



APPLICATION FOR ACCREDITATION AS AN
INTERNATIONAL SAFE COMMUNITY

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MESSAGE FROM THE MAYOR

Safe and Sound @ the Top - Mayors Message

I am pleased to support Safe and Sound in Marlborough, a collaborative community effort to reduce injury and accidents across all walks of life in our region. Safety of our residents and visitors is paramount and I applaud initiatives that address this and seek ways to reduce harm.

Marlborough District Council takes this issue seriously and is committed to an active role. This initiative creates a framework for local communities to address injury and incidents through the building of local partnerships. Safe and Sound does not duplicate or replace the activities that Council and other organisations are already undertaking. The objective is to make the best possible use of the resources that are available, ensuring that duplication is minimised and that community resources are being applied to real priorities.

This project is a whole of community approach to a safer community and is consistent with the vision of the Marlborough District Council that is: -a community where people enjoy personal safety and security and are free from victimisation, abuse, violence and avoidable injury.¶

I encourage organisations, agencies, business and members of the community to get behind this initiative to make a difference to our community.

Yours sincerely



ALISTAIR SOWMAN
MAYOR



This project is a whole of community approach to a safer community and is consistent with the vision of the Marlborough District Council that is: “a community where people enjoy personal safety and security and are free from victimisation, abuse, violence and avoidable injury.”

Section A - Community Overview

A.1 The community and its historical development

Introduction

The Marlborough district is situated at the Top of the South Island, New Zealand. The area is known for its lifestyle, climate, produce and outdoor recreation, and is a popular tourist destination for New Zealanders as well as visitors from overseas. The Marlborough region covers an area of 1,049,128 ha with a marine area of 725,637.44 ha and a coastline of 1,814.08 km (one fifth of the total New Zealand coastline). coastline of 1,814.08 km which is one fifth of the total New Zealand coastline.

As our region borders Kaikoura to the south and Nelson and Tasman to the west, there are many opportunities for marine based recreation and employment opportunities.

The region is well known as the -sunshine capital of New Zealandll with approximately 2,400 hours of sunshine per year. The region boasts great water recreation, fine wines and many people are attracted to the area for retirement.

Settlement

The region has had continuous occupation by early Maori for over 700 years. The Maori name for the top of the South Island is Te Tau Ihu – the prow of Maui's waka. Tangata Whenua iwi in Te Tau Ihu include Ngati Kuia, Ngati Rarua, Te Atiawa, Ngati Koata, Ngati Toa Rangitira, Ngati Apa, Ngai Tahu and Rangitane. There are four marae in the region:

Omaka Marae in Blenheim

Waikawa Marae in Picton

Te Hora Marae in Canvastown

Wairau Pa in the Wairau Bar



Are the descriptions sufficient?

✓ yes

Interesting description of community, economy and industry.

In the 2006 census, 10.5% of Marlborough residents identified as Maori, slightly less than the national average of 14.6%

History

From as early as the twelfth century the sheltered coastal bays of Marlborough supported a small Maori population. Maori in the region lived by fishing and cultivating crops.

In 1770, Captain James Cook was the first to explore the area and sixty years later, the first Europeans arrived and set up a number of whaling stations. At first Maori in the region and the European settlers co-existed, but with the arrival of the New Zealand Company in 1840 and its subsequent land purchases on behalf of Nelson settlers, conflict ensued.

The early history of Marlborough was closely linked with the settlement at Nelson. However, the people of Marlborough demanded independence from Nelson and nineteen years after the original Nelson settlement, this request was approved and Marlborough became a separate province in 1859.

In the early 1860s, gold was discovered in Marlborough, swelling the region's population. However, the boom did not last long. Gold-mining soon became unsustainable and the development of pastoral farming began to provide the region with its greatest long-term benefits. During this period, Marlborough settlers developed huge sheep runs, rivalling neighbouring Canterbury's sheep stations in size.

Today Marlborough continues to be rural based, with pastoral and horticultural farming providing a major source of income. The region continues to utilise its marine resources, with salt production at Lake Grassmere, the country's only source of salt, plus fishing and marine farming. Wine production has been one of the fastest growing industries and Marlborough is now one of New Zealand's largest wine producing regions.



Economy

There is some light manufacturing in the region, and marine and aviation engineering. Marine engineering is largely associated with the aquaculture industry in the Marlborough Sounds, while Safe Air NZ, at Woodbourne, near Blenheim, and the cluster of vintage aviation collectors at nearby Omaka provide a base for the aviation engineering. Viticulture also generates demand for engineering, irrigation, and other ancillary services.

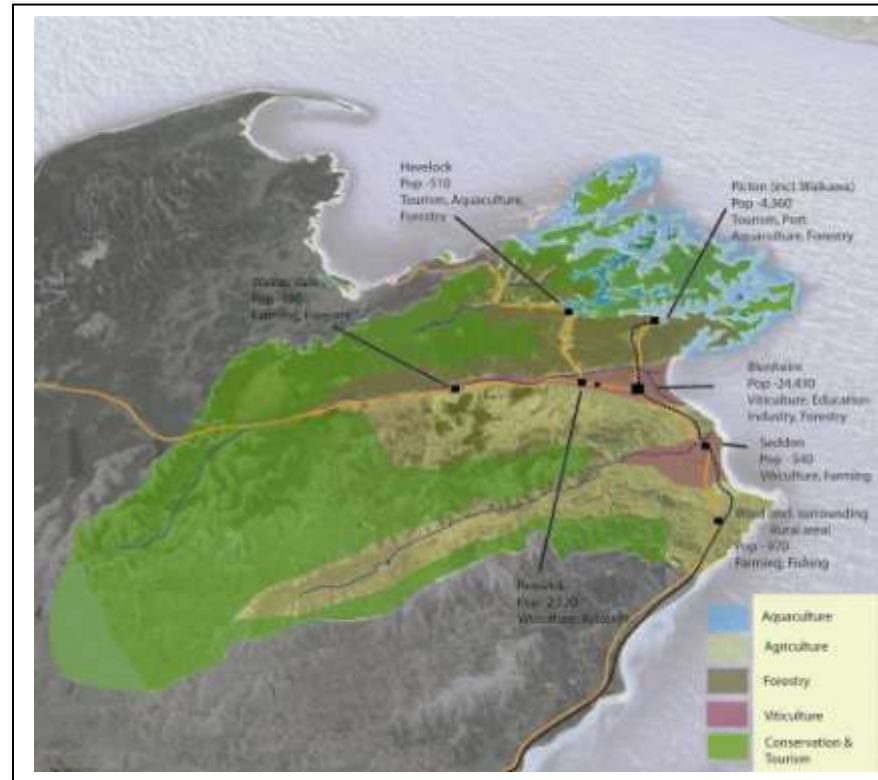
New Zealand's Premier Wine Region

When the first wine companies and growers planted grapes in the modern era of Marlborough's winemaking history in the 1970s, it is unlikely they would have foreseen the extent of the growth and fame that the region's wine industry would achieve.

Worldwide interest in Marlborough wines, particularly Sauvignon Blanc, has continued to fuel the regions wine boom and the on-going expansion plantings. The region currently has 23,600 hectares of land planted in grapes, the bulk of which are located within the Wairau Valley.

Over the last decade however, viticulture has also spread southeast into the cooler climes of the Awatere Valley and, more recently, into the southern side valleys of the Wairau – Fairhall, Hawkesbury and Waihopai. New Zealand's first exportation of wine in 1963 came ten years before grapes were even planted in Marlborough.

However Marlborough is now the largest wine producing region in the country; accounting for 79% of New Zealand's total active wine production. In addition to being a boom for industry and the economy of Marlborough, viticulture has also generated significant employment opportunities; well in excess of the local labour pools ability to accommodate. This has mean a dramatic influx of both seasonal and permanent workers to the district over recent years and on an annual basis, which in itself has brought with it a wide range of new issues for the community, industry and local and central government agencies to deal with.



Aquaculture

In the past 30 years aquaculture in New Zealand has grown from very small beginnings to a significant primary industry, currently estimated to be worth in excess of \$380 million, with a target goal of reaching \$1 billion in sales by 2025. Of this, Marlborough's aquaculture industries account for \$257.1 million (80%) of NZ's total production (\$171.4m mussels, \$85.7m salmon)

There are approximately 645 mussel farms in New Zealand, with 565 operational marine farms in Marlborough; 478 being greenshell mussels, 6 King Salmon sites, a number of mussel spat catching and holding sites and various seaweed, paua and oysters farms.

In Marlborough there are approximately 1,000 people directly employed in aquaculture. In addition, many more are involved in the -downstream or flow on effects of the industry. Local tourist operators in both Havelock and Picton operate marine farm cruises, creating added commercial value from the industry, while Queen Charlotte College and the Nelson Marlborough Institute of Technology also offer a range of aquaculture courses and the Seafood Industry Training Organisation provides industry specific training. Marlborough's aquaculture industry has built its reputation on seafood produced in a clean safe environment and leads the world in its Quality Management Programmes

The Marine Farming Association (MFA) and its members are committed to the environment and since the 1990s, the Association has operated an active Environmental Programme to minimise the negative impacts of the industry on the local environment and its residents while the Marlborough Shellfish Quality Programme (MSQP) addresses the risks arising from the bio-toxins, bacteria, heavy metals and viruses in mussel stocks taken from the ocean farms. The industry sees itself as obligated, both commercially and morally, to ensure that their claim of their seafood being healthy and produced in pristine water is backed by a rigorous food safety programme. The industry funds just on \$1 million of sampling and testing each year in the top of the South Island, and that's before the product reaches the processing plants and under goes additional testing. Considered the most robust in the world, MFA regularly host overseas industry representatives looking to learn from Marlborough's production and processing techniques, health and safety systems and leading edge technologies.

Marlborough's Forestry Industry

Marlborough is a more recent, but growing, player in the national forestry industry. From 74,100ha of planted forest in 2005 to 80,310ha forecast after the 2013 planting season, this figure is projected to increase by a further 114ha next season, giving a total cover of 80,424ha by the end of 2014.

From this planted production forest, over 1 million cubic metres of timber was harvested from only around 2252 ha in 2012. This represents a gross value to the Marlborough regional economy of around \$238 million. It is further predicted that this harvest figure will increase to around 1.5 million cubic metres over the next 10 years.

In 2013, the forest industry in the Marlborough region employs approximately 500 Full-Time Equivalents (FTEs) working for over 350 businesses in the forestry sector. These numbers have been steadily increasing in recent years from the 389 FTE's employed by 120 businesses in 1994. This increase represents an annual growth rate well above the regional average for both employment and business growth.

Staff employed directly within the forestry sector undertake roles including planting, pruning, thinning, harvest and production. The logging sub-sector is the largest employer, accounting for around 54% of employment. A wide range of service industries provide support to the Marlborough forest industry including business and financial services, forestry management, transport and storage, engineering, biosecurity, earthmoving and construction. Ports, and port services such as stevedoring, also play an important role in transporting logs and wood products to other regions and overseas export markets.

Over half of the logs harvested from Marlborough forests are exported out of Shakespeare Bay as logs, mainly to South Korea and India. A further 24% is exported to Nelson for processing while the same volume is processed in Marlborough production mills

The forest industry contributes indirect social benefits within the region in the form of forest land being used for recreational activities such as hunting, walking, horse riding or mountain biking. All of these benefits accrue to the Marlborough region, along with the economic benefits of employment and exports as already outlined.

Tourism and Hospitality in Marlborough

Marlborough is a region of spectacular scenic beauty from the stunning Marlborough Sounds to the magnificent high country and the wild Kaikoura coast. In the heart of all this are the Wairau and Awatere valleys – home to world famous Marlborough sauvignon blanc and the superb chardonnays, fine methode traditionnelle and rich pinot noirs that make Marlborough New Zealand's premier wine region. Building on the traditional tourist attractions offered within the region, the more recent and spectacular growth of the wine industry has added a new and exciting dimension to the tourism industry in Marlborough.

The Marlborough Sounds is a coastal wonderland, with winding waterways, sheltered bays and ancient untouched forest. Cruise, kayak, water-ski, or sail the endless bays. A wide range of accommodation lodges and resorts nestled in secluded bays throughout the sounds offer the opportunity for visitors to Marlborough to experience a hike or mountain bike along breath-taking scenic paths, including the famous Queen Charlotte Track.

Employing approximately 1135 Full Time Equivalents (FTE's), the tourism and hospitality industry in Marlborough is a significant employer within the region. The sector is highly seasonal and largely dependent upon casual staff and overseas visitors with working visas. With increasing visitor expectations of quality and service, the seasonality of the sector is its single biggest challenge in building and retaining an adequate pool of quality staff who can deliver the standards required.

The outlook for tourism in Marlborough is very positive and the sector is expected to grow faster than the national average as the region's growing appeal sees many making a return visit and more and more first time travellers' venturing off the traditional blue ribbon routes to experience what is „*Uniquely Marlborough*“.

Employment

In recent years the region has enjoyed lower unemployment levels than other parts of New Zealand, however the global recession had a significant impact on the local economy. Young people have been especially affected by the economic downturn. There are signs that this is improving, however the impact of three years of higher unemployment, reduced incomes and deferred investment in skills and training will take years to fully recover.

The latest data on Marlborough's economy shows that unemployment in this region is about 3.9%, nowhere near as high as national statistics. The new data has come from research into Marlborough's economic profile (Marlborough Economic Profile report 2012) commissioned by the Council from independent research and analysis company Infometrics, to provide baseline data as part of the groundwork to establish a 'smart and connected' economic development strategy for Marlborough. The report shows that Marlborough's economy is far more diverse than might have been thought; it is the ninth most diverse economy of New Zealand's 66 local authorities. Agriculture (including vineyards), forestry and fishing were the largest employers here in 2012, accounting for almost 19% of jobs. Manufacturing (including winemaking) is the second largest employer at 14.6% of jobs with almost 10% of the Marlborough workforce employed in the retail sector.

Source:

Marine Farming Association website

Aquaculture New Zealand website Discover

Marlborough website Marlborough District

Council website The Blenheim Sun

Marlborough Forest Industry Association *'The Economic Contribution of the Forest Industry to the Marlborough Region'*

Wine Marlborough

<p>A.2 Describe the strategy, ambitions, objectives and work in the community in regard to safety. It must be a higher level of safety than average for a community in the country or region.</p> <p>National/International strategic support: The Safe Communities Foundation of New Zealand (SCFNZ) focuses on both intentional and unintentional injury and has adopted the vision of the New Zealand Injury Prevention Strategy (NZIPS): <i>a safe New Zealand, becoming injury free.</i></p> <p>SCFNZ Goal is: To work collaboratively with communities, schools, industry and government agencies to improve community safety through the creation of a sense of awareness, understanding, support and leadership to implement effective community safety programmes, to create safe environments and to contribute to reducing the social and economic costs of injuries in New Zealand.</p> <p>SCFNZ Objectives are to:</p> <ol style="list-style-type: none"> 1. Raise awareness of, advocate for, and support the development of safety promotion and injury prevention at local, national and international levels; 2. Increase the uptake of an evidence-based approach for community safety through participation in networks and other collaborative opportunities. 3. Facilitate access to regional and national data to identify groups at high risk of injury and crime; 4. Support better alignment of government and community safety efforts. 5. Develop and provide relevant and timely resources to encourage appropriate documentation, dissemination and evaluation of community-based initiatives. 6. Collaborate to support 'Safe Schools', 'Passport to Safety' and the 'NZ Community Safety & Injury Prevention Awards' initiatives. 7. Contribute to reductions in the New Zealand injury and crime burden. 8. Maintain links with, and participate nationally and internationally in, the accreditation of International Safe Communities based on indicators developed by the World Health Organisation (WHO) Collaborating Centre on Community Safety Promotion, Karolinska Institute 	<p>Are the descriptions sufficient?</p> <p>✓ yes</p> <p>You have provided an overview related to National and city wide objectives, reading this in conjunction with B2 provided reviewers with the strategic direction for Safe and Sound at Top.</p> <p>A strategic action plan is being drafted to further define objectives and timeframes, see page 21.</p>
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Local strategic support:

The Marlborough district continues to work strategically to respond to safety issues and concerns in the community.

This strategy is ably demonstrated by the levels of commitment and support within local organisations involved in the accreditation application process.

Marlborough District Council:

Mission statement: *"Enabling social and economic development in balance with environmental & community need"*

Strategically supported by the Long Term Plan (2012-2022) and Draft Annual Plan (2013-2014)

I am pleased to support 'Safe and Sound @ the Top' in Marlborough, a collaborative community effort to reduce injury and accidents across all walks of life in our region. Safety of our residents and visitors is paramount and I applaud initiatives that address this and seek ways to reduce harm.
(Mayor Alistair Sowman)

Marlborough Smart and Connected is a vision being developed by Marlborough District Council in partnership with the community. The vision is: Over the next decade, Marlborough will become a globally-connected district of progressive, high-value enterprise, known for our economic efficiency, quality lifestyle, desirable location and natural environment. Marlborough will be 'smart and connected'. The purpose of the vision is to guide everyone's actions to ensure that we are:

Smart - Think strategically, becoming more efficient, creating new solutions to our problems, leveraging those solutions to create new opportunities

Connected - Don't do it alone, get informed, get supported locally, nationally and internationally.



Safety has been included in the Marlborough 'Smart and Connected' strategic framework which has been developed to guide decision making.

Nelson Marlborough District Health Board:

Mission statement - *"Leading the Way to Health Conscious Families"*

Strategically supported by the NMDHB/ District Annual Plan.

Nelson Marlborough District Health Board (NMDHB) supports the application for accreditation of the Marlborough district as a World Health Organisation International Safe Community. The process of gaining accreditation has enabled staff of NMDHB to work together with other major government agencies and community groups to strengthen commitment to Community safety in the district.

Chris Fleming - Chief Executive NMDHB)

Accident Compensation Commission (ACC) :

Mission statement - *"Reduce the incidence and severity of injury"*

Strategically supported by the New Zealand Injury Prevention National Strategy (NZIPS - 2005-2015)

ACC is committed to working in partnership with 'Safe and sound @ the Top' interagency group to support the Marlborough Region to be accredited as a World Health Organisation International Safe Community

Stan de Rooy – Regional manager Delivery & Distribution Canterbury Region ACC Insurance and Prevention Services.

