prevention Waimakariri to plan and prioritise key injury issues for the Waimakariri District. Local data has highlighted some trends which allow for more targeted campaigns, for example, data highlighted the high incidence of falls-related injury in 40-49 year old men, and in children and young adults aged 10 – 19. From this information, campaigns have been planned to address “DIY Falls”, and a more targeted approach to falls in the 10-19 year old age group.

Injury Prevention Waimakariri also collects primary school injury data annually from school accident registers. This information is translated into a summary report for all schools in the District, which assists with trend analysis for Injury Prevention Waimakariri’s campaigns. Individual school data reports are also prepared, and reports forwarded to Boards of Trustees for analysis and action.

Injury Prevention Waimakariri in conjunction with ACC, and a representative from primary school education, have created a new format for the reporting of School Injuries. This was developed in order to ensure that the data collected was consistent across all of the local schools. This resource has been produced by Injury Prevention Waimakariri and distributed to all 26 Primary Schools in the Waimakariri District.

As Injury Prevention Waimakariri has expanded to work in new focus

areas research projects have been carried out to:

1. To investigate areas of concern with regard to unintentional injuries
2. To prioritise the areas of concern that are identified
3. To document the injury prevention services offered by agencies services/groups currently operating
4. To identify best practices for injury prevention with regard to the new focus
5. To make recommendations for Injury Prevention Waimakariri’s work

Reports on Older persons Safety and Farm Safety have been commissioned and are included in the Appendices.

Road Safety

Traffic injuries

A database of traffic crash involvement within the community is maintained by Land Transport New Zealand and is available for analysis.

This data base assists in identification of locations, ages, types of road user, causes, type of injury, environmental factors to target in the community.

There are also surveys conducted in the local community that provide additional information and evaluation of projects.

Road Crash Statistics

Land Transport New Zealand statistics for the Waimakariri between 2001 and 2005 show that over this period:

- There were 394 recorded injury crashes and 538 non-injury crashes
- 21 people were killed and 525 injured, 105 of these people seriously
- However the severity of recorded crashes is reducing.

Unlike most districts, where one type of crash dominates, in Waimakariri the crashes are spread evenly between four types.

These are:

- loss of control on straight roads,
- loss of control on bends,
- rear-end/ obstruction crashes
- crossing/turning crashes

Three quarters of the crashes involved more than one vehicle.

The most common cause of crashes was poor observation, followed by failure to give way or stop. Alcohol and speed both contributed to about one in six crashes.

People in the Waimakariri District are heavily dependent on private motor vehicles. In 2001, 95% of the district's households had access to at least on private motor vehicle.

In 2005, the road crash statistics for the Waimakariri District were significantly better than for New Zealand as a whole

(5 year average)	1993 - 1997	2001 - 2005
Crashes per 10,000 of the population	20	4
Casualties per 10,000 of the population	30	25

Safer Community Council

The Safer Community Council receives the local police data on a regular basis and this is used for planning of local initiatives. To ensure National requirements are also addressed the alignment between the Crime Prevention Unit's strategic directions and local data interpretation is carried out. Waimakariri District Council data such as new residents data and the community Needs Assessment.

Data for Domestic Violence, Destruction of Property and Vandalism, and Theft from Cars has driven the Safer Community Council's planning. For the second two categories young people are the primary offenders and this information has been used by the Safer Community Council to plan and prioritise work in the youth crime area. This information has led to the Safer Community Council taking the direction that early intervention and preventative action are the most effective way to address criminal offending.

The Safer Community Council also receives anecdotal evidence from youth workers and others in the field backed up by their case records.

The Ministry of Social Development has recently carried out a Local Services Mapping project in the Waimakariri and this data is also valuable for the Safer Community Council, for example, data about school leavers' qualifications and the knowledge that lack of educational achievement correlates with anti social behaviour is currently being addressed.

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

Monitoring and evaluation measures to assess programmes, processes and the effects of change are part of the programme planning for all community safety programmes in the Waimakariri district.

Some of the measures used are:

- Development of annual plans and long term strategies
- Reporting to Waimakariri District Council Community & Recreation Committee six monthly
- Monthly reports on outputs to community based advisory groups
- Six monthly reports on contractual outputs to Government Funders
- The documentation of case studies
- Surveys
- Trend data collection and analysis
- Post event evaluations

Injury Prevention

Preschool poisons campaign

Formative evaluations

IPRU statistics show that 1-3 year old children feature most predominantly in accidental poisoning for New Zealand children. Each year around 500 children under the age of 5 are hospitalised, at least overnight, as a result of accidental poisoning. This campaign involved our co-ordinator in visiting all 29 early childhood centres in the Waimakariri district to educate parents and/or distribute literature relating to preventing poisoning in preschool children.

Process evaluations

As the campaign proceeded, it became apparent that a variety of approaches were required, according to the needs of individual preschools. As a result, 341 parents were spoken to either individually or as part of a structured address. A further 250-300 received information, sent home with their child. Parents spoken to were most receptive to our messages.