NZ Police:

Mission statement - *"Safer Communities together"*

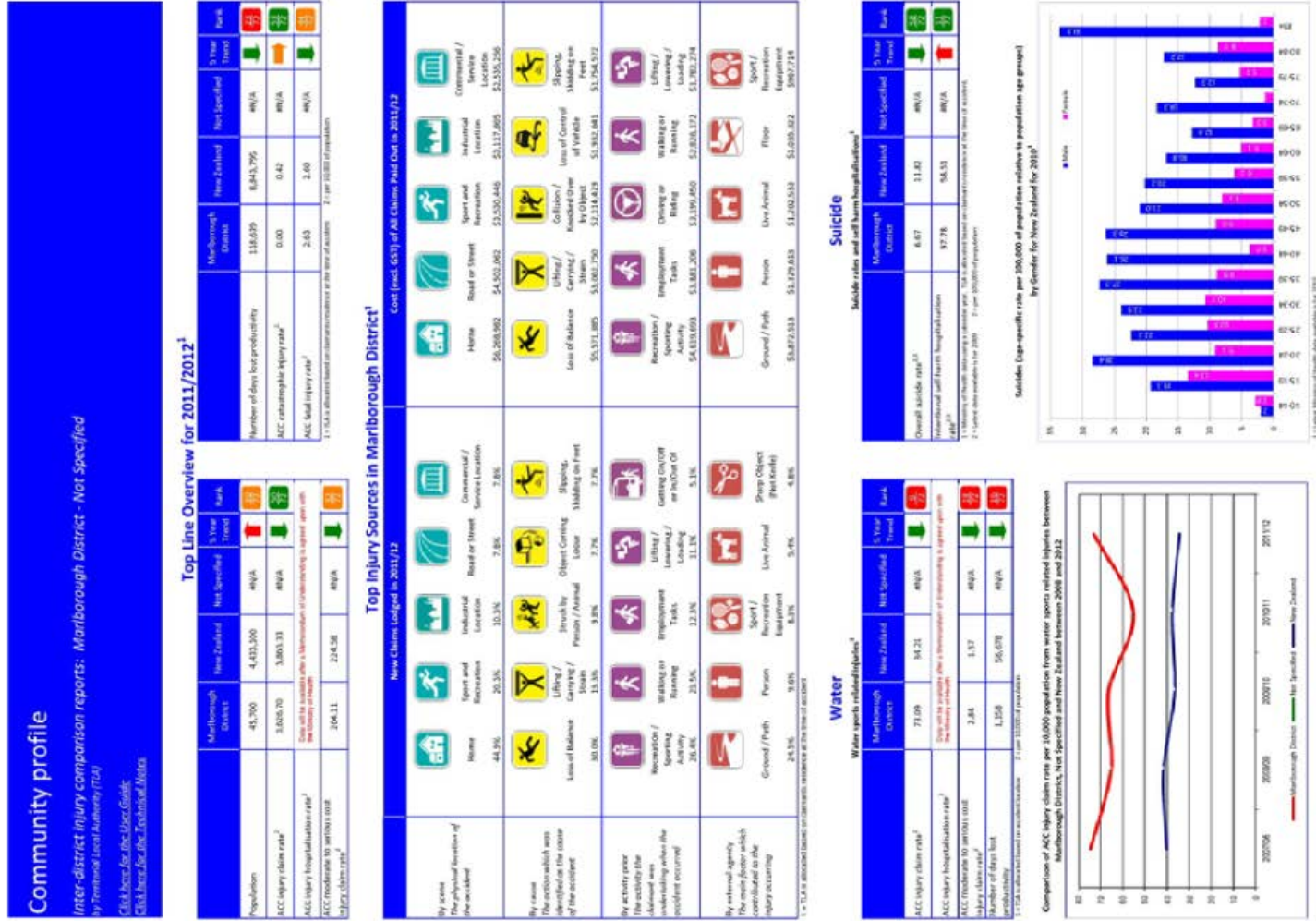
Strategically supported by the NZ Police Strategic Plan 2011 – 2015

I am writing in support of the work being done by the Safe and Sound @ the Top Committee to attain World Health Organisation accreditation for Marlborough as an International Safe Community.

Richard Chambers - District Commander, Nelson

<p>A.3 The Mayor (or similar function of the community) and the executive committee involvement.</p> <p>The Marlborough Mayor signed a SCFNZ “Letter of Intent” on behalf of the Talking Heads Governance Group in December 2012 which officially formalised Marlborough’s goal to become an International Safe Community. A further ‘Letter of Support’ for the project and pending accreditation has been received from the Marlborough Mayor and is formally located at the front of this document. At the time of writing this report we have received several letters of support from a variety of community organisations (12)</p> <p>The Marlborough District Council (MDC) has been both involved and taken a leadership role in the early development of this project with strong support from the former Safer Communities Manager /MDC (Section C - Indicator 1: 1.2)</p> <p>Working group presentations to the Marlborough District Council (MDC) were organised in the initial stages to ensure the Mayor and the wider council members were actively updated on progress.</p> <p>Along with the Nelson Marlborough District Health Board and ACC, the Marlborough District Council has provided initial funding and council personnel input into the project. Sustainable and ongoing funding for the International Safe Communities process is also being sought at a national level with high level discussions between ACC, the Ministry of Health, and Safer Communities Foundation of New Zealand.</p> <p>Chair of the cross sector/working group.</p> <p>At present, the Chair for the ‘Safe and Sound @ the Top’ working group rests with Barnardos Manager, Mike Henderson who also has the role of Community Lead Liaison for the group. Initially this was chaired by the former Safer Communities Manager/MDC followed by an interim Chair role provided by ACC.</p> <p>Sources: Marlborough District Council website Nelson Marlborough District Health Board website SCFNZ website</p>	<p>Are the descriptions sufficient? Is the mayor involved?</p> <p>✓ yes</p> <p>This support is further outlined on page 33, Mayor Sowman showed his support at site visit.</p> <p>Is the executive committee involved?</p> <p>✓ yes</p> <p>Who is chairing the cross-sectional group?</p> <p>Mike Henderson , Barnardos Manager</p> <p>Councillors are involved in different working groups.</p>
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A.4 Describe the risk panorama in the community. (please refer ACC profiles below)



Is the risk-panorama sufficiently described?
✓ yes

Great community profile, would have been good to see some text/summary of risk profile.

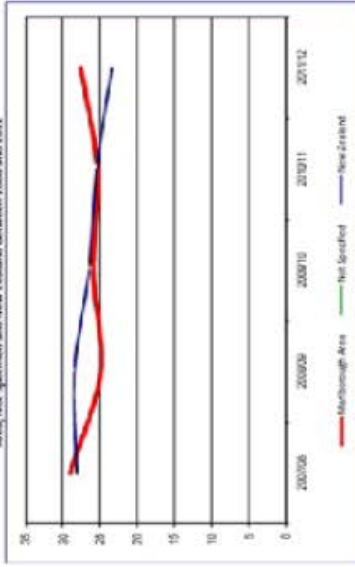
Assault

Assaults

	Marlborough District	New Zealand	Not Specified	5 Year Trend	Rank
Serious assaults resulting in injury rate ¹	27.54	21.38	NA/A	↑	41
Public place assault rate ¹	38.40	25.67	NA/A	↓	4
Dwelling assault rate ¹	55.49	56.38	NA/A	↑	44
ACC injury claim rate ¹	77.68	66.04	NA/A	↓	33
ACC moderate to serious cost injury claim rate ¹	4.35	4.22	NA/A	↓	50
Number of days lost productivity ²	2,476	257,696	NA/A	↓	51

1 - 1% New Zealand police recorded offences for Marlborough Area compared with Not Specified based on the location of the assault.
2 - 1% New Zealand police recorded offences for Marlborough Area compared with Not Specified based on the location of the assault.

Comparison of rates serious assaults resulting in injury per 10,000 population between Marlborough Area, Not Specified and New Zealand between 2008 and 2012



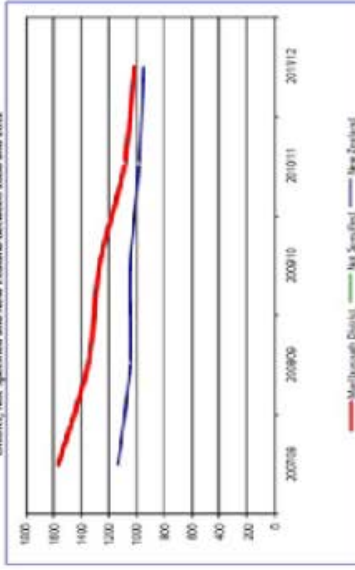
Work

Work Injuries²

	Marlborough District	New Zealand	Not Specified	5 Year Trend	Rank
ACC injury claim rate ¹	3,012.11	946.80	NA/A	↓	47
ACC injury hospitalisation rate ¹					
ACC moderate to serious cost injury claim rate ¹	175.75	117.71	NA/A	↓	50
Number of days lost productivity	49,801	3,534,877	NA/A	↓	32
ACC catastrophic injury rate ¹	0.00	0.02	NA/A	↓	46
ACC fatal injury rate ¹	0.66	0.47	NA/A	↓	35

1 - 1% New Zealand police recorded offences for Marlborough District compared with Not Specified based on the location of the assault.
2 - 1% New Zealand police recorded offences for Marlborough District compared with Not Specified based on the location of the assault.

Comparison of ACC injury claim rate per 10,000 population due to work injury between Marlborough District, Not Specified and New Zealand between 2008 and 2012



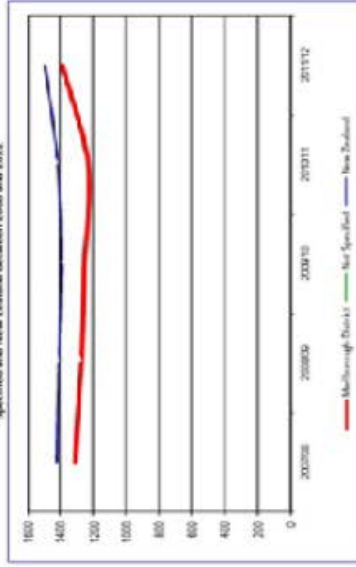
Falls

Falls rates¹

	Marlborough District	New Zealand	Not Specified	5 Year Trend	Rank
ACC injury claim rate ¹	1,560.95	1,496.16	NA/A	↑	41
ACC injury hospitalisation rate ¹					
ACC moderate to serious cost injury claim rate ¹	109.41	98.57	NA/A	↓	44
Number of days lost productivity	97,712	2,909,408	NA/A	↓	33
ACC catastrophic injury rate ¹	0.00	0.13	NA/A	↓	46
ACC fatal injury rate ¹	1.09	0.83	NA/A	↓	35
Number of assets costing ACC over \$1 million in claims ²	0	207	NA/A	NA	NA

1 - 1% New Zealand police recorded offences for Marlborough District compared with Not Specified based on the location of the assault.
2 - 1% New Zealand police recorded offences for Marlborough District compared with Not Specified based on the location of the assault.

Comparison of ACC injury claim rate per 10,000 population from falls between Marlborough District, Not Specified and New Zealand between 2008 and 2012



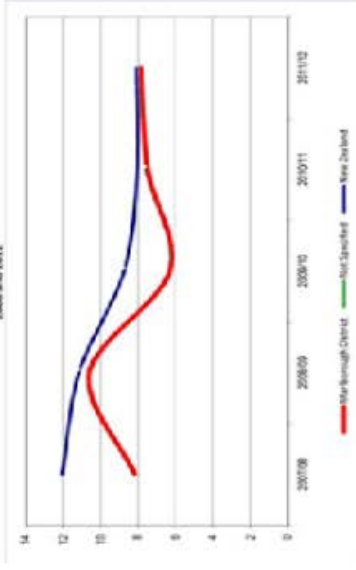
Motor Vehicles

Motor Vehicles²

	Marlborough District	New Zealand	Not Specified	5 Year Trend	Rank
ACC moderate to serious cost injury claim rate (incl. Motorcycles) ¹	2.83	8.11	NA/A	↓	41
ACC moderate to serious cost injury claim rate (Motorcycles only) ¹	53.41	62.78	NA/A	↓	44
Number of roads costing ACC over \$1 million in claims ²	2	113	NA/A	NA	NA
ACC claims per kilometre of road ³	0.18	0.32	NA/A	↓	46
Number of days lost productivity	20,753	1,293,632	NA/A	↓	35

1 - 1% New Zealand police recorded offences for Marlborough District compared with Not Specified based on the location of the assault.
2 - 1% New Zealand police recorded offences for Marlborough District compared with Not Specified based on the location of the assault.
3 - 1% New Zealand police recorded offences for Marlborough District compared with Not Specified based on the location of the assault.

Comparison of ACC moderate to serious cost injury rate per 10,000 registered vehicles from motor vehicle injuries (excluding Motorcycles) between Marlborough District, Not Specified and New Zealand between 2008 and 2012



1 Section B - Structure of the community

B.1 The demographic structure of the community

Demographic Features

Marlborough's estimated population is 45,620. The age composition of the population is shown in the following table:
The population of the region has a number of features that have implications for safety. Four in particular are:

The higher than average median age

The relative high proportion of new residents, including residents for whom English is a second language.

The lower population density and the physical; geography of the district.

The dependence of some key industries on manual labour

At 30 June	Population by age group (years)								
	0–14	15–39	40–64	65+	Total	0–14	15–39	40–64	65+
	Number					Percent			
2006	8,000	12,700	15,800	7,100	43,600	18.5	29.1	36.2	16.3
2011	8,200	12,300	16,500	8,600	45,600	17.9	26.9	36.2	18.9
2012 P	8,100	12,000	16,500	9,100	45,700	17.8	26.2	36.1	19.9

Ageing population

The estimated median age in Marlborough at 2012 was 44.5. The local median age is considerably higher than the national average – New Zealand's median age is not expected to reach 40 until 2031.

The median age is projected to continue to rise over the next 20 years as the wave of people born between 1945 and 1964 ages. In proportionate terms, the largest growth is likely to be in the age groups 80 and older.

Safety in the home is one of the key challenges for this older age group. Fall prevention, and the management of prescription medicines, are two examples of safety risks. Pedestrian and road safety are also issues.

New residents

It is also notable that over 10% of people aged 65 and over have moved to the region from elsewhere in New Zealand. This is consistent with another feature of the local population, which includes a relatively high number of people who have moved here from other parts of New Zealand, or from overseas.

Is the demographic structure and the different risks sufficient described?
✓ yes

Good description and overview.

It is good that you also identified implications for safety.

New arrivals tend to have weaker social connections, including access to social support in times of stress or trauma, may be less aware of local support opportunities and may face language or cultural barriers in accessing information and assistance

The seasonal nature of the viticulture industry generates high demand for labour that attracts workers from Asia and the Pacific as well as young tourists on working holiday visas. Besides the issues of workplace safety noted below, these temporary or transient populations have their own risk profiles for safety and injury, including risks of alcohol and drug misuse, domestic violence, and road safety.

Manual labour

Viticulture, aquaculture, and forestry are all highly dependent on manual labour, with workers in these three industries exposed to varying degrees of risk of physical injury. In viticulture particularly, workers (and some employers) may have limited English language skills, affecting their understanding and compliance with safe workplace practices. Some aspects of the viticulture industry are also poorly regulated, with associated risks to workers.

Population density and geography

Over half of the population is concentrated in Blenheim and over 80% of the population in southern Marlborough.

Outside of this, the regional population is distributed widely in a large number of small and sometimes isolated communities. Many of these people face long travelling times to access primary health services, with limited public transport available. For communities in the Marlborough Sounds, water access is the only or most viable means of transport. Emergency services can correspondingly often be some hours away.

There is also an association between the large network of rural roads and increase incidence of traffic related injuries. The risks of accident or injury for people employed in aquaculture and forestry, and to a lesser degree viticulture, are exacerbated by the remoteness of some of their workplaces, and the distances to travel.

Visitors

Tourism has a seasonal impact on the demography of Marlborough and is a major source of employment, underpinned by the attraction of the Marlborough Sounds. In 2010 international and domestic travellers made a total of 1.367M visits to the region. \$215 million was spent by international and domestic visitors in Marlborough in 2010. International visitors made a total of 370,000 day and overnight visits to the Marlborough region in 2010 representing 27% share of total visits to the region for the year. Domestic visitors made a total of 996,000 day and overnight visits to the region in 2010 representing 73% of total visits to the region for the year. Blenheim's recent ranking in Trip Advisor's 'Top 10 New Zealand destinations' (May 2013) further indicates the level of international and domestic interest in Marlborough as a popular tourist destination.



-It's great advertising for Marlborough – it's a wonderful boost to our promotion to have our main town recognised by an international website as one of the 'best destinations' in NZ,!! (Mayor Alistair Sowman)

Gender

Age group (years)	Male	Female	Total
0–4	1,215	1,155	2,367
5–9	1,332	1,308	2,643
10–14	1,494	1,419	2,913
15–19	1,473	1,227	2,697
20–24	1,050	891	1,941
25–29	1,047	1,101	2,148
30–34	1,293	1,284	2,577
35–39	1,407	1,554	2,961
40–44	1,515	1,671	3,183
45–49	1,677	1,668	3,345
50–54	1,533	1,527	3,057
55–59	1,590	1,602	3,192
60–64	1,341	1,314	2,655
65–69	1,113	981	2,094
70–74	813	846	1,656
75–79	651	774	1,425
80–84	432	561	993
708			

Education

There are 31 schools in Marlborough. The region contains rural and small town primary schools, a combined primary/secondary school at Rai Valley, a small secondary school in Picton, urban primary schools, an intermediate school, one small secondary school and two large secondary schools in Blenheim. All schools are coeducational except for Marlborough Boys' and Girls' Colleges in Blenheim. There are also several tertiary training institutes.

- 36.8 percent of people aged 15 years and over in Marlborough District have a post-school qualification, compared with 39.9 percent of people throughout New Zealand.
- In Marlborough District, 29.3 percent of people aged 15 years and over have no formal qualifications, compared with 25.0 percent for New Zealand as a whole.

Decile rating	Number of schools	Decile rating	Number of schools
Decile - 1	0	Decile - 6	5
Decile - 2	1	Decile - 7	6
Decile - 3	2	Decile - 8	3
Decile - 4	3	Decile - 9	1
Decile - 5	7	Decile -10	3

Decile rates

The decile rates given here for all Marlborough schools (31) are those provided by the Ministry of Education, based on figures from June 2011

Ethnic Groups

Ethnic Groups in Marlborough District, 2006 Census		
	Male (%)	Female (%)
European	77.5	79.5
Maori	10.3	10.4
Pacific Peoples	1.6	1.5
Asian	1.5	1.7
Middle Eastern / Latin American / African	0.5	0.5
Other Ethnicity		
New Zealander	16.8	15.5
Other Ethnicity - Other	0.0	0.0
Total	16.8	15.5

- 78.4 percent of people in Marlborough District belong to the European ethnic group, compared with 67.6 percent for New Zealand as a whole.
- 10.5 percent of people in Marlborough District belong to the Māori ethnic group, compared with 14.6 percent for all of New Zealand.

Note - Since the 2006 Census, there has been a noticeable increase in numbers of Pacific and 'other ethnicity' families into the Marlborough community.

B.2 Safe Communities /Injury Prevention at present and the plans for the future.

Historic timeline of "Safe and Sound @ the Top" project

	Sept 2011	Informal planning meetings with lead agencies		<p>Is the demographic structure and the different risks sufficient described? ✓ yes</p> <p>Good outline of history,</p> <p>Excellent descriptions of SC at present, for future plans it will be important that the post accreditation strategic action plan is drafted to improve perceptions of safety, creating a positive safety culture and reducing the incidence of injuries, violence and alcohol-related harm.</p>
	Dec 2011	Expression of interest to SCFNZ		
		Broader community commitment gained		
		Top of the South iwi informed of project		
		Working Group formalised		
		Monthly meetings organised for remainder of project		
		Local Community Liaison person confirmed		
	Feb 2012	Commitment gained from Talking Heads' Governance Group		
		Commitment from Marlborough District Council		
	March 2012	Draft Database of community links established		
		Communication and media subgroup established		
		Strategic macro and micro level plans and timelines developed		
		Community newsletter template developed		
	April 2012	1 st Community group meeting		
	May 2012	2 nd Community group meeting		
		3 rd Community group meeting		
		Extended community database established		
	June 2012	Six key safety strands confirmed		
		Ownership Forms completed by Working Group members		
		Interim Task Group leaders confirmed		
		Community safety templates distributed and collated		
		Task Groups established		
		Safe and Sound @ the Top' Logo/branding developed		
		Web-link on Marlborough District Council website developed		
	July 2012	Project Structure design formalised		
	Aug 2012	Health and Safety EXPO presentation		
		Collection of Community safety templates continues		
	Nov 2012	Short Term coordinator position established		
		Gaps Analysis undertaken		

Community Project Structure developed	
Dec 2012	Letter of Intent' sent to SCFNZ
Feb 2013	Collation of draft accreditation document commences
Case studies identified and signed off	
Letters of Support organised	
June 2013	Draft accreditation document sent to SCFNZ
Monitoring of project continues	
July 2013	Community meeting update
Final accreditation document completed	
Submit final application –	Forms A and B November 2013 Site visit
2014	Accreditation visit
2014	De brief meeting
2014	Planning meeting for 2014

History of "Safe and sound @ the top"project.

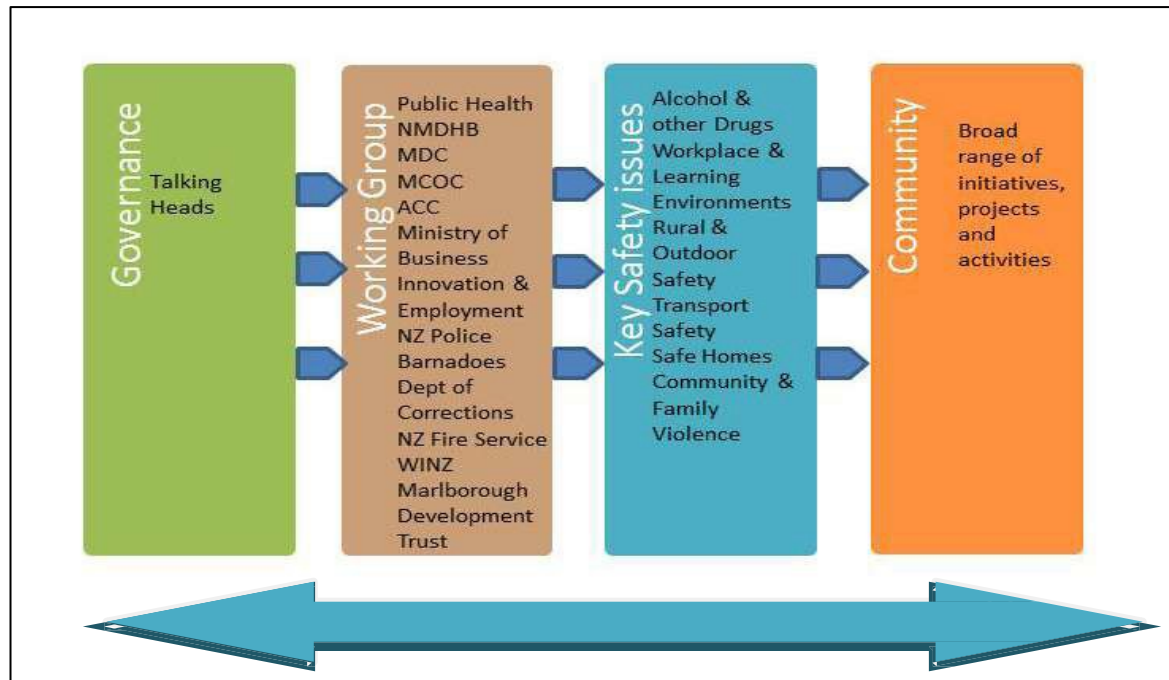
A 'Safe and Sound @ theTop' working group was formally established late 2011 with an overarching goal to reduce injury by providing a coordinated community and agency response to community safety. (Please refer to Section C - Indicator 1: 1.1)

Strategic development and timelines:

The development of macro and micro level plans has provided the working group with an overview of actual and planned progress at both strategic and working levels. The Safe Community Designation Flowchart was used as both a template and a guide for the development of the macro level plan and is aligned into the Marlborough Safe and Sound @ the Top strategic planning documentation. The micro plan expanded the seven criteria into 'to do' tasks and provided a visual guide to the individual responsibilities of working group members towards completing the accreditation document. It also clearly demonstrates the collaborative involvement for the project by all the organisations involved and provides a working framework for the development of a strategic action plan post-accreditation.

Structure:

The project structure illustrated in the diagram below weaves alongside and towards community. It is not a top down approach - more an inclusive and wide-ranging attitude to community safety. It delineates a concept involving linkages with groups and organisations at different strategic levels but always vacillating to and from the community.



Strategic Plans for the future:

Sustainable projects will be identified during the ISC process and where necessary developed as a result of Gap analysis findings, community consultation and data research.

Funding

Future funding for a coordinator to progress the 'Safe and Sound @ the Top' project post-accreditation is expected to come from ACC

<p>B.3 The political support for sustained injury prevention in the community and which parts of the program have been undertaken and/or supported by the regional government.</p> <p>Regional political support:</p> <p>Talking Heads Governance Talking Heads was established according to the principles of the Ottawa Charter under the World Health Organisation's 'Healthy Cities' programme and with 20 years of experience, it holds a position of high regard, locally and nationally.</p> <p>In November 2009, a Memorandum of Understanding or Safe Communities Accord was signed by the Talking Heads Group confirming the programmes and initiatives outlined in the Nelson/Tasman 'Safe at the Top' agreeing to act as the formal point of contact for the local Safe Communities Accreditation process.</p> <p>Talking Heads will provide governance services to the Safe Communities enterprise, including confirming the programmes and initiatives submitted by Accord members and affiliates as the Safe Communities Schedule of Work, and acting as the formal point of contact for the International Safe Communities accreditation process. Secretariat services to the Accord will be provided as part of the servicing of Talking Heads by the Nelson Marlborough District Health Board.</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> Support for the Marlborough 'Safe and Sound @ the Top' International Safe Communities project has been arranged and maintained under the mandate of the original Safe Communities accord. </div> <p>Objectives of the accord include:</p> <ol style="list-style-type: none"> 1. Safety is a fundamental human right; 2. People are at the heart of making communities safer places in which to live, work, learn, travel and play; and 3. Everybody has a responsibility to promote and maintain their safety and the safety of others. <p>Signatories of this accord are responsible for monitoring and reporting on their performance against their respective actions, including reporting any new information relating to community safety. Actions reflect the priorities of those agencies active in the area of concern, the availability of resources and the opportunities for collaboration to include:</p> <p>Improved community safety Target high-risk groups and environments Promote safety for vulnerable groups Document the frequency and causes of injury</p>	<p>Are the descriptions sufficient? ✓ yes</p> <p>At the site visit additional document provided that outlined funding that Government and Council provides for community safety.</p>
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Local political support:

The Marlborough District Council is a unitary authority established under the Local Government Act 2002. As a unitary authority it has the functions, duties and powers of both a territorial authority and a regional council. Letters of support for the project signed by local politicians include:

This project is a whole of community approach to a safer community and is consistent with the vision of the Marlborough District Council that is: -a community where people enjoy personal safety and security and are free from victimisation, abuse, violence and avoidable injury.\\

(Marlborough Mayor Alistair Sowman)

As a Member of Parliament for the Kaikoura Electorate which includes Marlborough, I am extremely supportive of Marlborough's application to be recognised as a World Health Organisation International Safe Community

(Colin King MNZM)

Community safety - MDC/ Long Term Plan (2012-2022)

Outcome Related Community - Outcome Related Council Outcome

People in Marlborough enjoy personal safety and security and are free from victimisation, Abuse, violence and avoidable injury.

- Safety and security,
- Positive Ageing,
- Youth
- A place where people enjoy

How this Activity Contributes to Related Community and Council Outcomes

This activity contributes primarily to the Community Outcome of safety and security and the Council outcome a place where people enjoy living by identifying (through survey and police liaison) and addressing safety issues in our community. Providing a safe and secure environment also contributes to Community Outcomes of positive ageing and youth.

Emerging Issues and Expected Changes

The majority of funding for community safety programmes is provided by government.

Programmes are therefore focused to the priorities of the government of the day, and are often time limited.

The contracts are for terms between 1-3 years. Some programmes that are successful in Marlborough could have funding withdrawn nationally due to changing governments, or changing priorities. This creates a number of issues:

1. Short term focus for projects.
2. Uncertain availability of funding.
3. Lack of appropriate programmes for new and existing clients
4. Sustainability for effective programmes

<p>Community safety - MDC /Draft Annual plan (2013-2014) <u>What is this Activity About?</u> This activity involves Council in a number of activities and relationships aimed at addressing some of the root causes of behaviours that affect community safety. This necessarily entails working closely with agencies in the policing, education, and health sectors. Council's role is to facilitate a regional programme of community safety initiatives that is mostly funded by government with a much smaller element of local contribution. Community safety has been identified in this Plan as one of the main components of community wellbeing. Council has reviewed its role in community safety and has resolved to commit to longer term arrangements with police and Central Government as they become available.</p> <p>Perception of safety survey <u>The Annual Residents and Ratepayers Survey report - 31st August 2012.</u> The Working Group will continue to monitor the perceptions of safety information collected by Marlborough District Council as part of their ongoing review systems. Comparing the prioritisation rating with the participation level provides the Council with a balance between meeting the needs of specific groups and meeting the needs of the community as a whole. When survey participants were asked to rank their perceptions of how the Council should prioritise the provision of their services, community safety was identified as a preferred priority area.</p>							
<p>B.4 The strategic program concerning the safety promotion and injury prevention work Initial investigations identified many active community groups. However, the following were identified and highlighted as needing constant collaborative work in the region.</p> <table><tr><td>Transport safety</td><td>Safe Homes</td><td>Community and family violence</td><td>Rural and outdoor safety</td><td>Alcohol and other drugs</td><td>Workplace and learning environments</td></tr></table> <p>Marlborough District Council is supporting the process with staff time and some funding included in their annual plans. This is supported by local iwi and other agencies whose geographical work area includes Marlborough (e.g. Nelson Marlborough District Health Board, Ministry of Social Development, Ministry of Business, Innovation and Employment and Community Probation Service). Involvement with International Safe Communities 'Safe and Sound @ the Top' project has also been included in the action areas of the Marlborough Violence Intervention project.</p>	Transport safety	Safe Homes	Community and family violence	Rural and outdoor safety	Alcohol and other drugs	Workplace and learning environments	<p>Are the descriptions sufficient? ✓ yes This was read with section B2, timeline of events.</p>
Transport safety	Safe Homes	Community and family violence	Rural and outdoor safety	Alcohol and other drugs	Workplace and learning environments		
<p>B.5 Who is responsible for the management of the SC/IP program and where are they based in the local political and administrative organization? The 'Talking Heads' governance body is fundamentally responsible for the management of the 'Safe and Sound @ the Top' project with local government and health sectors providing practical and infrastructural support and management. Nelson Marlborough District Health Board provides administration, facilitation and project management experience: ACC provides evidence based data sources and information: Marlborough District Council provides local authority support and management. (Please refer to Section C – Indicator 1: 1.2)</p>	<p>Are the descriptions sufficient? ✓ yes</p>						

<p>B.6 Which is the lead unit for the SC/IP program?</p> <p>The 'Safe and Sound @ the Top' working group has a tripartite collaborative leadership approach to the project. Nelson Marlborough District Health Board, ACC and Marlborough District Council have provided initial funding and significant resourcing to progress the project and keep it on track. Strong collegial support from organizations in the working group have provided depth, strength and leadership from a wider community perspective. Working group members are also involved in leadership roles and external project responsibilities. (Please refer to Section C – Indicator 1: 1.3)</p>	<p>Are the descriptions sufficient? ✓ yes</p>
<p>B.7 Is the Safe Communities initiative a sustained program or a project?</p> <p>At a community level, the 'Safe and Sound @ the Top' initiative is linked to wide range of community groups and organizations that are looking to the process to support their work and help with the identification of gaps in service provision to inform their ongoing planning and delivery. By intentionally working with existing groups and networks, 'Safe and Sound @ the Top' has acted as catalyst for bringing together different sectors to look at ways of addressing community safety issues and seeking to find solutions. This project has formed strong relationships across organizations and has provided a robust forum for the development of ongoing safety programmes.</p>	<p>Are the descriptions sufficient? ✓ yes</p> <p>At site visit additional document provided that outlined funding that Government and</p>
<p>B.8 Are the objectives decided by the local politicians covering the whole community?</p> <p>Marlborough District Council and the Nelson Marlborough District Health Board members are elected by the community every three years. These elected representatives are tasked with making policy and strategic decisions that cover the whole of the Marlborough community. The 'Safe and Sound @ the Top' working group and its partners are committed to working collaboratively towards reducing the incidence and the impact of injury in the Marlborough region and are well supported by the strategic intent of organizations involved at all levels of the project. (Please refer to B.3)</p>	<p>Are the descriptions sufficient? ✓ yes</p>
<p>B.9 Who have adopted these objectives?</p> <p>The project objectives have been met at a strategic level and are ably demonstrated at a community level through the active involvement of the community itself. A comprehensive community consultation process was undertaken in the early stages of the project which in turn has identified a wide-ranging stock-take of local safety programmes, groups and organizations. This outcome has provided strength and character to the project as the community has willingly supported the rationale and objectives of the safe community process.</p>	<p>Are the descriptions sufficient? ✓ yes</p>
<p>B.10 How are the Safe Community objectives evaluated and to whom are the results reported?</p> <p>Progress reports are submitted to the 'Talking Heads' governance group and representatives from the working group have also provided regular updates at their bi-annual meetings. Individual organisations submit progress reports through their respective organisational reporting systems and the community remains connected and informed through a series of promotional activities to include meetings, newsletters, website-link updates, media articles and presentations.</p>	<p>Are the descriptions sufficient? ✓ yes</p> <p>Establishment of overall Safe Community indicators will be important to monitor progress.</p>

<p>B.11 Are economic incentives in order to increase safety used? If yes, how are they used?</p> <p>The impact of an ageing community, changes in economic profiles, global recession, adjustments in funding provision (at national, regional and local levels) has provided a challenging environment to support sustainable safety programmes. Working collaboratively on this project will provide a strategic opportunity to align economic benefits and develop a more sustainable and cohesive approach to community safety initiatives.</p>	<p>Are the descriptions sufficient? ✓ yes</p>
<p>B.12 Local regulations for improved safety</p> <p>The <u>Local Government Act (2002)</u> provides for democratic and effective local government that recognises the diversity of New Zealand communities; and, to that end, this Act—</p> <p>(a) states the purpose of local government; and</p> <p>(b) provides a framework and powers for local authorities to decide which activities they undertake and the manner in which they will undertake them; and</p> <p>(c) promotes the accountability of local authorities to their communities; and</p> <p>d) provides for local authorities to play a broad role in meeting the current and future needs of their communities for good-quality local infrastructure, local public services, and performance of regulatory functions</p> <p><u>Some of the local regulations</u> supporting improved safety include:</p> <p>The Bylaws address public places; traffic, parking, and movement of livestock; dog control; nuisances; control of cemeteries; keeping of animals, poultry and bees; and prevention of fire</p> <p>Dog Control Act (1996)</p> <p>Animal Control Bylaw (1996) Resource Management Act (1991) The Litter Act (1979)</p> <p>Navigation Bylaw (2009) and Navigation (Vessel Speed) Bylaw (2009)</p> <p>Marlborough District Council Liquor Ban Bylaw (2011)</p> <p>Mooring Management Bylaw Tradewaste Bylaw (2011) Freedom Camping Bylaw (2012) Forest and Rural Fires Act (1977)</p> <p>Hazardous substances regulations (2001)</p> <div data-bbox="1019 874 1850 1161"> <p>Source:</p> <p>Marlborough District Council website www.marlborough.govt.nz/.../News.../Blenheim-Makes-Top-10.aspx www.tripadvisor.com/New_Zealand Destination Marlborough website NZ Regional Tourism in NZ, 2010 – 2015, Released September 2011 Statistics NZ website - Census 2006 Marlborough Violence Intervention Project / Strategic Plan 2012-2015</p> </div>	<p>Are the descriptions sufficient? ✓ yes</p> <p>Excellent description of local regulations in place for injury prevention and safety promotion initiatives.</p>

Section C -Indicator 1

1.1 Describe the cross-sector group responsible for managing, coordinating, and planning of the SP/IP program.

Background:

The Marlborough process to gain accreditation began late 2011 by way of a series of informal meetings with a small interest group from Marlborough District Council/ Safer Communities, NMDHB/Public Health and ACC. The Nelson/Tasman region had already achieved accreditation status through their 'Safe at the Top' (SATT) project mid 2011 and although Marlborough had been fully supportive of that process, it was now timely for our local community to investigate the potential of the WHO CCCSP International Safe Community model. Further discussions were held with targeted individuals where it was acknowledged that by collaborating on this project, unique opportunities would become available to work with and across all sectors and in the same direction.

Working Group:

The inaugural Working Group meeting was held early December 2011 whereby 13 organisations agreed to both support the WHO CCCSP International Safe Community process and be part of a Working Group to oversee the project. This dedicated commitment from a wide variety of organisations ranging from NGOs, government organisations and local business, provided a sound platform to move the project forward. Monthly meetings were held in the Community Link rooms at the WINZ office in Blenheim which offered both a free venue and a central community location for the duration of the project.

Back LtoR

Russell Smith, Ross Banbury, Les Milligan, Roy Ramsey, Rob Dalton, Lyne Reeves & Annette Baxter

From LtoR

Mike Henderson, Debbie Carter, Russell Montgomery & Monica McKone

Absent

Grenville Robinson, Robin Mortimer, Polly Cunningham & Marcus Pickens



Are the descriptions sufficient?

✓ yes

Good mix of working group members.

Excellent effort at community consultation.

Reviewers impressed with the six key safety strands, and matrix developed.

Great explanation of logo.

Safe and Sound @ the Top Working Group

ACC	Mark Preston-Thomas
Barnardos (Lead Community Liaison)	Mike Henderson (Service Area Manager)
Department of Corrections	Polly Cunningham (District Manager)
Independent Short Term Project Coordinator	Russell Montgomery (Community)
Lion	Grenville Robinson (Health, Safety and wellbeing Advisor)
Marlborough Chamber of Commerce (MCOC)	Debbie Carter (Executive Assistant)
Marlborough Community Development Trust (MCDT)	Ross Banbury (Manager of MCT) Pastor Oasis Church
Marlborough District Council (MDC)	Lyne Reeves (Community Development)
Ministry of Business, Innovation and Employment (MBIE)	Annette Baxter (Service Manager)
NMDHB/Public Health	Monica McKone (Health Promotion) Les Milligan (Health Promotion Coordinator)
NZ Fire Service	Rob Dalton (Chief Fire Safety Officer)
NZ Police	Russ Smith (Community Constable)
Wine Marlborough	Marcus Pickens (General Manager)
Ministry of Social Development (MSD)	Robin Mortimer (Service Area Manager)

Past members Paul Johnson - MDC/Safer Communities/Manager
Grenville Robinson – ACC

A 'Lead Community Liaison' was nominated from within the Working Group and tasked to both communicate with local media and facilitate community and promotional meetings. Although an employment change affected this position half way through the project, the inherent strength and calibre of the Working Group allowed a new Liaison to be quickly appointed without undue impact.

Local iwi and 'Top of the South' iwi were also invited to be part of the project from its early stages and although unable to attend Working Group meetings, they have been regularly updated with newsletters, individual visits and progress letters.

Community priorities:

The main objective driving the 'Safe and Sound @ the Top' Working Group was that the project needed to be determined by the needs of the community.

-What was important to make us feel safe in Marlborough!"

Locally we understood that several safety issues were affecting our community. Evidence indicated increases in reported family violence/suicide/assaults, and road injury and death. Alcohol and drug related harm was also on the increase as well as concerns for workplaces, safe homes and the outdoors.

Community consultation began with three open meetings which were held on different days and times to provide a variety of attendance options. Over 100 Marlborough agencies and organisations took part in these meetings and provided an impressive and comprehensive list of over 1000 community inputs which in turn helped to clarify the framework for the six key safety strands. An extensive community data base was also collated which provided a virtual opportunity to inform not only those who had attended the community meetings but also into the wider community.

Six key safety strands identified:

The strength of this project lies in the significant community input into its initial development. After the completion of the community consultation meetings and using all the collated information, the Working Group identified and confirmed (June 2013) six key safety strands which would sit within a settings approach.

Transport Safety

Workplace and Learning environments

Alcohol and other drugs

Rural and Outdoor safety

Safe Homes

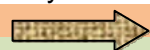
Community and Family violence



Vulnerable communities:

It was also acknowledged at these community meetings that other identified areas of concern needed to be incorporated into the project design. During both the community meetings and the Working Group meetings, demographic areas of high risk and vulnerability emerged as a necessary element integral to the objectives of the overall plan.