Summative evaluations

Following the campaign, results of telephone questionnaires from 53 respondents revealed that:

- 98% had found the information to be useful, or very useful
- 72% were able to recount specific information that stood out for them
- 55% had made specific changes around their homes, as a result of information gained from the campaign.

- The majority (55-58%) had passed information on, or spoken directly to friends and family about the risk factors associated with preschool poisoning.
- 58% had reinforced poisons safety messages with their children following the campaign.

When considering the evaluation process, it was decided that, in order to reach the parents of children attending day-care centres, we would set up a call register so that they too could be contacted for comment.

At one centre, I was given the opportunity to present messages directly to the children. This could be promoted more actively in future campaigns

Under fives falls prevention

Formative evaluation was based on IPRU and ACC statistics, which showed that falls are the leading cause of injury top children under five years of age. Annually, over 100 preschool children are admitted to hospital for more than 24 hours as the result of a falls-related injury.

Process evaluations

Following the completion of the first two campaigns, we have made additions to the content in order to make the sessions more interactive. This has proven to break the ice, and facilitate more active participation in discussions.

Summative evaluations

From a sample of 70 returned evaluation forms, reported findings were that:

- 100% of respondents had found the information to be useful (49%) or very useful (51%)
- 80% said that attending the session had increased their knowledge of the issues around falls prevention. Of those who didn't report an increase in knowledge, all but one had noted an intention to make changes, either to their home environment, or the way in which they supervised their children.
- 69% of respondents intended to make changes to their home environment as a result of information that they gained from the sessions
- 54% intended to make changes to the way in which they supervise their children

Local data has supported the continuation of the programme in the Waimakariri.

Safekids Campaigns

The target issues for these campaigns change every year or two.

Formative evaluations

Each year formative evaluations are based on statistics provided by Safekids New Zealand. Local data is also considered, in order to ensure that the campaign will address issues that are significant in the Waimakariri district. This data is obtained either by contacting local providers (e.g. in the supermarket trolley falls campaign), from figures from our own annual data collection process, or through the IPRU (Injury Prevention Research Unit) at Otago University in Dunedin. While there is a base of people who are involved annually, additional

possibilities for suitable coalition members are identified as part of the formative evaluations.

Process evaluations

Detailed planning, including accountability ensures that campaigns run to time, and to budget. Operational difficulties are noted for inclusion in the final report.

Summative assessment

A full report is submitted to Safekids New Zealand, at the end of each campaign. This includes considerations for future campaigns, related to both the planning and implementation of the programme, and considerations for future campaigns.

In order to report outcomes to our advisory group, the number of resources distributed is detailed. This corresponds to the number of people spoken to in relation to specific messages. Additionally questionnaires are used to evaluate the success of specific campaigns (E.g. Supermarket trolley falls)

Road Safety

The Road Safety Co-ordinating Committee have recently developed a Road Safety Strategy for the Waimakariri District. This strategy aims to identify and emphasise key road safety issues and target areas. As well as identifying responsibilities develop action plans and encourage a co-ordinated approach to road safety. As part of the strategy, actions are being put in place to measure changes to identified problems and record outcomes.

Reports on all projects funded by the Land Transport New Zealand Community Road Safety fund detailed reports are completed each financial year, detailing why the project was chosen, the projects aims and objectives, the way the project ran, expenses involved and the outcomes. This information is maintained on a national Road Safety database. Copies of these reports are included in the appendices.

Safer Community Council

The Safer Community Council develops an annual business plan. This details specific tasks which will be undertaken in response to identified crime prevention issues. The co-ordinator reports directly against the Business Plan on a monthly basis to the Safer Community Council. At the end of each financial year the delivered outputs are presented to the Crime Prevention Unit for accountability purposes. This reporting must be approved before additional funding is released to the Safer Community Council.

Robust evaluation processes pose several dilemmas for Crime Prevention in the Waimakariri as it has in other districts.

The Safer Community Council has in response to “outcomes based funding” tended to shift it’s focus from crime prevention to early intervention, CPTED and awareness raising projects, raises the risk of being unable to identify immediate evidence that can be directly attributed to the crime prevention project. (insert diagram xx)

The Safer Community Council evaluation strategies focuses on the collection of anonymous case studies, mid to long term trend data analysis and anecdotal evidence.

6. On-going participation in national and international Safe Communities networks.

The Waimakariri District is acknowledged for its work nationally and internationally and members of the Waimakariri District Council Community Team communicate their experiences widely through a number of local, regional, national and international networks.

Regular contact is maintained with Safe Communities in South Africa, Norway, Australia and New Zealand.

Waimakariri has shown leadership in New Zealand in the Safe Community movement, as is recognised as a leader within this field. Members of the community have been invited to attend other communities to share their experiences and to provide expert advice. This work is ongoing.

Of particular note is the leadership shown by a local school principal in

the International Safe Schools movement. Other members of the team have had leadership roles in national injury prevention networks and assisting with developing and delivering injury prevention training programmes.