Vulnerable demographics



Child and youth - Older adults 65 + - Emerging Communities

Supporting threads

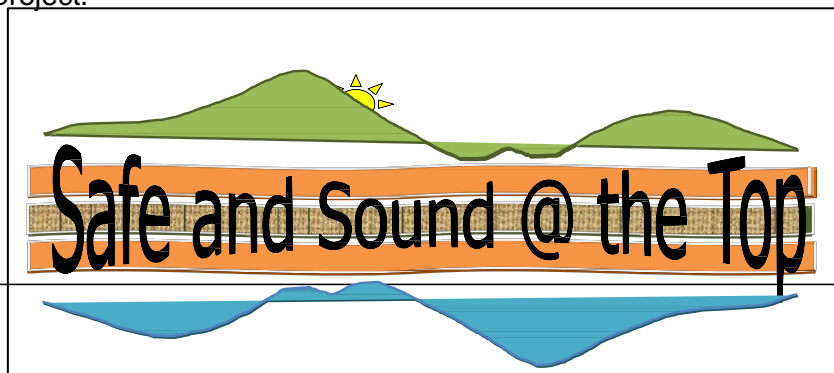
Education - Access to services - Emergency preparedness

The Marlborough Matrix was subsequently and initially designed to illustrate this concept through a series of cross threads or links woven into and across the six key safety strands.



The Marlborough "Safe and Sound @ the Top" logo for the International Safe Community project was built on the concept of using what had already been developed in the Marlborough Matrix but includes extra components to provide a distinctive Marlborough flair. By utilising the 'Safe at the Top' Nelson/Tasman WHO International Safe Community brand in our logo design, it acknowledges their support and assistance for the Marlborough project.

By including 'sound' in the Marlborough branding, suggests our 'soundness' as a community and of course the distinctiveness that is the Marlborough Sounds. The mirror image of sea and hills interspersed with the logo 'Safe and Sound @ the Top' is supported by the safety strands and also integrates a weaved band to highlight the importance of both whanau, family and community to the project.



1.2 Describe how the local government and the health sector are collaborating in the SC/IP work.

Governance Group:

Members of inaugural "Talking Heads" Governance Group (2009)

'Talking Heads' is a local leaders' group and holds the governance role for the 'Safe and Sound @ the Top' project.

This group meets at least twice a year and is led by the Mayors of Nelson City, Tasman District and Marlborough District Councils.

Other representatives include local heads of government agencies as well as health, social and education sectors. Support for the Marlborough 'Safe and Sound @ the Top' International Safe Communities project has been arranged and maintained under the mandate of the original Safe Communities accord.

This forum has provided a positive opportunity to discuss the Marlborough project together with representatives from the Nelson/Tasman 'Safe at the Top' coalition and to request support from the Governance body as required.

ACC	Ministry of Education
Child Youth and Family	Ministry of Housing
Christchurch College of Education	Ministry of Social Development
Department of Corrections, Community Probation Service	Nelson City Council
Department of Conservation	The Nelson Mail
Department of Internal affairs	Nelson Marlborough Area Health Board
Department of Labour – Occupational Health and safety	Nelson Marlborough Institute of Technology
Department of Labour – Community Employment Group	NZ Police
Housing NZ	Tasman District Council
Inland Revenue Department	Te Puni Kokiri
Marlborough District Council	Tertiary Education Commission
Early Childhood Development Unit	Department of Social Welfare
Ministry of Transport	
The Talking Heads Agency list has been expanded to include the following <ul style="list-style-type: none"> ➤ Sport Tasman ➤ Nelson/Tasman Primary Health Organisation ➤ Community relationships ➤ Inland Revenue 	

Are the descriptions sufficient?

✓ Yes

Excellent support from local government, ACC and Health sector.

Local government and the health sector involvement:

Local government, ACC and NMDHB have worked together to provide significant resourcing to enable and progress the 'Safe and Sound @ the Top' project in Marlborough to include personnel, project funding, resources, infrastructural and management support projects.

Marlborough District Council has several staff members involved at each end of the Governance, Working and Task Group levels

Marlborough Mayor	Governance Group
Safer Communities Manager (former)	Working Group member (former)
Community Development Manager	Working Group member
	Task Group Leader
	Case study support
	Accreditation document support
Road safety Coordinator	Task Group Leader
	Case study support

The health sector commitment is also significant with membership across all sector levels

NMDHB Chief Executive Officer	Governance Group
NMDHB/Public Health /Health Promotion	Working Group member
NMDHB/Public Health personnel	Working Group member - agendas, minutes, newsletters, action plans, timelines
	Accreditation document support
	Data support
	Case study support

ACC involvement includes the provision of personnel and data source services to provide evidence based support.

ACC District Manager	Governance Group
ACC Injury Prevention consultant	Working Group member
	Data support
	Accreditation document support
ACC Founding member of Marlborough Health & Safety Forum	Task Group Leader
	Case study support

1.3 How are NGOs: Red Cross, retirement organizations, sports organizations, parent and school organizations involved in the SC/IP work?

Marlborough has strong and active networks supported by robust collaborative programmes which also allows for effective collaboration and sharing of resources. Working with 'what was already working well' underpinned the premise that guided the development of the Task Group Leaders and Task Groups

Identifying Interim Task Group (ITGL) leaders required looking at key local personnel from within existing community groups and partnerships. At a special ITGL community meeting, six people were recommended to both lead and provide the essential conduit for the collection of local information for the WHO International Safe Community process. Their experience and knowledge of what was actually happening in the community an 'on the ground' became paramount to the quality and quantity of information necessary for both a positive community engagement and the collection of an accurate safety profile in Marlborough.

Interim Task Group Leaders:

The formation of the wider Task Groups was organised using no prescribed format but building-on and involving groups already active in the community which mitigated unnecessary doubling up of both resources and personnel.

Past member: Brian Dawson Marlborough Chamber of Commerce

Transport Safety	Robyn Blackburn	Marlborough District Council
Workplace and Learning environments	Health and Safety Forum	ACC
Alcohol and other drugs	Roy Ramsay	Drug Arm inc
Rural and outdoor safety	Russell Montgomery	Community
Safe Homes	Lyne Reeves	Marlborough District Council
Community and Family Violence	Russ Smith	NZ Police

Are the descriptions sufficient?

✓ yes

When read in conjunction with 2.2 it is clear that there is strong NGO, sporting and school involvement.

Excellent outline of Task groups.

General overview of Task Groups:

Transport Safety - Marlborough District Council / Road Safety Coordinator

Marlborough is situated in the north east corner of the South Island, easily accessible by ferry, train, air, or road .It has a land area of 12,500 km² with a local road network of 1519kms and a state highway network of 330kms. Marlborough's economic potential as New Zealand's largest wine growing region, along with growth in aquaculture, forestry and tourism opportunities mean maintaining and optimising the current transport networks is vital. State Highway 1 runs through both islands of New Zealand, and the main railway trunk line pass through Picton, Blenheim and Kaikoura. Therefore, much of the South Island's freight passes through the region, and is shipped to and from Picton, where there is also a specialist deep-water port. The region's main airport is at Woodbourne Air base which sits due west of Blenheim.

Local government is responsible for developing, maintaining and operating the large network of urban and rural roads and for delivering public transport infrastructure and services. It also plays a key role in achieving integrated transport planning and has a well established road safety action plans based on current evidence and evaluated programmes. The Road Safety Coordinator working out of the Marlborough District Council, presented a local conduit with the many and varied transport groups and provided the perfect link as leader for this Task Group.

Workplace and Learning environments - Marlborough Health and Safety Forum

We are fortunate in being a province with strong industries in farming, forestry, viticulture, aquaculture and tourism, all of which in turn contribute to the likes of the construction, housing, transport, management and administration sectors and they all require a skilled, healthy labour force.

The diversity of our business environment reflects the expansive vision of the Marlborough's business people and the vast potential of the region. Marlborough's economic development strategy focuses on the region's core capabilities, ensuring Marlborough continues to develop a strong and sustainable economy for the future. The region has a stable and productive work force with excellent training facilities and services

However, increased productivity demands increased workforce with ensuing pressure on infrastructural resources. The need to be able to identify and actively address the social, health and educational impacts on the community is integral to the sustainability of the economy and the health and safety of the local community. The formation of the Health and Safety Forum as a Marlborough-led initiative is built on and actively supports a wide network of collaborative partnerships in the workplace environment and as such demonstrates a united and robust lead for this Task Group.

Alcohol and other drugs - Drug Arm inc

As with many other communities and towns in New Zealand, Marlborough is working hard to reduce alcohol related harm and the wider issues associated with alcohol and other drugs. Community responses include working with on and off licences, young people, parents and the wider community to try and raise awareness of alcohol related harm.

Local organisations and groups such as Students Against Drink Driving (SADD), the Marlborough Alcohol Advisory Committee (MAAC) and Drug Arm inc provide relevant information, educational programmes/ resources to actively promote and support alcohol safe environments. Wine Marlborough has also been linked into the 'Safe and Sound @ the Top' project to work alongside other agencies to promote safe practices around the consumption of alcohol.

There is also a commitment from individual organisations to raise awareness and deal with the consequences of the results of the use of legal and illegal drugs even though there is no established group to help with this at present

Strategic work is currently being undertaken on behalf of the Marlborough Alcohol Advisory Group (MAAC) to identify the gaps in services around alcohol practices. The research and outcomes of this local alcohol prevention (LAP) project will help develop community strategies and highlight the processes necessary to actively address this issue.

Drug Arm inc is the nominated Task Group Lead for this safety strand through its active involvement in promotional programmes, leadership of alcohol related groups and local knowledge of what the real issues are in the community.

Rural and Outdoor Safety - Community

Marlborough is home to many outdoor opportunities and rural environments. With its extensive coastline, many rivers, parks and reserves across the district, it meets the needs of local community members and visitors to the area. Marlborough enjoys a temperate climate which allows everyone the opportunity to experience all of Marlborough's seasonal adventures and promotions.

Marlborough's outdoor and rural communities are inherently strong with a keen perspective and passion for their respective safety issues. Collaborating with these many diverse groups required a Task Group Leader who had a clear understanding of these communities and was able to connect with the multi-faceted nature of the recreational, rural and environmental issue.

This community member, having a previous background in working closely with the Marlborough community, has provided the essential knowledge and experience to work with and alongside the many groups involved.

Safe Homes - Marlborough District Council

Affordable, healthy and safe housing is an important community issue. There are 17,028 occupied dwellings and 3,417 unoccupied dwellings in the Marlborough Region. One-family households make up 70.6 percent of all households in the Marlborough Region and 60.2 percent of households live in private occupied dwellings.

(Source: Marlborough region NZ, 2006 census)

The concept of 'what makes a home safe' intimates a wide variety of issues such as health, safety, isolation, abuse, falls, good nutrition and warmth. Exploring common themes and finding solutions required an approach that actively addressed the many aspects of this safety area. Some examples of local community action include collaborative programmes around working with preschoolers, reducing the risk of fires in homes and falls with older adults.

A more recent strategy has seen the development of a 'Good Homes' pilot in Marlborough which aims to help communities look at the way people prepare their homes to be more resilient during adverse events and recover better after them. The Marlborough District Council has been actively promoting this project especially with the older age community and has continued to provide further leadership and support by taking the lead for the Safe Homes key safety strand.

Community and Family Violence - NZ Police

Violence and abuse intrudes on all aspects of our lives and stops us feeling safe! It happens to people of all ages but predominantly to women and children and can take place at home, school, work, on the streets, in residential care and in more recent times, over the Internet which is a real problem for our society going forward.

Although Marlborough is a community where it is perceived that people generally expect and enjoy personal safety, there is also an increase in reported incidents of family and community violence. Local responses include working alongside local and national publicity campaigns through the Marlborough Violence Intervention Group (MVIP).

Profiling Violence Intervention strategies through promotional forums has also been actively encouraged. National VIP conferences have been held in the region and at a recent Safe Guarding Children seminar in Blenheim, education, health and social organisations were challenged to actively examine family violence and come forward and report on abuse in the community. The Task Group Leader for the Community and Family Violence safety strand is employed by NZ Police and provides a common thread for the many community groups and organisations involved in this area.

Project Co-ordinator:

Distributing and collecting all the available community information was assigned to the Interim Task Group Leaders who worked hard to distribute the community safety templates and meet with groups and organisations relative to their safety strand. It became apparent however, that there also needed to be a designated person to coordinate this information who would be able to both meet with Interim Task Group Leaders for direction and follow up on any outstanding contacts/ groups and start the process of collating relevant case studies to support the safety paradigm. A short-term project coordinator was contracted by the Working Group in November 2012 to ensure that this process was kept on track and that a gaps analysis of community groups and organisations was also undertaken in line with the development of the project. Over 200 safety programmes were identified using a combination of these strategies which provided qualitative evidence necessary for an accurate overview of safety in the Marlborough community

Excerpt from: „Safe and Sound @ the Top“ (SAS ATT) Newsletter (4) - April 2013**Commentary from the Project Coordinator:**

|| We all know Marlborough is a great place to live. Great scenery, great weather, plenty of things to spend leisure time on, healthy employment market, a friendly, safe supportive community and good health and social support services. But what about all the things we are doing in Marlborough in respect to the safety and wellbeing of our residents, our workers and our visitors. There are a huge number of safety focused programmes and initiatives presently in place throughout the province well over 200 at last count; which is an awesome credit to all those responsible for making them happen. But do we need them all? Are there duplications of effort and resources and are they actually meeting the required needs? Are the groups organisations and industries with similar interests, objectives or targets audiences talking to each other so as to share ideas, initiatives and resources? Can we prove to others; be they tourists, investors or those looking to settle in Marlborough, that we really are the great place we profess to be. And is the input and commitment to making Marlborough even better coming from the very top of local and central government and the commercial sector;

It was said at a recent meeting of the Marlborough Violence Intervention Project (MVIP) group that the “Safe and Sound @ the Top (ISC) project was a bit like a spider’s web - “widely spread to capture all of what’s good, and bad, in our community and preventing the important things from slipping unnoticed between the cracks”. This statement sums up beautifully just one of the key positives of the project for Marlborough and is reason enough for our being committed to it in the long-term. Achieving accreditation will not be the end of the process, but the beginning as it will show what has been achieved in our community and will act as the baseline for moving forward. It takes time, commitment and everyone’s input to improve safety outcomes for our community.

1.4 Are there any systems for ordinary citizens to inform about risk environments and risk situations they have found in the community?

Reporting on risk environments in the community

Pathways for ordinary citizens to inform about risk situations and concerns are found in the community through a variety of avenues. Some examples include (but are not exclusive to) 0800cycle, Citizens Advice, Victim Support, Marlborough District Council, Age Concern, Grey Power, ACC, NMDHB, Sports Clubs, New Zealand Police/ Emergency response 111, and Health and Safety channels.

Promotional support and opportunities for the community to engage in:

1. „Safe and Sound @ the Top" web-link on the MDC website:

Development of a supporting web-link was endorsed by the Marlborough District Council using their website. Historical and current information on the Marlborough WHO CCCSP International Safe Community project is available for community to access along with safety templates and Working Group contacts for further information. Virtual engagement remains a strong medium for ongoing and potential communication opportunities. <http://www.marlborough.govt.nz/Our-Community/International-Safe-Community.aspx>

2. Media collaboration:

A small media subgroup from within the Working Group was established to provide a measured voice to the project. Working alongside local media on a regular basis not only complimented the work already being done by groups and agencies but allowed the project to take its place and shape in the community. Over 12 media articles were organised to profile the community groups involved and to provide a forum for discussion around the development of the project.

3. Health and Safety EXPO:

For the project to be accepted as tangible in the community, there needed to be a continued interface with the public. Attending the Health and Safety EXPO offered an ideal community forum for the Working Group to both discuss and promote the project and work alongside other collaborative safety networks.



Are the descriptions sufficient?

✓ Yes

Good systems for community to report hazards. Reviewers were pleased to note the good regular communication with the wider community.

<p>4. Supporting presentations and articles: Feature articles have been included in the Nelson/Tasman 'Safe at the Top' newsletters and the NMDHB -Healthyas newsletter. Promotional presentations to the Marlborough Health and Safety Forum, the Older Persons Forum, the Marlborough District Council have also promoted the project into both government and NGO sectors.</p> <p>5. "Safe and Sound @ the Top" Newsletters: Quarterly newsletters have been produced to provide a regular update to both the general community and to the groups and organisations actively involved. Extensive distribution lists involving contacts within the Working Group, Task Group and wider community groups have comprehensively targeted and informed a wide section of the Marlborough community.</p>	
<p>1.5 Describe how the work is organized in a sustainable manner.</p> <p>Governance Talking Heads' group have strengthened the relationship between the Top of the South regions and has provided a strategic Regular updates to the ic forum to move forward with both the current project and potentially into post-accreditation opportunities. Working together has imparted knowledge, direction and experience which in turn have given depth and expertise to the Marlborough initiative.</p> <p>Funding There is strong local support from NMDHB, ACC and MDC who have signed a Memorandum of Understanding to work more collaboratively towards improving safety and have invested initial funding into the setting up of this project. It is anticipated that ACC will provide funding post-accreditation.</p> <p>Working Group All 13 member agencies of the Working Group have committed to the project in a variety of ways with expressions of support identified in the completion of specific 'Ownership Forms' from organisations. These forms indicate the level of actual and practical assistance that organisations could bring to the project especially in regard to the initial accreditation process. All members have been involved in the development and collation of the accreditation document through their contributions to media, format and design, analysis of data and statistical information, support of Task Groups, text writing and general strategic planning. This collaborative approach has allowed for a comprehensive and inclusive attitude to and for the project.</p>	<p>Are the descriptions sufficient? ✓ Yes</p> <p>Good description of sustainably of programme. Excellent case study to outline collaboration.</p>

Local networks

Marlborough is fortunate to have many collaborative groups and organisations already in place. The 'Safe and Sound @ the Top' initiative is linked alongside a wide range of these community groups and organisations who are looking to the WHO International Safe Community process to support their work and to help with identification of gaps in service to inform their ongoing planning and delivery. Bringing community networks together in this manner will provide a unique opportunity to address safety issues and look for answers.

Strategic planning and support

Community safety is imbedded in the policy frameworks of key parties involved in the 'Safe and Sound @ the Top' project and in the statutory requirements under which they are mandated. Continuing to apply an integrated approach to planning by building on new and existing relationships within the community will help reinforce a wider community commitment to the Safe Community programme in the future.

Planning for the future

It was interesting to note that during the Working Group meetings there was always robust discussion around the gaps in community safety programmes running parallel to the actual project planning. It is therefore anticipated that the relationships developed alongside these regular meetings will not only support the completion of the initial accreditation process but will potentially forge a solid partnership in future planning opportunities.

A case study of "working together" as a community by using a collaborative safety programme unique to Marlborough; The Marlborough Clued-up Kids programme *'Children learn by doing'...*

Injury is one of the two main causes of hospitalization for persons aged 5-34 years, accounting for 25% of hospitalizations for 10-14 years olds and 20% hospitalizations for 5-9 year olds. The Marlborough Clued-up Kids initiative arose through the efforts of the Marlborough Child Safety Group to respond to this situation by committing to an annual collaborative project focused around enhancing the safety of kids within the Marlborough community.

Working together on injury issues provided collegial support for organizations, profiled the collaborative approach to the community externally and also connected the group internally with a strong focus on local partnerships.

NMDHB Public Health facilitates the Marlborough Child Safety Group and co-ordinates the Marlborough Clued-up Kids programme' with the key organisations involved in both initiatives being ACC, Marlborough District Council Harbours, Marlborough District Council Roads, Marlborough District Council Civil Defence, Pernod Ricard, NZ Fire Service, NZ Police, St. John, KiwiRail, Maataa Waka Ki Te Tau Ihu, and the NMDHB Public Health Unit. Programme support is also given by the Baden Powell Scout Guild, Brayshaw Park Interest Clubs, Riverside Railway, REAP, Cancer Society, Sport Tasman and targeted local commercial businesses.

It is worthy of note that many of the organisations involved in the Marlborough Clued-up Kids programme are also involved in the 'Safe and Sound @ the Top' project either at Working Group, Task Group Leader or Task Group support level.

This collaborative interactive safety programme is unique to Marlborough and is a concept based on the 'clued up kids' project in Strathclyde, Scotland. Independent research in 2001 had identified that successful life skills programmes that link with and support a child's ability to acquire and retain safety skills, improve both knowledge and performance of safety outcomes.

The Marlborough Clued-up Kids pilot project was held at Brayshaw Park in November 2006 and was initially designed to instil confidence and develop personal life skills through the hands-on application of safety messages. The success of this initial project has now developed into a sustainable and evidenced based programme.

The programme consists of real life role plays (known as sets) arranged in the form of an interactive course organised and delivered by community safety agencies. This programme targets children who are of an age where they are becoming more independent and are having to cope increasingly on their own. Over 4000 ten and eleven year old students have participated in the Marlborough Clued-up Kids programme during the eight years it has been active. An example of the long term impact of the programme was graphically demonstrated when a past attendee of the programme provided support and emergency response when her grandfather suddenly collapsed due to a medical condition.

*"When asked how and why she behaved the way she did she commented on the fact that it was all in her head as to what to do and she definitely attributes that to what she learnt at Clued-up Kids all those years ago! A great true life example of the impact the program has on children!"
(Dave Parsons – Riverlands Schools Principal)*



A feature of the programme is its realism. This appeals to the children and the small groups of students allocated to each set allow organisers the opportunity to create challenging situations to encourage and promote practical and realistic responses. Year 5/6 students from Marlborough primary schools are taken in small groups of 4-8 on a 15 minute rotating circuit of eight safety sets scattered around the historic Brayshaw Park.

These sets have scenarios around rail safety, water safety, emergency response, personal safety, cyber safety, seat belt safety, quad bike safety, home hazards, fire safety, dog safety and cycle safety. At each set they are presented with a number of tasks and problems and are assessed on their responses.

The advantage of a community development programme such as Marlborough Clued-up Kids is that it reduces financial barriers and enables all community safety stakeholders to actively contribute to the projects, irrespective of their financial standing. Schools and students have no extra costs as bus transport to and from the venue is provided through funding made available from organisational budgets. Set up costs for individual scenarios are absorbed by the individual safety organizations where there is both a willingness to support the sustainability of the programme and an awareness of group expectations, responsibilities and resourcing.

Locally, the students are required to complete a pre and post survey at school which provides comparative baseline data to support the educational and social benefits of the programme. The programme meets curriculum criteria around health, well-being and education outside the classroom, with 23 from 24 local primary schools continuing to be actively involved. The sustainability and continuing engagement of the programme has in itself demonstrated that it is a feasible project for other communities to implement.

An annual report is provided for participating organisations, contributing schools and interested agencies and groups to both promote a living template of the programme for other groups to access and to provide robust evidence with positive learning outcomes. The changes in learning behaviours have been measured with consistent and positive results each year.

Success can also be measured by local, regional and national awards. These awards provide practical evidence to support the calibre of the programme and showcase community safety organisations working together in an economic, social, educational and cultural manner.

In the 2006 - 2011 period, Marlborough youth aged 10 –18 years of age have had a 42.3% reduction in medical treatment claims for injuries compared to a 3.4% reduction nationally (Data source: ACC /NZ - October 2012)

In 2008, the Marlborough Clued-up Kids programme was joint winner of the ACC Community Safety and Injury Prevention national awards for 'outstanding community safety initiative'.

In 2011, it was recognised as overall winner of the NMDHB Health Quality and Innovation Awards (HQ & IA) for a 'quality health community initiative'

In 2012, it was recognized as shared winner of the inaugural Marlborough Health and Safety Awards for 'best community initiative' and a presentation profiling the programme was made at the World Safety Conference in Wellington.

In 2013, Safekids New Zealand requested the use of the 'Marlborough Clued-up Kids' programme as a case study in a report to showcase 'effective NZ injury prevention interventions', especially around the quad bike and dog safety aspects of the programme.

Keeping the programme interesting and fresh is part of the Marlborough Child Safety Group mandate to propel both clued-up kids and the 'Clued-Up Kids' programme into the future.



Section D - Indicator 2																
<p>2.1 Describe the sustainable work in regard to SC/IP in following areas and how the different sectors including specific NGOs are involved in the work. Are some of these areas overseen by from other organizations and/or agencies than from the community? How is the community involved?</p> <p>Case studies are organised in their safety strands and have been identified through community inputs and consultation.</p>		<p>Are the descriptions sufficient? ✓ yes</p> <p>Read with 2.2</p>														
<p>2.2 Describe the work with genders, all ages and all environments and situations. Describe all activities like falls prevention and how the work is done</p> <p>Key Safety Strand Templates follow on directly from the safety strand case studies to provide a more comprehensive profile of other community safety programmes and activities.</p> <table><tr><th>Key Safety Strands</th><th>Case Studies</th></tr><tr><td>Workplace and Learning Environments</td><td>Forest Industry „Break Out“ / “Safe Start”</td></tr><tr><td>Rural and Outdoor safety</td><td>Mistletoe Bay Eco Village</td></tr><tr><td>Transport Safety</td><td>Youth Education Services (YES)/Constable Sue</td></tr><tr><td>Safe Homes</td><td>Older Persons Forum and Seniors Expo</td></tr><tr><td>Community and Family Violence</td><td>Marlborough Violence Intervention Project</td></tr><tr><td>Alcohol and other drugs</td><td>Drug ARM</td></tr></table>		Key Safety Strands	Case Studies	Workplace and Learning Environments	Forest Industry „Break Out“ / “Safe Start”	Rural and Outdoor safety	Mistletoe Bay Eco Village	Transport Safety	Youth Education Services (YES)/Constable Sue	Safe Homes	Older Persons Forum and Seniors Expo	Community and Family Violence	Marlborough Violence Intervention Project	Alcohol and other drugs	Drug ARM	<p>Are the descriptions sufficient? ✓ yes</p> <p>Excellent use of Case studies, and tables. Very comprehensive reach. Well laid out and excellent description of programme, issue addressed, evidence-base, target audience, timeframe, lead agency and partners as well as outcomes for all Safe Community key safety strands including: workplace and learning environment, rural and outdoors, transport, Safe Homes, Community & Family Violence, and Alcohol & Other Drugs. There were multiple programs included under each lead safety area, with over 165 programs in total.</p> <p>Reviewers were pleased to see the reporting of the effects of programs included in this section. It was pleasing to note the positive outcomes achieved as a result of programs undertaken.</p> <p>This is to be commended.</p>
Key Safety Strands	Case Studies															
Workplace and Learning Environments	Forest Industry „Break Out“ / “Safe Start”															
Rural and Outdoor safety	Mistletoe Bay Eco Village															
Transport Safety	Youth Education Services (YES)/Constable Sue															
Safe Homes	Older Persons Forum and Seniors Expo															
Community and Family Violence	Marlborough Violence Intervention Project															
Alcohol and other drugs	Drug ARM															

Workplace and Learning Environments

Case study

Forestry Sector Overview

Forestry is New Zealand's third largest export earner (NZ\$3.9 billion). Over the past 12 months, approximately 23.5 million cubic metres of timber was harvested, with this figure expected to rise to over 37 million cubic metres a year by 2025 - almost 60% more than current harvest levels. In June 2009 the forestry sector employed approximately 6000 people. Due to increased wood demand it is estimated that the sector will employ approximately 9,000 people by 2014.

A quarter of the forestry workforce is self-employed. Nearly 45% of workers change jobs within 12 months. The proportion of workers with no qualifications is nearly 15% higher than the average for all industries at 34.7%. High turnover of staff and low levels of literacy and numeracy are thought to be contributing factors to the sectors high injury and fatality rates.

Over the past decade the forestry sector has put significant effort into reducing fatalities and serious injury. Despite this effort, injuries, fatalities, and social costs are still unacceptably high. Between 2003 and 2008, the forestry sector had the highest rate of fatal work-related injuries and serious harm notifications. The rate of ACC claims for the forestry sector was almost six times the rate for all other sectors. Tree felling and breaking out contributed 39% of these fatalities and were two of the three main tasks being undertaken when serious harm accidents occurred.



The sector's challenge is to reinvigorate injury prevention and continue the drive towards zero harm and fatalities. In response to this situation, local forest companies have taken the initiative to work directly with each other, ACC and other agencies in developing and supporting proactive strategies aimed at addressing the high accident rates traditionally experienced in their operations.

Two such strategies are the 'Safe Start Breakfasts' and the 'Breaking Out Professional Certification'

'Safe Start Breakfasts'

Each year local forest owners, with the support of ACC and the Ministry of Business, Innovation and Employment, run Safe Start

breakfasts for their crews to ensure they are directly involved in health and safety planning and understand the importance of safety in what are often hazardous conditions. They also enable the opportunity to introduce and discuss new codes of practice, legislation and new safety initiatives within the industry so as to highlight the importance of health and safety to forest crews. The physically demanding working conditions in the industry are major contributors to the injury and fatality rates. Establishing a clear 'culture of safety' in the industry and ensuring direct worker participation in developing and gaining acceptance of agreed solutions aimed at addressing the problem is seen as the key to achieving success in reducing the accident rates.

"Getting the guys off the hill and all together at one time is no small feat so putting on a good feed to kick off the day is one way to achieve this. It's a great way to be able to talk to them all about what's necessary to keep them safe in the job".

Rob Lawrence, Forestry Operations Manager, PF Olsen Ltd

'Break Out' Professional Certification

In 2010, ACC and Nelson Forests Ltd set out to trial a 'Break Out' Professional Certification process involving Nelson Forests, Blakely Pacific and PF Olsen forestry crews. The trial was focused on testing a tool developed to measure compliance with approved codes of practice and training achievement.

Building on the positive results from having established a culture of change within the company and using that culture to drive effective risk management practices across all aspects of daily operations, Nelson Forests identified. Breaking Out- the extraction of logs by aerial cableways from the slope to the skid site - as being one of the critical tasks where the risk of accidents is high and where many of the risks are not able to be eliminated, only isolated by distance and safe retreat.



Forming a task team of contractors, operations staff, BO and management, the company determined what behaviours, planning processes and procedures must be in place to eliminate Breaking Out injuries. By creating staff buy-in and getting the right people together they were able to develop a process to assess and determine what needed to be documented and observed and what skills were required of a safe and productive Breaker Out.

From this information, an assessment tool was developed that could be used to document these required key observable behaviours. It also evaluated the systems that affected the outcomes of Breaking Out and aligned the processes so that there were no contradictions or motivation issues. This was then communicated to contractors so they could implement it and self-evaluate their business against the criteria required to achieve certification. Motivation to do so came about through the established safety culture and clear gains in long term productivity and a competitive edge.

The company also created a system that requires both the Forest Company and the Contractor to work together to achieve the best results. Critical gaps in process were identified and coaching and training was given on how to achieve the criteria where required.

Breaker Outs and crews were also able to share ideas on best practice among multiple crews through the assessors.

The success of the Break Out Professional Certification is now being measured by:

- Forced innovation within the industry
- Elevated skill levels within the workforce
- Improved productivity with 30% less hours/manpower to produce more volume.
- Improved planning and interaction between the company and its contractors.
- And, most importantly, a significant improvement in safety for everyone involved.

Through the planning, observation, procedures and rule development introduced by the company, Nelson Forests has reduced injury severity by 450% in the last 5 years and has not had a serious harm injury breaking out since 2009. They also continue to get consistent reporting of hazards or near misses by their staff and contractors. Continued support and resourcing of the Break Out Professional Certification is being provided by ACC to move the initiative ahead.

Source:

Rob Lawrence, Forest Operations Manager, PF Olsen Ltd, Les Bak, Health & Safety Facilitator, Nelson Forests Limited
Ministry of Business, Innovation and Employment website,
Accident Compensation Commission website,
Forestry Sector Action Plan 2010-13

Key safety strand - Workplace and Learning Environments								
Project Name	Name Lead Organisation	Issue being addressed	Evidence based	Target population	Timeframe	Outcomes	Partners	Comments
Falls from HeightsII – Harm Reduction Project	MBIE	To reduce the risk of harm from falling from height in the construction industry	ACC and MBIE stats – see the Construction Sector Action Plan 2010 - 13	Workers in the construction sector (working age)	First phase started in Nelson/ Marlborough in February 2012 Now in second phase = enforcement 3 year project	Improved management of all work at height (not just work above 3 metres) and a reduction in the number of accidents	Local authorities/building inspectors National companies such as Placemakers Bunnings/ Mitre 10 Mega Certified Builders Main suppliers of scaffolds and ladders e.g. Ullrich There is also a national sector engagement initiative with main stakeholders	Early days yet, but we had 78% commitment from the 93 companies initially visited to promote this
Machine Guarding	MBIE	To reduce the risk of injury from unguarded machinery in the manufacturing sector	ACC and MBIE stats – although local ACC data not specific enough	Workers in the manufacturing sector (working age)	Started business year 2010 – 11 Third year of a 3 year project	To raise compliance in regards to machine guarding and reduce the number of injuries in the manufacturing sector	There is a national sector engagement initiative with main stakeholders Locally - nil	All joineries, butchers and bakeries visited – compliance level raised & no major compliance issues
Quad Bike Project	MBIE	To reduce the risk of harm from quad bike accidents in the dairy farming sector	ACC and MBIE stats	Workers in the dairy farming sector (working age)	Started business year 2010 – 11 Third year of a 3 year project	Raise work practices and compliance to reduce injury in relation to the use of quad bikes in dairy farming sector	Dairy NZ Federated Farmers Quad bike trainers Quad bike suppliers Women in Dairying	Increase in the use of helmets. Focus moving towards training and maintenance
Vulnerable workers – particularly in the viticulture sector	MBIE	Ensuring NZ legislation is complied with and raise the level of compliance –around employment relations	MBIE stats – number of complaints from this sector	Non NZ workers	Ongoing work programme	To ensure workers receive minimum entitlements when working in this sector To ensure RSE workers are looked after	Pacific Island community Police Immigration MSD IRD Church groups Pacific Island govt officials	Although there are often seasonal fluctuations it appears the number of complaints is declining

		issues, but also includes pastoral care and support for RSE workers				in regards to minimum entitlements, pastoral care and H & S.	RSE relationship manager MBIE RSE unit Wine Marlborough Marlborough Contractors Assoc Sustainable Wine		
Free and Confidential Employment Assistance & Advocacy	Community Law Marlborough (CLM)	Addressing legal needs -general and in relation to employment issues	Client/ legal issue Database (confidential)	Employees in Marlborough/ Kaikoura	Since 1996	Improving understanding of employment rights and obligations Empowering people to help themselves Preventing escalation of employment related legal problems	MBIE/Labour Mediation Service (Volunteer) lawyers Community organisations Govt agencies Unions	Survey in Sep 2012 showed this is an essential service CLM is only such service provider in region	
Free Law Related Education	Community Law Marlborough (CLM)	Free legal education through workshops, seminars, newsletters and articles	Database record of workshop attendees (confidential)	Everyone in Marlborough/ Kaikoura	Since 1996	Improving understanding of legal rights and obligations Empowering people to help themselves Preventing escalation of legal problems	CLCA (Community Law Centres o Aotearoa) Volunteer lawyers Community organisations Govt agencies Education providers		
Health and safety EXPO	Health and Safety forum /MCOC	Health and Safety in the workplace, at home and on the road	Events run successfully in 2010, 2011, 2012	All businesses, and anyone especially vulnerable	Currently an annual event, but to move biennially	Last health and safety information shared with a wide section of the community	Exhibiting businesses – 30/40 each year	Reasonably successful though we need to work on attracting more attendees	
Health and Safety Forum	Marlborough District Council/AC C	Best practice/ support/ breaking down sense of isolation	The Forum now has 166 members	All businesses	Started may 2009	Sharing of best practice/ coordinated training – initiation of Health and Safety EXPO	Marlborough chamber of Commerce	Very successful. Now adopted in other regions including Nelson and Southland	
'Safe Start' Breakfasts	PF Olsen Ltd	H&S initiative to bring	Recorded data – ACC /	Industry employees	Ongoing	Reduction in work related	ACC, MBIE, contractors	Significant reduction in	

		forestry crews together over breakfast to discuss H&S Issue	Company	and contractors		injury and incidents		injury and incidents	
Random Drug Testing	PF Olsen Ltd	Employees affected by drugs & alcohol at work	Recorded data – ACC / Company	Employees and contractor staff	Ongoing	Reduction in injuries and incidents	ACC, MBIE, contractors	Very successful	
Fire Safety Flip Charts	PF Olsen Ltd	Reduction in fire incidents	Recorded data – NMRFA / Company	Employees and contractor staff	Ongoing	Eliminating fire risks	Rural Fire Authority	Success measured in reduced fire incidents	
-Using Culture to Drive Risk Management programme	Nelson Forests Ltd	Increased H&S awareness and reduction in injury & incidents	Recorded data – ACC / Company	Company and contractor staff	Ongoing	Reduction in injuries and incidents	ACC, MBIE, contractors	Very Successful	
'Break Out' – Professional Certification	Nelson Forests Ltd	Reduction in injury and incidents in Breakout operations	Recorded data – ACC / Company	Company and contractor staff	Ongoing	Reduction in injuries and incidents	ACC, MBIE, contractors	Very Successful	
Forestry Harm Reduction Project	MBIE	To reduce the harm of injury in forestry – particularly breaking out	ACC and MBIE stats	Workers in the forestry sector (working age)	Commencing around Oct/ Nov	Raise work practices and compliance and reduce injury in forestry sector.	FITECH Nelson Forests Ltd PF Olsen ACC	Well received and successful in achieving objective.	
Kiwi Rail Staff Safety Assessment Programme	Kiwi Rail	Reduction in injuries and incidents	Recorded data – ACC / Company	Company and contractor staff	Ongoing	Heightened safety awareness and reduction in injury and incidents	ACC	Improvements in results achieved every years	
Recognised Seasonal Employer (RSE) programme	MBIE	Providing for safety and wellbeing of RSE workers	MBIE data	RSE workers and employees	2007 and ongoing	Success of RSE scheme and safety and wellbeing of workers	Wine Marl, contractors	Some problems at start but improving each year.	
NZ Driver Induction Course	Master Drive Services	High accidents rate amongst RSE drivers	ACC and LTNZ stats	RSE workers & contractors	2010 – ongoing	Improved driver and passenger safety	ACC, Police, MDC, Wine Marl, H&S Forum	Slow take-up by contractors due to cost.	
On the Road to Professionalism	Master Drive Services	High number of Driver related incidents and	ACC and LTNZ stats	All drivers, operators and trainers	Ongoing	Reduction in incidents and accidents involving motor	AA, LTNZ, ACC	Good acceptance of need by industry and	

Education, Training and Assessment Programmes for Drivers, Operators and Trainers		accidents				vehicles		drivers.	
NMIT Maritime courses	NMIT	Need for improved safety in maritime and aquaculture industries	ACC, Maritime NZ, Water Safety Council stats	All who are involved in maritime and aquaculture industries	Ongoing	Improved safety and reduced harm	ACC, Maritime NZ, Water Safety Council, Marine industry associations	Successful in meeting needs	

Rural and Outdoor Safety

Case study

Mistletoe Bay Eco Village

Established in 2003, the Mistletoe Bay Camp is operated by a charitable trust set up to *provide an unsurpassable environmental education venue for school camps* in Marlborough.

Offering a range of curriculum based programmes packaging environmental awareness and education with recreational activity, healthy eating and outdoor survival skills, the trust aims to create an experience for both children and adults that is unique in New Zealand and which challenges both their physical, intellectual and cultural abilities.