The Waimakariri District Council Community Team and associated partners in the community have made many presentations at community meetings, seminars, conferences, and other occasions where injury and crime a prevention and road safety messages can be disseminated.

There are many examples of how this District ensures ongoing support and participation in the Safe Community Network including the following:

- Support for the on-going programmes at Woodend School through attendance at their Safe School meetings
- Support for the event to mark the accreditation of Woodend School as a WHO Safe School, and the comprehensive safety Week expo which ran alongside the accreditation ceremony.
- Letters of congratulations have been sent to the recently accredited communities of Wellington, New Plymouth and Whangarei.
- Support and advice for the “Safer Christchurch” project as they progress towards becoming a WHO Safe Community.
- Assistance with the New Plymouth site visit for New Plymouth Injury Safe accreditation to the WHO Safe Community Network.
- Networking with other safe communities in order to keep up to date of initiatives being run in other areas. For example a recent

visit to New Plymouth to learn from the initiatives that are being run in the rural sector in Taranaki.

- Attendance and paper presentation at the 8th World Injury Prevention Conference and the 16th WHO Safe Community Conference in South Africa. Links have been made with the Broadland Park and Nomzamo WHO Safe Community in Cape Town, and the Waimakariri District are currently exploring ways in which they could support this community programme.
- Injury Prevention Waimakariri continue to utilise the data, expertise and resources available through the New Zealand Safe Community Foundation, in their planning.
- National and International Conferences are regularly attended by members of the Road Safety Co-ordinating Committee including the Road Safety Research Policing and Education Conference in Australia 2003
- Sharing of projects at the annual National Road Safety Co-ordinators Conference and the South Island Co-ordinators meeting.
- Road Safety Co-ordinators regularly share projects, ideas and advice via emails.
- Several national awards have been won by projects in the Waimakariri including the prestigious Supreme Community Development Award at the Local Government Conference and the Community Initiatives Road Safety Award.
- The Waimakariri Safer Community Council maintains links at a regional level through the Co-ordinator and a Safer community Council member attending bimonthly

The International Safe Community Movement could support work in the Waimakariri by.....?????????????????????????????

GLOSSARY:

Accident Rehabilitation and Compensation Insurance Corporation [ACC]	A New Zealand accident compensation scheme for accident-related injuries.	Plunket	National organisation run partly by volunteers at a local level to deliver child services nationally.
Aotearoa	New Zealand	Public Health Commission [PHC]	Government agency responsible for public health but disbanded in 1995.
Children Young Persons and their Families Service [CYPFS]	Department of Social Welfare responsible for the care and protection, adoption and youth justice service for children 17 years and under.	Regional Health Authority [RHA]	Crown Agency in existence prior to the Health Funding Authority.
Crime Prevention Unit [CPU]	Unit based in the Prime Minister's Department	Waimakariri District Road Safety Co-ordinating Committee	Road Safety Project based in the Waimakariri District.
GP	General Practitioner	Safe Rangiora	National injury prevention pilot programme for 0-14 years based in Rangiora. Now called Injury Prevention Waimakariri.
Hapu	Sub tribe	Waimakariri District Safer Community Council [SCC]	Crime Prevention Project in the Waimakariri District.
Health Funding Authority [HFA]	Crown Agency which allocates public funds to health and disability services.	Safe Waimakariri Community Team	A group based in the Waimakariri District comprising Injury Prevention, Road Safety, Crime Prevention and Community Development.
Injury Prevention Research Unit [IPRU]	Injury Prevention Research Unit based at Otago University.	St John Ambulance	Ambulance service
Injury Prevention Waimakariri	Injury prevention group formerly known as Safe Rangiora.	Waimakariri District Council [WDC]	Territorial Local Authority in the Waimakariri District.
Iwi	Tribe		
Land Transport Safety Authority	Responsible for the promotion of safety in Land Transport		
Ngai Tahu	Local iwi indigenous to the South Island, including the Waimakariri District.		

APPENDICES:

The Waimakariri Community Youth Worker Project. An Evaluation. November 1997.

Children of the Waimakariri. A survey of needs and services. August 1997.

Waimakariri Community Road Safety Strategy 1998. Draft document.

Waimakariri District Safer Community Council Business Plan. July 1998-June 1999.

Waimakariri District Safer Community Council Strategic Plan. 1998-2003.

Waimakariri District Council Community Development Policy.

Injury Prevention Waimakariri Needs Assessment. January 1999.

Waimakariri District Safer Community Council Community Safety Profile. January 1999.

Newspaper clippings from the Safe Waimakariri Community Team.

Brochures:

- Think Slow - Think Give Way - Think Stop
- Beware Hidden Ice
- Safe Waimakariri Community Team
- Play it Safe Sport. A game plan for safe sport.
- Safe Rangiora Child Safety Product Guide.



WAIMAKARIRI
DISTRICT COUNCIL