Adventure - Environment – Teamwork

The Mistletoe Bay & Camp Ground complex is located within a pristine setting in the breath taking Marlborough Sounds. It showcases New Zealand's finest qualities: native bush, endemic fauna, clearwater, solitude, recreation and peace.

The Mistletoe Bay Trust is made up of volunteers with a passion for a sustainable future and dedicated to creating an experience at Mistletoe Bay where visitors, young and old, will learn hands-on how to live sustainably in a coastal environment.

Sustainability and conservation practices at Mistletoe Bay include energy conservation, with all our accommodation double-glazed and heavily insulated, fitted with wetback pellet fires and solar-powered water heating.

Water conservation is paramount. -Recycled water from the high-tech wastewater plant is used to flush all toilets and rainwater is collected from all buildings. All waste is processed carefully or recycled, and organic waste is used on site to fertilise gardens and feed livestock.



"Learning to cook in the outdoors is all part of what we teach the kids but we also sit them down with a gas cooker and tell them how it could kill them!"

Simon Heath, Mistletoe Bay Trust Chair and Renwick School Principal

Everything at Mistletoe Bay is thoughtfully and deliberately placed to encourage positive, reduced-impact interaction with nature, showing Kiwis and foreign visitors alike that New Zealand is at the cutting edge of environmental awareness.

Safety plays a key role in the operation and activities of the camp, with all schools required to comply with the camps Risk Management Policy which details the approved safety procedures and protocols. Teaching modules also specifically focus on outdoor survival skills including small boat handling skills, general water safety and bushcraft.

Mistletoe Bay Trust was named Supreme Award winner at the 2013 Marlborough Environment Awards. The award was given in recognition of the volunteer organisations success in making the most of its native bush setting to give visitors, particularly children, a hands-on experience of living sustainably, with energy-efficient cabins, recycling, water collection and on-site sewage treatment. "The trust has turned a good idea into reality thanks to hard work, strong leadership, broad-based funding and outstanding community buy-in," the judges said.

The trust also won the Community Innovation and Sustainable Living Award.

In accepting the awards, Mistletoe Bay Trust Chairman Simon Heath said the Trusts vision is "to give every schoolchild in Marlborough the Mistletoe Bay experience".

Source:

Mistletoe Bay Eco Village website

Mistletoe Bay Eco Village 'Rules/Guidelines For Schools'

Key safety strand – Rural and Outdoor safety								
Project Name	Name Lead Organisatio	Issue being addressed	Evidence based	Target population	Timeframe	Outcomes	Partners	Comments
Community Training Programme	Marlborough Red Cross	1st Aid training for rural schools across district	Training records for rural schools programme	School ages children through to intermediate age	2 years and anticipated to be a grow demand.	All rural school age youth to have basic first aid skills	Min of Education.	Positive response to a recognised need in rural area schools
Emergency Response Unit	Marlborough Red Cross	The need to be able to quickly provide low level emergency response teams in event of civil emergency.	Need for humanitarian response to historical emergency events, e.g. Chch earthquake, 1983 Marlborough floods	All ages both locally, nationally and internationally as required	First teams established in late 1970's	Ability to provide rapid emergency response personal as required.	Civil Defence, Fire Service, Police, St Johns, DHB	Chch highlighted the importance of the role. Currently 10 ERU team members. More required; particularly younger adults.
Emergency Welfare Centres	Marlborough Red Cross	The need to be Able to quickly establish emergency welfare centres in event of civil emergency	Need for humanitarian response to historical emergency events, e.g. Chch earthquake, 1983 Marlborough floods	All ages both locally, nationally and internationally as required.	Since 1935 in Marlborough. Ongoing role.	To meet the welfare needs of communities in the event of civil emergency	Civil Defence, Fire Service, Police, St Johns, DHB, Council	A proven need for this humanitarian role within the community. Major problem is the aged nature of current membership and need for younger adults
20km Past School Busesll Campaign	Rural Woman NZ	Injury rates involving school bus users.	Injury data/NZTA stats	Drivers – all ages	Ongoing	Nationally driven initiative calling for community support for active 20kmh signs on school buses.	Police, NZTA	Growing support at Central Govt level
Helmets on ATV's campaign	Rural Woman NZ	Accidents/injuries involving the use of ATV's	Injury data/NZTA stats	All ATV riders	Ongoing	Reduction in ATV related head injuries	ACC, OSH, Fed Farmers	Slow but sure progress
Annual Farm Safety Days	Rural Woman NZ/Fed Farmers	General accidents/injuries in rural sector	ACC stats	Rural landowners	Ongoing	Reduction in farm related accidents and injuries	ACC, OSH, Fed Farmers	Proven need/value
Leptospirosis Awareness Programme	Rural Woman NZ/Fed Farmers	Continuing incidents of leptospirosis	OHS and ACC data	Dairy industry	Ongoing	Reduction/elimination of leptospirosis cases	OSH, ACC, Fed Farmers	Progress being made

Top of the South Rural Support Trust / Access Home Help	Fed Farmers/ Rural Woman NZ/ Tasman District Council/Pipfruit Growers Assoc/ Fruitgrowers Fed.	Risks associated with climatic events and the financial and personal difficulties these represent for rural families.	Meeting recognised needs of the rural community	Rural community	Established 1991. Ongoing	Assistance to rural community as required across a wide range of issues but in particular in relation to rehabilitation, debt facilitating and compromising with creditors	Fed Farmers, Tasman District Council, Pipfruit Growers, Fruitgrowers Fed.	Strong role in rural community. Strong support at Central Govt level.	
Awatere Rural Support Network	Police/Civil Defence/Rural Fire	Connecting rural residents with emergency services	MDC/Rural Fire/CD/Police stats and records	All rural residents in Awatere Valley	25 years and counting	To ensure safety of rural residents in an emergency through effective communication and response	MDC/Rural Fire/CD/Police	Highly regarded and successful. Used as model for other rural areas	
'Learn to Sail' Courses	Queen Charlotte Yacht Club	Teaching individuals water safety and sailing skills	Water Safety NZ stats	Aimed primarily at youth	Ongoing	Encouraging youth into sailing while improving water safety skills		Very popular and successful	
Day Skippers and BoatMaster Course	Coastguard Marlborough	Boat Safety	Water Safety NZ/ Maritime NZ statistics	Commercial and private boat users	Ongoing	Enhance water safety through certified boat operator training & qualifications	Harbour Master/ Coast Guard	Proven value and need	
River Crossing Course	Marlb Tramping Club	River crossing fatalities	NZ Mountain Safety Council stats	All ages groups active in outdoors	2 yrly Ongoing	Reduction/avoidance of river crossing related accidents/deaths	NZMSC	Proven need.	
Map, Compass and GPS Training Course	Marlb Tramping Club	Backcountry incidents of lost persons	NZ Mountain Safety Council stats	All ages groups active in outdoors	Ongoing	Improved skills and overall safety amongst backcountry users.	NZMSC, Outward Bound	Proven need.	
New Member Safety Resource Packs	Marlb Tramping Club	Inexperience of new members and the risks they can face in backcountry.	NZ Mountain Safety Council stats	All ages groups active in outdoors	Ongoing	Better preparedness, skills and safety for new members	NZMSC	Proven need.	
Snowcraft Safety Course	Marlb Tramping Club	Snow related accidents – avalanche, cold injury, falls, etc.	NZ Mountain Safety Council stats	All ages groups active in outdoors	Ongoing	Reduction/avoidance of snow related accidents/ deaths	NZMSC	Proven need.	
Backcountry First Aid Course	Marlb Tramping Club	Accidents happen!	NZ Mountain Safety Council stats	All ages groups active in outdoors	Ongoing	Better preparedness, skills and safety for members	NZMSC, Red Cross	Proven need.	

New Zealand Shakeout Campaign	Marlborough District Council/ Min of Civil Defence and Emergency Management	The reality that earthquakes will and do strike. The community needs to be prepared to respond to them.	MCDEF data and objectives	Pre-school thru to Adult	2012 . Ongoing bi-annually subject to review	Greater awareness and preparedness for earthquake events amongst general population.	NZ Fire Service, Police, Govt Agencies, DHB	Locally, 1000 pre-schoolers, 7760 primary and secondary and 1100 business ind'ls were involved.
Marlborough Civil Defence Emergency Management Group	MDC/MCDEF	Meeting local body responsibility to plan for and resource appropriate and effective response to civil defence emergencies.	MDC records/ objectives	Whole community	Ongoing	Core skills and manpower resources to enable meeting of the response requirements during a civil defence emergency.	Police, Fire Service, DHB, Marl Roads, MDC	Difficulty of recruiting/ retaining suitably experienced/ capable volunteers to meet needs
Rural Fire Force	Marlb/Kaikoura Rural Fire Authority	The isolated Nature of many rural communities means that emergency response has to be at a local level.	Historical events, NZFS stats	16yrs and up	1990 officially established. Ongoing	To provide for an appropriate/effective response in smaller/ isolated communities to any type of emergency event, but particularly fire, and support other emergency services.	NZFS, Police, Ambulance	100 plus callouts per year. Strong local relationships being built across all emergency services.
Wakamarina/ Canvastown & Wairau Valley Emergency Response Plans project	MDC/MCDEF	Improving communications and emergency response in isolated communities	MDC records/ objectives	Isolated rural communities	Ongoing	Enhanced safety of isolated communities through improved planning, preparedness, communications and response	MDC/Police/ CD	Well supported by rural residents
Mistletoe Bay Education Camp	Mistletoe Bay Trust	'Safe Boating Certificate' 'Bushcraft Safety' 'Food Safety'	Maritime NZ, Mountain Safety Council	School age children through to year 13.	Ongoing	Enhanced safety on the water in powered and unpowered craft, awareness and skills in the outdoors and safe handling of food in all environments	Mistletoe Bay Trust / Ministry of Education / DoC	Award winning community initiative
Outward Bound Course	Outward Bound NZ Trust	Outdoor Education, Safety and Self Development Courses	Maritime NZ, Mountain Safety Council	13 years and up	1962 and onwards	Like a ship leaving safety to face challenges at sea, participants on an Outward Bound course leave the safety of their lifestyles to face personal challenges on a course.	Outward Bound NZ Trust	Leaders in their field.

Healthy Play initiative	Hockey Marlborough	Unhealthy / unsafe hygiene practices of the past.	Association health data	All players	Ongoing	Improving player awareness and attitudes to the health risks associated with spitting and bleeding on the field of play.	Hockey Marlborough	Largely now embraced by all players
Community Resilience Programme	Marlborough Emergency Management Group	Need for smaller rural communities to provide the required support and emergency response during an emergency event	Historical events – 2010 Wakamarina and Canvastown floods	Whole community	2010 Ongoing	Helping smaller Marlborough communities help themselves	Police, NZFS, Marine Radio	Very positive response to the programme from those communities already on board, with others now wanting to join the initiative
Expect to Get Stuck! Training Days	Marlb 4WD Club	Extreme driving conditions means risks to drivers and vehicles	No data but prompted by evidence of accident /incident rates; especially involving young and/or inexperienced drivers	4x4 drivers	Ongoing	Improved planning And driving skills of 4x4 operators – members and non-members	Landowners, DOC	Popular and proven benefits to users
Hill Climb, River Crossing and Fire Risk	Marlb 4WD Club	Extreme driving conditions result in risks to drivers,	No data but prompted by evidence of	4x4 drivers	Ongoing	Improved planning and driving skills of 4x4	Landowners, DOC	Popular and proven benefits to users.
Participant Minimum Requirements' Checklists	Marlb 4WD Club	Inexperienced drivers require guidance, training and advice to remain safe	No data but prompted by evidence of accident/ incident rates; especially involving young and/or inexperienced drivers	4 x 4 drivers	Ongoing	Better preparedness, skills and safety for new members and their vehicles	NZ4WDAss oc	Popular and proven benefits to users.
Civil Defence Response Role	Marlb 4WD Club	Civil Defence expectation of Club being able to assist in event of an emergency.	MDC/MCDEF objectives and resource requirements	Club members	Ongoing	Ability of club and its members to meet the needs of Civil Defence during an emergency	MDC	

Emergency Location Point Initiative	MDC	Medical events and accidents occur in WHFP. Users can clearly and quickly identify where they are to emergency services.	MDC/ACC stats	All park users	2012 Ongoing	Increased ease and speed of response of emergency services to accidents/injuries/emergency events in WHFP	Police, DHB, LandSAR	Yet to be seen
Wither Hills Farm Park Fire Plan	MDC	Fire risk during dry conditions.	MDC/Rural Fire data	All park users	Ongoing	Enhanced public awareness and provision for safety during high fire risk periods or fire events	Police, Fire Service, Rural Fire.	
Wither Hills Farm Park Management Plan – Safety Signage and Brochure Package and Bi-annual MDC	MDC	125,000 plus park users per annum. Multiple recreational activity types. Risks associated with terrain and activities.	MDC evidence/ ACC stats/ Police LandSAR records	All park users	Ongoing	Greater awareness, enjoyment and safety of all WHFP users.	Police, Marlborough Mountain Bike Club	High user demand for these services
Marlborough LandSAR Volunteer Training Programme	Marlborough LandSAR Group	Trained volunteers required to meet Police responsibility to respond to SAR events.	Police and LandSAR NZ stats	18 and older	Ongoing	Providing for the recruitment and training of suitably experienced/skilled personnel to enable an appropriate response to backcountry and urban search and rescue events.	NZSAR, Police	Average monthly callout.
Alzheimer's Search Group Volunteer Recruitment and Training Programme	Marlborough LandSAR Group	400+ dementia sufferers in Marlborough. Rising incidents involving missing/lost dementia patients	Police, LandSAR NZ and Alzheimer's NZ stats	18 and older	Ongoing	Provide specialised training for LandSAR personnel in urban search techniques and the use of WandaTrak pendant tracking equipment	NZSAR, Police, Alzheimer's Marlborough.	Increasing frequency of callouts. Strong volunteer support.

Transport Safety

Case study

'YES' in Marlborough

A principle provider of community safety education programmes in Marlborough is the New Zealand Police through their Youth Education Services (YES) partnership with schools across the district.

Aimed at enhancing community safety by the delivery and promotion of police education programmes and services to youth, Yes works with schools to proactively prevent crime, victimisation and road trauma, enhance the safety of schools and their communities, and maintain law and order.

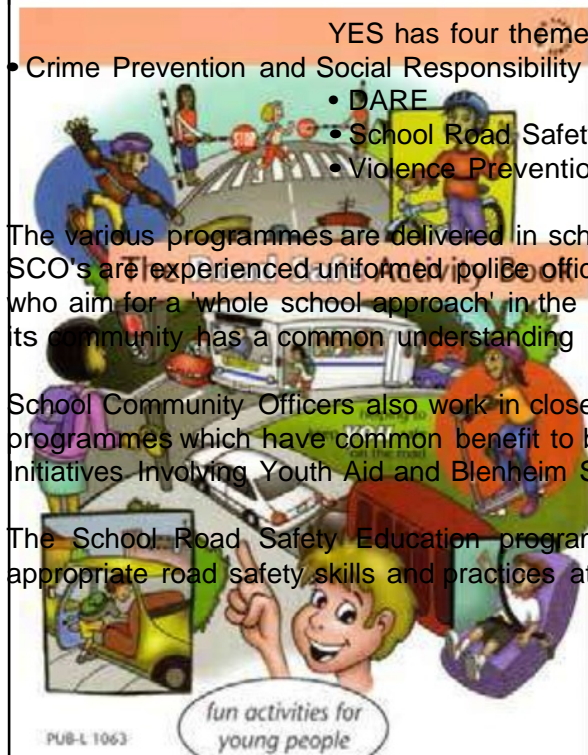
YES has four themes:

- Crime Prevention and Social Responsibility
 - DARE
- School Road Safety Education
- Violence Prevention

The various programmes are delivered in schools by School Community Officers working directly alongside the teaching staff. SCO's are experienced uniformed police officers who specialise in education delivery to schools and their communities and who aim for a 'whole school approach' in the delivery of many of the YES programmes. This means that the whole school and its community has a common understanding of the issues and are committed to the programme.

School Community Officers also work in close association with the local Police Youth Aid Officers in the delivery of a range of programmes which have common benefit to both. These are detailed in Appendix 'Community and Neighbourhood Policing Initiatives Involving Youth Aid and Blenheim Staff Marlborough Area'.

The School Road Safety Education programme is based on the Road Safe Series, which provides young people with appropriate road safety skills and practices at all levels of their schooling.



This series includes the following programmes:

Stepping Out (Yrs 0-3) - Encourage and assist children to behave in safe ways as pedestrians and passengers in a traffic environment

Riding By (Yrs 4-6) - Encourage children to develop knowledge, skills and positive attitudes to keep them safe on or near the road.

Tracks are for Trains (Yrs 4-8) – Aims to teach children about safe behaviour on or near trains or railway tracks, and to improve their attitudes towards personal safety.

Out and About (Yrs 7-8) - Enables young people to participate safely as road users, aware of their own place in the traffic environment, as well as that of others.

Changing Gear (Yrs 9-10) - Aims to empower young people to participate safely as responsible road users, aware of their own place in traffic, as well as that of others.

A Msg in Contxt (Yrs 9-13) - Aimed at raising students' awareness of the risk factors and conditions that contribute to road crashes, with a particular focus on strategies to avoid texting and driving.

Drive to Survive (Yrs 11-13) - Aims to help young people make informed and responsible decisions about alternatives to driving after drinking alcohol, thus reducing death and injury by car crashes.

Drive Qual (Yrs 11-13) - Designed to build the knowledge and positive attitudes that young drivers need to keep themselves and others safe while driving on the road.

The New Zealand Police also train the **School Traffic Safety Teams**, which are students and supervising adults who operate School Patrols, Kea Crossings, Bus Wardens and Traffic Wardens in New Zealand schools. This programme is delivered in association with Marlborough District Council and Marlborough Roads who warrant the crossing points and provide signage and lollipops

Constable Sue and the YES Road Safety Programme

In Marlborough, the drive and enthusiasm of Senior Constable Sue Bush, or 'Constable Sue' as she is known by teachers and kids alike, is recognised as a key factor in the successful implementation of the Police YES Road Safety Programme in local schools and in supporting other community road safety initiatives such as Bike Walk Marlborough and the NZTA / Marlborough Bike Walk 'Road Sense' programme.

The relatively short traveling distances to local schools and the lower traffic volumes means that cycling to school is a popular choice in Marlborough. This combined with the extent and diversity of roading across the district and the many schools located on or close to major arterial routes, means that the road safety education programme, and cycle safety in particular, is a high priority in Constable Sue's work with the 31 schools throughout the Marlborough district.

The road safety modules span right across the age groups, from walking to school on the first day to getting and holding a driver's licence. Driver courtesy approaching school road patrols, enforcement of speed restrictions when passing school buses and cycle safety on roundabouts are just some of the targeted road safety messages conveyed by School Community Officers in their working with schools to keep Marlborough kids safe, both on and off the roads.

Key safety strand – Transport safety								
Project Name	Name Lead Organisation	Issue being addressed	Evidence based	Target population	Timeframe	Outcomes	Partners	Comments
RYDA programme	Rotary Young Driver Awareness	Provide quality, up to date road safety education programmes to novice drivers	Local statistical data from NZTA crash analysis	Year 12 Students	One Year in Marlborough to date. Will be held annually	Change students attitudes and behaviours towards driving	MDC - RSC Rotary Police Public Health Brain Injury Driving Instructors	Positive response from College staff, students, facilitators, and Rotary
Top of the South Motorcycle Safety Plan 2010/2013	Tasman District Council RSC	The growing number of motorcycle crashes causing injury	Tasman Nelson Marlborough statistical data from NZTA crash analysis	Scooter riders Commuters Recreational riders Motorists	Three year project with option to renew	A consistent and collaborative approach to reduce motorcycle crashes and the severity of the injury	NCC – RSC MDC – RSC ACC	340 Riders attended rider training courses - approx 40 from Marlborough
Sublime 5' Discount Taxi Voucher Scheme	MDC- RSC	Provide an alternative to driving home after a night on the town	Police statistical data on alcohol related driving infringements	All people over 18 years of age	From Sept 11 (RWC) to March 12. Look to continuing in the future	Reduction in the number of alcohol related driving infringements	MAAC Taxi companies HANZ Licensees ACC	Not as much uptake by the community as hoped. Slight reduction in infringements
Media and Billboard Campaigns – Drink Driving	MDC – RSC	Drink driving	Medium strategic fit in Community At Risk register	All drivers	2 Years minimum and ongoing	Reduce drink driving and change attitudes towards drink driving	Marlborough Roads	Anecdotal evidence - change in young people's attitudes
Learner's Licence Course	MDC – RSC	Address issue of young people at risk of driving without a licence	Police anecdotal and statistically reports	Young people	2 Years minimum and ongoing	Licensed drivers only on roads	Police	Less than half sit the test the day after course. All get professional training
Campaigns to Promote Practice - Interactive Driver Training	MDC – RSC	Inform community about driving support	Less people passing Restricted test as require better training	Young people and their caregivers	1 Year and ongoing	Young drivers exposed to more professional training and learning	ACC Driving Instructors	Small increase in the number of registrations to Practice
Marl Motorcycle Road	MDC	High number of motorcycle	Local statistical data	Motorcyclists	1 Year and ongoing	Reduce motorcycle	Ulysses Marl Roads	Used for consultation

Safety Group Meetings		crashes and severity of injuries	from NZTA crash analysis			crashes and the severity of the injury	ACC Police	nationally. Affected changes to roads	
-Safe Driving Mapl for the Top of the South	ACC MDC AA Marl Rds. Police NCC TDC	Injury and fatal accidents on Marlborough roads.	NZTA crash analysis	Motorists on Marlborough Roads	Ongoing	Provided motorists (local and tourist) with road information to improve safety		Well received by traveling public. Included in safety packs for World Cup visitors	
Billboard and Media Campaign – Drive to Conditions	MDC	The need to change driving habits when weather and fatigue are a factor	Local statistical data from NZTA crash analysis	All drivers	2 Years and ongoing	Change attitudes to driving when conditions change	Marl Roads	suggest the messages are well received.	
Driveway Run Over Kit	Plunket	Children being run over in driveways	SafeKids data	Parents and Caregivers of young children	1 Year and ongoing	Reduce injury to children	SafeKids MDC - RSC	Article in paper about the campaign	
Article in paper about the campaign	Bike/Walk Marlborough	Decline in numbers of people walking and cycling	Data collected from surveys	Community	4 Years and ongoing	More people choosing to cycle and walk	MDC – RSC Sport Tasman Police Marl Roads	Cycle lanes and paths built. Secondary School Travel Plans completed	
Road safety Education for Pre-schools	MDC – RSC	Young children having an awareness of keeping themselves safe	Local knowledge of issues and injuries	Pre-school aged children	4 Years and ongoing	Young children to focus on how they can prevent their own injuries	Jungle Kim	Positive feedback from preschools	
Media Campaign to address Cell phone use distraction	MDC – RSC	Crashes through distraction is on the increase	Local statistical data from NZTA crash analysis	All drivers	Beginning 2012	Change attitudes to using phones when driving	Police	A need identified	
Mobility Scooter Training	MDC – RSC	Increased numbers of users - no training mandatory	Reporting from the Community	Mobility Scooter users	Ongoing	Users to have an understanding of their road safety responsibilities	MMSS Police Grey Power Road Safety Council	The number of people attending courses	
Older Persons Driver	Road Safety Council	Problems with Older	Reporting from the	Older drivers 65+	Ongoing	Provide training and discussion	MDC – RSC	The number of people attending	

Courses		drivers	Community			opportunities		courses	
Child Car Seat Education Programme	Plunket	Keeping children in car seats longer	SafeKids data	Pre-school children and their whanau	Six months and ongoing	Change attitudes towards the use of car seats for children	MDC - RSC	Positive feedback from pre-schools.	
Aircraft Incident Training	RNZAF	How to manage aircraft incidents and accidents	Yes, training records	RNZAF engineers	On going	To ensure RNZAF have trained personnel to manage an aircraft incident	RNZAF Safe Air Fire Dept Airport Staff	Personnel demonstrated skills recently to manage real life incidents	
Tarmac Access/ Working on Tarmac	RNZAF	Provide information and training to ensure all personnel who work in, around and near aircraft	Training records	RNZAF personnel who need access to the tarmac	On going	To ensure that personnel and aircraft work safely while using the same space	RNZAF Safe Air Airport Staff	Minimal incident reporting	
Marlborough Harbour Authority Marlborough Sounds Safe Boating Brochure www.pictonharbour.co.nz website Marlb Sounds Harbour Navigational Risk Assessment Aids to Navigation Programme Marine Farms Structure Compliance Programme Maritime Emergency Response Team	MDC – Harbour Master	Addressing private and commercial water and boat safety in the Marlborough Sounds	Maritime NZ stats / MDC Harbours stats	Private and commercial boat users	Ongoing	The range of initiatives is seen to be having a positive impact on behaviour and attitudes to boating and water safety amongst both commercial and private boaties	Marlb Coast Guard Maritime NZ Port Marlb	Very successful	

Harbour Launching Ramp Checks	MDC –Harbours Office	Checking safety equipment being carried on board small boats and providing Safe Boating brochures	Number of stops monitored	All pleasure boat users	On going - indefinitely	Better equipped and more safety conscious boat owners	MDC Port Marlborough	Well received by most boat owners	
Harbour Patrols	MDC Harbours Office	Monitoring behaviour of craft on the water	Data base kept of all accidents/ incidents vessels stopped re Bylaws	All vessels within Marlborough Harbour Limits	Ongoing Indefinitely	Safer use of water ways	MDC Port Marlborough Mayhem if we weren't there.		
Marlborough Marine Radio	Marlborough Marine Radio Association www.mmr.org.nz	Providing for 24/7 emergency radio communications for boaties	Maritime NZ and Water Safety NZ statistics	Private and commercial boaties	Ongoing	Numerous emergencies responded to over the years	Police Harbour Master Marl Coast Guard	Highly regarded community service	
Marlborough Clued-up Kids program	Child Safety Group	Wearing lifejackets when boating	Pre-assessment	Year 5 & 6 kids	Ongoing for as long as people have kids	All kids in boats wearing lifejackets		Huge increase in number of families wearing lifejackets. Post assessment	
Crossing Crash Resource Display	Kiwi Rail	car crossing railway tracks	Crash and injury data	All road users	Ongoing	Safety awareness train versus car	Councils	Positive comments from viewers.	
Rail Safety Week	Kiwi Rail	High rail crossing incident / accident rates in Marlborough	Crash and injury data	Whole community	Ongoing	Heightened public awareness of crossing risks for vehicles and pedestrians	Marlb Roads LTNZ Council	A successful national initiative at a local level	
Students Against Driving Drunk (SADD)	Aotearoa Students Against Driving Drunk Charitable Trust	Reducing road deaths and injuries caused by drink driving and promoting positive behaviour change in 13-17 year olds	Ministry of Transport –Motor Vehicle Crashes in NZII (www.transport.govt.nz)	SADD targets a 13 – 17 year old youth audience in a secondary school setting	SADD has been active in New Zealand for 26 years	Utilise a peer led, harm minimisation training approach, supported in international literature, that helps young people to change	NZ Automobile Association The Road Safety Trust Commercial sponsors	Penetration rate into NZ high schools is high at 66%. A recent review noted that SADD is following world's best practice in peer led, harm minimisation	

						their attitudes to drink driving		approach	
CarFit for Older Drivers Programme	AA Driver Education Foundation NZ Assoc of Occupational Therapists	Older drivers are increasingly represented in crash statistics, have an expectation to continue to drive and older bodies are much less resilient in crashe	Ministry of Transport -Motor Vehicle Crashes in NZII (www.transportgovt.nz) shows that crashes of drivers over 60 increase in frequency as drivers age.	Some 800,000 drivers in New Zealand are over 55 years of age.	The first Car Fit programme was rolled out in NZ in 2011. Been in the USA since 2005	CarFit provides a quick but comprehensive check of how well a driver fits and can use their vehicle safety features.	NZ Automobile Association NZ Association Occupational Therapists	CarFit is active in 9 regions in New Zealand and is in the process of establishing in Marlborough. The NZ pilot feedback was very enthusiastic	
-Police in the Primary SchoolIII The Yes Programmes – School Road Safety Education	NZ Police	Safety as a pedestrian / passenger Road and basic cycling skills ATV safety Tracks and Trains Safety Traffic Safety Teams Bus Warden Training	ACC, MOT and MOE statistics	Years 0 to 8	Ongoing	Programme has been adopted by schools across Marlborough and is well received by the students. Confident as to positive outcomes achieved.	Marlborough Schools BikeWalk Marlborough	High level of demand from schools is testament to the success of the programme and the staff involved	
-Police in the Secondary SchoolIII The Yes Programmes – School Road Safety Education	NZ Police	Being a responsible road user. Building knowledge and positive driver attitudes. Drive to Survive Texting when driving	ACC, MOT and MOE statisti	Year 9 - 13	Ongoing	Programme has been adopted by schools across Marlborough & is well received by the students. Confident as to positive outcomes achieved.	Marlborough Schools BikeWalk Marlborough	High level of demand from schools is testament to the success of the programme and the staff involved	
Regional Council Transport Committee	MDC AA LTNZ Police MCoC	Marlborough travel network under pressure.	MDC/AA catalogue of safety and infrastructure improvements	Whole community	Ongoing	Takes a broad look at the land transport network, identify the existing and		A successful collaborative body.	

						future issues and needs of the network, identify desired outcomes, and provide a framework to manage that network into the future.			
AA Marlborough	New Zealand Automobile Association	Advocacy for AA members to ensure the goals of the organisation around safety, provision of motoring infrastructure and other issues are heard at a district/ regional level	The AA Marlborough has a comprehensive spread sheet and catalogue of safety and infrastructure improvements that are required, and that form the basis of its advocacy efforts	Government agencies (central and local) that provide infrastructure, safety related programmes, or programmes that affect motorists in any way	The AA has been active in New Zealand for over 100 years	Advocacy on behalf of motorists to improve safety, improve motoring infrastructure	AA Marlborough works with other AA councils on issues that have national coverage	AA Marlborough has been particularly effective in its advocacy to local and central government roading agencies	

Safe Homes

Case study

Older Persons Forum

The 2009 Long Term Council Community Plan of Marlborough has a stated community outcome of Marlborough as:

“A community where people can age positively, where older people are valued for their experience, wisdom and character, and where they are recognised as an integral part of families and communities.”

In the Marlborough community, both the total number of older people and the proportion of older people in relation to other ages is increasing. Between 1991 and 2006, Marlborough's total population increased by around 21% while the number of people aged over 65 increased by 47% (4,680 to 6,876). More significantly, over the same period, the median age of Marlborough's population increased from 34 in 1991 to 41 in 2006. Statistics New Zealand projects that, by the year 2016, 22% of Marlborough's population will be 65 years or older, and that by 2026 the median age will be 51.3 while the national median age is not expected to pass 50 years before 2050.

For obvious reasons, awareness and acknowledgment of Marlborough's aging population is pivotal to future planning as it impacts on almost every aspect of the region's growth and development, including the provision of community services and amenities, the ability to pay for such services, public health and support services, the layout and design of residential housing developments, attracting new migrants and the communities ability to meet the labour demands of local industries.

In response to the need for advocacy of the needs of our aging population at a local level, the Older Persons Forum was established over 10 years ago in Marlborough and is identified as the key network within the community to address many of these issues. The Forum has representation from a wide range of organisations either with their sole focus as older people or as a significant part of their work. These include:

- Grey Power
- Age Concern
- Alzheimer's Society
- Nelson Marlborough District Health Board
- Blenheim and Picton Senior Citizens
- Returned Services Association
- Presbyterian Support
- Support Works
- Stroke Foundation
- MS Society

- Primary Health Organisation
- ACC
- Ngati Rarua
- Senior Services
- Mental Health
- Eldercare
- Office for Senior Citizens- MSD
- Hospice Trust

The Forum meets monthly at Council and provides a voice for older people in the community. It is very active in its advocacy role and has been successful in securing improved services such as the Blenheim Bus Service, St Johns Health Shuttle and improvement to services at Wairau Hospital. The Forum is recognised by Council in particular as a good indicator of what is happening for older people in the Marlborough community and this is reflected in the meetings being chaired by the Deputy Mayor, with the Mayor and other Councillors often in attendance.

The Forum is utilised as a network for the testing and reporting on current community projects such as Good Homes, Seniors Expo and Dance, the Positive Ageing survey and information book and the WHO Safe Communities project and is an important conduit for the dissemination of information out to older people in the community.

Seniors Expo 2013

The Seniors Expo is designed to promote positive ageing by highlighting activities and services that focus on good health, fun activities and support advice and services for older people.

In its fifth year, the expo featured 80 stalls providing information ranging from recreation and leisure groups, up-coming hobby and social activities, senior support groups, health advice, government entitlements, free legal advice and keeping yourself safe. Entertainment and a variety of demonstrations was also a feature of the day. Proving itself to be one of Marlborough's most popular and well supported community events, over 1,500 older people passed through the door during the course of the day.



"The day is an opportunity for older members of our community to find out about services available to them to improve their quality of life"- Lyne Reeves, Council's Community Development Advisor and Expo Organising Committee

Key safety strand - Safe Homes								
Project Name	Name Lead Organisation	Issue being addressed	Evidence based	Target population	Timeframe	Outcomes	Partners	Comments
Good Homes For Good Lives' Project	PHO/NMDHB/MDC	Providing safe homes for the elderly	CRESA study data. Marlborough was part of pilot national programme. Research indicates significant benefits	Mainly the elderly	ongoing	Older people being able to stay independent and living in their own homes for longer	Providers of support for the elderly eg Grey Power, Age Concern, Fire Service, Police, REAP	Growing support and benefits as initiative rolled out across district
Marlborough Community Hubs'	Sport Tasman and MDC	Physical activities	Data and anecdotes available	All ages	ongoing	More Marlburians will access physical wellbeing programmes eg Sit and Be Fit	Sport Tasman Marlborough District Council PHO REAP Marlborough	Very successful in drawing on existing community programmes to fill needs.
REAP Marlborough courses eg First Aid, Civil Defence, Fire Safety and Police talks	REAP Marlborough	Personal safety esp for isolated rural communities	Course data and anecdotes	Rural Marlborough, adults	ongoing	Greater self sufficiency for rural adults	Red Cross, Triple One Care Fire Service Civil Defence	To date all of the First Aid courses offered are usually fully subscribed
Other REAP courses e.g. chainsaw maintenance, firearms licence, health days, home maintenance, food safety	REAP Marlborough	Safety, health and self-sufficiency for isolated rural communities	Data and anecdotes	Rural Marlborough adults	Ongoing	Greater self sufficiency	Police, local REAP Marlborough tutors, health professionals	Supported depending on the needs of local communities
Community Eldercare' Coordinator	Saint Christopher's Church Redwoodtown	Service gaps to the elderly in Redwoodtown are identified and prioritised, Monthly seminars on vast range of topics for elderly.	Yes, Survey forms returned	65+ up to 93years Up to 81 people attend W/S's	Started march 2012, Seminars run every 3rd Thursday month	That a liaison role is est d between the Elderly and agencies which can provide support	Pastoral care team. Men's Taskforce, in home work	This has been very successful

Driveway Safety	Plunket	Driveway Safety Awareness	ACC/LTNZ Stats	Targeting 0-5 age range but the kit is available for the community to use	Ongoing	Better awareness of driveway issues	Safe kids	Support building, Need more people to actively promote and use the kit.
Burns Safety	Plunket	The risk to kids of hot drinks	ACC / LTNZ stats	Targeting 0-5 age range but the kit is available for the community to use	ongoing	Awareness of the dangers and lifetime effects of burns caused by hot drinks	SafeKids	Support building. Need more people to actively promote and use the kit.
'Buckle Bear' Programme	Plunket	Children travelling safely in cars	ACC / LTNZ stats	2 – 3 year olds	Ongoing subject to funding	Great awareness for the child in a fun and interactive way	SafeKids / Marlborough District Council	Well received, can be hard to secure funding
'Booster Rooster'	Plunket	Children remaining in Booster Seats till 148cm tall	ACC / LTNZ stats	4 – 8 yrs	Ongoing subject to funding	Helps to remove stigma of older children being in booster seats in a fun and interactive way	Safekids / Marlborough District Council	Well received, can be hard to secure funding
CPTED 'Street Intensive' Project	Safer Communities Marlborough MDC	Street clean up as a vehicle to increase connections between: - Residents, police council and community agencies	Crime stats. CPTED principles	Street with high levels of crime and social dysfunction	Started 2008	Reduced crime. Increased sense of 'community'. Increased connections	MDC, Police and community agencies – see case study	Very positive Completed in: - 2008 Lucas Street & Dix Crest saw a 41% reduction in crime and significant increase in reporting of crime in 2009.
Superkids Holiday Programme	Blenheim Elim Church	Providing a safe and fun holiday prog. where children can also receive life skills from a biblical point.	Meeting target attendance	5 – 12years old	14years	A place where children can have fun, be safe and gather life skills	Help from local churches and community volunteers	Ongoing for 14years. Trust Power Community Award 2005
High5 Divorce and Recovery Programme	Blenheim Elim Church	For children that are struggling to come to terms with the breakup in their family from a child's perspective	Meeting Target attendance	6-12years old	On and off for last 7years	Equipping children with the skills necessary to confront issues & questions they may face.		The children that do this course learn to cope in a healthy way in what is a tough situation

Medical Alarms	St John / BUPA	Emergency response for elderly at home. Reassurance for families and enhancing independence	Proven benefits in terms of immediate response to emergencies	65 +	20years	Keeping our elderly living independently and safely in their own homes	MSD GP's	Proven need.
M&M's programme	Blenheim Elim Church	Music and Movement' endeavours to assist children to learn musical appreciation, rhythm, fine motor and mathematical skills.	Meeting Target attendance	M&M's programme is for all new-borns to 5yrs olds and their caregivers	14years	Using music and movement to engage with children while building life skills and strengthen resilience..		We have around 70 children plus parents each week and has been ongoing for 14 Years
Neighbourhood Support Marlborough	Safer Communities Marlborough - MDC	Set up neighbourhood support groups in Marlborough, thus as a means of making neighbourhoods safer and having support in the case of Civil Defence emergency	Crime stats. CPTED principles Reduced crime rate when neighbours know each other by first name	All streets in Marlborough	15+ years	Reduced crime. Increased sense of community. Increased connections	Police	Very positive. Continual growth of Neighbourhood Support groups.
Turnaround Marlborough' Restorative Justice	MDC	Holding offenders accountable for their offending Offenders making good with the victim & the community.	Restorative Justice and Ministry of Justice	All age groups Lower level and first time offenders where the offending does not fit with police diversion	9 years operating	Statistics show reduced rate of reoffending and/ or lower level offences for those who have been thought Restorative Justice.	Ministry of Justice, Police and volunteer Community Representatives.	Reduced reoffending and provides victims with a greater voice in the legal system.
Youth Service Marlborough (NEET – Not in Employment, Education or Training')	Safer Communities Marlborough - MDC	Assisting 16-17 year olds to engage in training and achieve level 2 NZCEA	MSD research indicates that Youth who have not achieved level 2 NZCEA are more likely to require benefit support	16-17 year olds who are not engaged in study or work. Or if they are at risk of becoming disengaged.	Operating since July 2012 but 5 years of similar services	Reduced crime as young people engaged in meaningful activity become involved in crime less. development of a vocational path for young people	Police MSD Schools and Community training providers	Successful. Greatest challenge is locating the disengaged young people
Lifeline Counselling Services	Lifeline Marlborough Inc	Individuals in Need of help and support in times of worry and stress	NMDHB/Mental Health Foundation data	Everyone	Ongoing	A confidential and anonymous telephone counselling service	DHB/MHF of NZ A	A much need service in any community
Marlborough Community	Regional Sports Trust – Sport	Promoting healthy	No data	All residents	2008 and ongoing	Successful in developing	MDC Stadium 2000	Growing support and success

Hubs Awatere Picton Pelorus Renwick Riversdale	Tasman	lifestyles through keeping active, nutritional education, and identifying health and social issues				community based activities and programmes to promote better health and wellbeing		
Marlborough Migrant Centre / Newcomers Network	Marlb Migrant Centre	The need for support and assistance for the growing number of new migrants & newcomers	NGO / DHB /MSD data	New migrants and newcomers to Marlborough and those involved with them	2005 and ongoing	Significant assistance to the many migrants and newcomers to Marlborough	NMDHB MDC Internal Affairs MSD, NZ Policeinistry of	Highly regarded in community but limited funding threatens future of services
'Vegetables in your Backyard' project	Kimi Hauora Wairau MPHO	Finding a gateway to opening discussions with Pacific families on a wide range of issues of importance to them	MPHO data	Pacifica community	Ongoing	The programme has not only put food on the plate but also changed lifestyles and enabled communication across the community	Police Churches DHB	A break-through project
Marlborough Youth Forum	Marlb Youth Council/MDC	Giving youth a voice in the community and enabling them to address issues of importance to them		Marlborough youth -colleges and training schools	Going strong since 2000	Considered a valued avenue For council to engage with youth on relevant issues	Marlb Colleges Marlb Youth Trust Public Health Service	Very successful initiative
'My Voicell website	Marlborough Youth Council	Addressing the need to communicate with youth in their chosen medium.	NMDHB data	Marlborough youth -colleges and training schools	In place and ongoing	Successful in engaging with youth	Marlb Colleges Marlb Youth Trust Public Health Service	Early days but looking good
'Neighbours Day'	Barnardos Police Safer Communities Marlborough Neighbourhood Support Marlborough	Aim: To increase interaction between neighbours & thus assist with building a greater sense of community and thus reducing crime & perceived safety	Principles of Those who know there neighbours by the first name have a greater interest in their neighbours and so are far more willing to assist their neighbours at a time of need.	All in Marlborough	2012 was the first year in Marlborough	Building a greater sense of community and thus reducing crime in neighbourhoods	MDC REAP Tanaga Pasifika Marlb Express Residents of Marlborough	Highly successful project based on no budget and heaps of enthusiasm and community support. Many streets held street parties and significant numbers of people became involved.
Youthl Gay and Lesbian Youth Support Network	NMDHB/Marlb Colleges	To connects and give gay and lesbian youth a voice in the community	NMDHB data	Gay and lesbian youth	Ongoing	Considered a success in recognising the rights and Needs of gay and lesbian youth	Marlb Colleges Marlb Youth Trust Service Public Health	Early days but looking good
Marlborough	NMDHB/Marlb	Recognising the	NMDHB data	College	16 years	Intensive 4 day	NMDHB	Considered a

Peer Support programme	Colleges	benefits of trained students being available to help their peers with a range of issues		students at Marlborough Girls, Marlborough Boys and Queen Charlotte Colleges	and counting	training camps held annually for peer supporters (e.g. 33 PS's at Marlborough Boys 2013)	Public Health Service Marlborough colleges	valued support service within the schools	
Synergy Youth Mentoring	Family Works/ Presbyterian Support USI	Social isolation; building self-esteem; supporting educational, recreational, cultural opportunities; Intergenerational connection	NMDHB/Work & Income / CIFS research information and evaluations show that a 'significant other' builds resilience in disadvantaged children.	5-12 year old children who are at risk/ disadvantaged (most from single parent families)	Weekly contact for a minimum of a year	Children learn better communication skills, problem solving, goal setting through having good role models; participate more fully in the community	Referring agency and other agencies involved with the family	Very! Several awards. 237 children mentored over past decade (71 last year). Positive evaluations from children, parents and referrers. Mentoring continues informally with many previous mentees now in work, apprenticeships, or study	
Volunteer Services	Presbyterian Support Upper South Island (Marlborough)	Many elderly and others in need fall outside funded services	PSUSI data	Older persons and disabled	Ongoing	Has given many support and independence in their own homes	NMDHB Work & Income MSD	A 'Point of Difference' nonfunded community service.	
Mental Health Awareness Initiative	Rural Women NZ	High rates of mental health issues and suicide amongst rural communities	DHB / Mental Health Foundation of NZ	Rural dwellers	Ongoing	Positive growth in awareness and response to issue.	NMDHB Mental Health Foundation NZ	High profile	
Skin Awareness Clinics	Cancer Society Marlborough	The risk of skin cancer	Cancer Society Social and Behavioral Research Unit	Everyone	Ongoing	Heighten awareness and response to the risks of skin cancer	Min of Health, medical practitioners, service	A considered success	
FamilyWorks	PSUSI(Marlborough)	At risk youth in	MSU evaluation	At risk youth	Ongoing	Broadening the	Referring	Very successful	
Youth Services		need of positive role models and adult mentoring		form 5 – 12 years old		experiences and skills which will assist the child or young person to make better decisions and choices in the future	agency and other agencies involved with the family		

Home Support Programme	PSUSI(Marlb)	Flexible care support services that assist individuals to live in their own homes	DHB evaluation	Those who need assistance to be able to live independently in their own home.	Ongoing	Recognised as a valued service provider by funding agencies	MSD	Readily meeting expectations	
Totara Day Activity programme	PSUSI(Marlb)	Recognising the need to provide opportunities for isolated or frail older people living in the community to maintain skills, interests and community interaction	DHB evaluation	Isolated and frail older people living in the community.	Ongoing	Provides senior citizens with the chance to regularly meet others for company, activities and outings	Min of Health Work & Income NMDHB	A popular programme	
Cancer Society of NZ Campaigns - SmokeFree, SunSmart, Cantobacco, Relay for Life, Screening and Early Detection Programme Mens Health	Cancer Society Marlborough	NZ's high rates of cancer and the importance of information and support to those affected	MBIE data Cancer research		Ongoing	reducing the incidence of cancer and ensuring the best cancer care for everyone in New Zealand	ACC M B I E D H B M o H National Cancer Institute	Highly respected and effective	
Smoke Free Youth Ambassadors	Cancer Society Marlborough	The prevalence of and risks of smoking amongst youth	Cancer society social research unit	Youth	Ongoing	Has raised youth, and community, awareness of issue and risks.	MDC NMD HB PHO	An acclaimed success within community.	

Tamariki Ora/ Wellchild Assessment and Support	Maataa Waka Ki Te Ihu Trust	Below average health and performance amongst Maori children	CYFs data	Parents and whanau	Ongoing	Supporting parents and whanau to ensure their children are growing and developing to their fullest potential	Work & Income CYF MoE Police	Strong support and growth in programme	
Marlborough Older Persons Forum	MDC	MDC Addressing the needs of Marlborough's older people and responding to our aging population.	MDC records	Older persons	In place for 10 years and ongoing	Marlborough as a society where people can age positively, where older people are highly valued and where they are recognised as an integral part of families and community	Grey Power, Age Concern	A key sounding board for Council on older person issues within the Marlborough community	
NZ Police - Yes <i>Programmes</i>	NZ Police	Illicit drugs Tagging Vandalism Avoiding and reporting abuse at home Bullying Making positive life choices Distinguishing between right and wrong. Kids helping to create Burglary Free Zones Child protection programmes Get home safely and be safe at home	National Crime Statistics	Primary and Secondary School children across Marlborough	Ongoing	A national coordinated programme which aims to be the ambulance at the top of the hill by giving school children the knowledge and confidence to make the right choices	Local schools Ministry of Education	Highly successful in Marlborough with heavy demand by schools for Police run programmes	
Whanau Ora Home and Family Assessment and Support Services	Maataa Waka Ki Te Ihu Trust	Addressing issues of health, and living standards	Supporting data	Families	Ongoing	Whanau Ora assessments and support • Health Plans	Work & Income CYFS MoE Police	Strong support and growth in programme	

Community and Family Violence

Case study

Marlborough Violence Intervention Project (MVIP)

Established over 15 years ago, the Marlborough Violence Intervention Project (MVIP) is a collaborative network of representatives from government and local community organisations working together to make Marlborough a safer place to live.

Bringing a local focus to a national problem, members meet monthly to share ideas, support each other and do things together to combat family violence in Marlborough. With a long-term vision to make Marlborough violence free, MVIP strives to keep violence, in its many forms, on the community agenda and gives people and organisations the skills, knowledge and support to take action when necessary. MVIP wants to ensure Marlborough is a community where people enjoy personal safety and security and are free from victimisation, abuse, violence and avoidable injury.

Working closely with the national -It's Not OK Campaign, MVIP publicity campaigns appear throughout Marlborough on billboards, posters, beer mats, car stickers and cinema ads. The group also organises conferences in the region and hosts seminars on topics ranging from child development programmes to ways of dealing with elder abuse. It also works closely with

"Children must be nurtured and loved before they can easily love and nurture others."

Vonda Walker, Whanau Support Social Worker and Child and Youth Advocate

Marlborough's -Students against Violence group and has contributed to the development of internet-based communications with youth. A particular challenge in Marlborough is the growing number of people in seasonal work making the transition into the province. Difficulties in making this transition and the often resultant relationship issues puts increased pressure on the available support services. The MVIP group endeavours to pre-empt these difficulties and put in place the information and support networks to assist new migrants and seasonal workers in successfully making Marlborough their home.

Initiatives in which VIP has played a key role:

"How OK are your Relationships" - Information for young women to help them in -sorting out the good, the bad and the ugly in relationships.

"Positive Discipline" – A booklet aimed at promoting positive and non-violent parenting.

"Let's Make Marlborough Violence Free" - brochure containing practical information for those affected by abuse and violence on where to get appropriate help and support.

"White Ribbon Day" – standing against violence towards women.

Invisible Children Conference 2011 - highlighting the need to recognise, respond and refer child abuse

"Child Abuse Prevention Day" – highlighting how precious our children are.

"Talking about problems helped family members find solutions before anger got in the way."

Val Seatter, MVIP
Administrator

"Have a gut instinct that something is wrong with a child in your class, a woman next door or a workmate? Then ask questions, share your concern with someone else, show you've noticed and that you care."

Vonda Walker, Whanau Support Social Worker

"Everyone is entitled to a life without violence or fear and it's everyone's responsibility to try and achieve a community where violence is not accepted in any form."

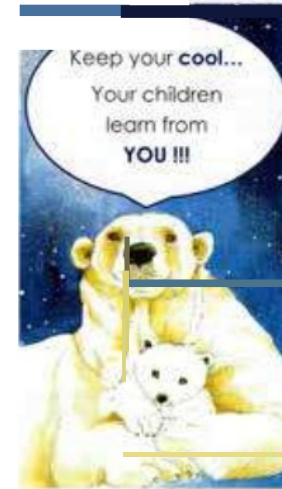
Lyn Caughey- Field Worker at Supporting Families
Marlborough Child and Youth Advocate

Source:

MSD Website -Andrae Gold, Blenheim Health Promoter and local anti-violence campaigner Marlborough Express Soapbox- Lyn Caughey- Field Worker at Supporting Families Marlborough Marlborough Express

P O S I + I V E

D I S C I P L I N E



Key safety strand - Community and family violence								
Project Name	Name Lead Organisation	Issue being addressed	Evidence based	Target population	Timeframe	Outcomes	Partners	Comments
Street Van.	Drug ARM Inc.	Drunkenness and violence on the street.	Mainly Anecdotal, Have the raw data of ages and gender but not analysed	All age groups.	Weekly on Saturday between 10.30pm - 3.00am going for 14 Years.	Reduction of drug and alcohol related crime disorder. Education & relief. Intervention & conflict resolution methods.	NZ Police	The relationships we form outweigh any rules or law
Stopping Violence for Men	Maataa Waka Ki Te Tau Ihu Trust	Family Violence Anger Management Relationship issues	Anecdotal feedback from Nelson projects	males 17 yrs+	Commenced July 2012, 4 week programmes, ongoing	Providing alternatives to violence for solving problems Providing tools to express and manage relationships	Stopping Violence Services (Nelson) Whanau Police CYF	The Nelson model Suggests through client feedback that men see a dramatic positive change in behaviour
ODARA Programme (Ontario Domestic Assault Risk Assessment)	Police	-Family Violence	-Scientific study based programme that uses key indicators to identify risk	All	Ongoing	Dramatic reduction in FV by holding offenders accountable, identifying victims, predicting future violence & using multi-agency intervention	CYF Service Community Corrections Probation Service Women's Refuge	Proven record overseas, only in force in NZ in recent months
Men's Preventing Violence Programme'	Relationships Aotearoa	Family Violence Assaults R.J. Referrals Respondents of Protection Orders	Community Probation research indicates 70% reduction in offending	17 yrs +	Ongoing (in place for 20 years +)	Stopping family violence Safety for victims	District Court Women's Refuge Family Court Community Probation CYF Service	Programme has a good reputation in the community Research suggests it is successful
Women's Preventing Violence Programme	Relationships Aotearoa	Family Violence Assaults R.J. Referrals Respondents of Protection Orders	Community Probation research indicates 70% reduction in offending	17 yrs +	Ongoing (in place for 20 years +)	Stopping family violence Safety for victims	District Court Women's Refuge Family Court Community Probation CYF Service	Programme has a good reputation in the community Research suggests it is successful

Changes for Women	Relationships Aotearoa	Abusive relationships Changing violent behaviour	Community Probation research indicates 70% reduction in offending	17 yrs +	Ongoing	Stopping family violence Empowering women to make positive changes	District Court Women's Refuge Family Court Community Probation CYF Service	Programme has a good reputation in the community Research suggests it is successful	
Parenting through Separation	Relationships Aotearoa	Encouraging consideration of children Alternatives to conflict between parents	Community Probation research indicates 70% reduction in offending	17 yrs +	Ongoing	Stopping family violence Safety for victims	Women's Refuge Family Court Self-referral	Programme has a good reputation in the community Research suggests it is successful	
Individual Counselling for Children Experiencing Family Violence	Relationships Aotearoa	Exposure to FV & raft of issues associated with it	Anecdotal evidence from referring agencies suggests improved coping	Work with whole family	Ongoing	Providing children and families with tools to reduce likelihood of FV	CYF Service Family Court Women's Refuge	Programme has a good reputation in the community Anecdotal evidence from referring agencies suggests improved outcomes	
Family Therapy	Relationships Aotearoa	Dysfunctional family relationships leading to violence	Anecdotal evidence from referring agencies suggests improved outcomes	Work with whole family	Ongoing	Providing children and families with tools to improve relationships & reduce likelihood of violence	CYF Service Family Court Women's Refuge	Programme has a good reputation in the community Anecdotal evidence from referring agencies suggests improved outcomes	
Steps to Freedom	Women's Refuge	Family Violence Safety Plans Children Relationships Legal issues Impacts of FV	Based on data from W.R. nationally Presently being assessed by official panel for accreditation	Women in domestic violence	Ongoing (at least a decade so far)	Education & reduce impact of DV on women & children	Client families Police Maataa Waka Victim Support Supporting Families	Very successful, big positive changes in lives of women & children we see	
Home based social work support	Barnardos	In home social work support for families	Yes	Families with children under 17	Service is ongoing. Length of client engagement	Well-adjusted children. Safe and secure family relationships		Over 85% report that their goals have been met.	

					by mutual agreement				
Wairau Children's programme	Women's Refuge	Keeping safe Not their fault How to get help Safe people How to ring 111 (role-plays)	Based on data from W.R. nationally	5 to 12 years	Ongoing	Safety Self-responsibility Recognising it's not their fault Changing their behaviour (nonviolent)	Relationship Services CYF Maataa Waka Schools	Good rates of success, seeing children change behaviour for the better & dealing with their issues & those of the family	
Wairau Teenager programme	Women's Refuge	Teens in FV settings Relationships Anger Teenage issues	Based on data from W.R. nationally	13 to 17 years	Trial programme, started 23/08/12 (runs for 14 weeks)	Healthy relationships Therapy through discussion and role play Settled and engaged teens with no violent traits	Client families Girls College Alt. Ed	To be assessed	
Building Great Families	Barnardos	Parenting Education	Yes	Parents and Grandparents	Ongoing – every school term	Promote positive parenting Reduce family stress		Over 90% positive evaluations from participants	
Building Great Dads	Barnardos	Parenting Education	Yes	Dads and grand dads	Ongoing – every school term	Promote a parenting model for dads based on respect rather than power		Over 90% positive evaluations from participants	
Family Counselling	Barnardos	Counselling for children and their families	Yes	Children and/or parents dealing with issues of loss, grief, anxiety, attachment, family violence or behavioural issues	Service is ongoing. Length of client engagement by mutual agreement	Well adjusted children. Safe and secure family relationships		Over 85% report goals met	
Stopping Violence for Men	Maataa Waka Ki Te Tau Ihu Trust	Family Violence Anger Management Relationship issues	Anecdotal feedback from Nelson projects	Males 17years +	Commenced July 2012, 4 week programmes, ongoing	Providing alternatives to violence for solving problems Providing tools to express and manage Relationships	Stopping Violence Services (Nelson) Whanau Police YF	The Nelson model suggests through client feedback that men see a dramatic positive change in behaviour	

Friends For Life	Barnardos	Anxiety and social skills	Yes	School based 8-10yr olds	10 week programme. Current contract three programmes across three schools	Develop social skills. Reduce feelings of anxiety/mild depression	PHO funding Delivery partnership with schools. Whitney Blenheim Mayfield	Highly regarded, evidence based programme	
Footsteps to Feeling Safe	Barnardos	Family violence	Yes	Children who have witnessed or experienced family violence	10 week programme. Delivered in response to demand		Family Court funded	A very effective programme. Very positive results evident	
Parenting Through Separation	Barnardos	The impact of parents separation on their children	Yes	Parents who have separated	Ongoing A 4 hour programme delivered every month.	Raising parent's awareness to the impact of separation on their children	Family Court funded	High completion rate for the two parts programme, with almost 100% positive feedback on content and presentation.	
Active Dads Marlborough	Barnardos	Parent education and activities for Dads	Yes	Dads and their children under age 5.	Ongoing Regular activities – at least bi-weekly	Promote positive parenting, and dads engagement in parenting	SKIP funding Ministry of Social Development	Steady increase in participation. Over 250 dads registered on the data base	
Rangitahi Boys Programme	Maataa Waka Ki Te Tau Ihu Trust	Violent behaviour Anger relationship issues	anecdotal feedback from Nelson projects	boys up to 16 yrs	Commenced July 2012, ongoing	Providing alternatives to violence for solving problems -providing tools to express and manage relationships	Whanau Schools Police CYF	The Nelson model suggests through client feedback that boys see a dramatic positive change in behaviour	
Hot Rod Youth Mentoring program.	Drug ARM Inc.	Drunkenness Stoned Violence Anti-social Behaviour Lack of education Lack of self esteem	Mainly Anecdotal and sometimes feedback from youth and parents	13-17	Weekly.	Learning on mechanics, appreciate the needs and feelings of other people, Increase their social skills. Discuss drug, alcohol and other issues. Increase work ethic. Develop insight into their impact of their	Open Home Foundation	Early days but looking positive	

						decisions / conflict resolution methods.			
Hope House Charitable Trust	Bread of Life	Teenage Pregnancy & Parenthood Social & Criminal Problems	Successful based on international experience & history of Grace House in NZ	Teenage parents	Ongoing (conception in 2012)	Create super parents Prevention of violence & criminality Restore families Productive mothers Young fathers accountable	MSD Barnardos Plunket CYF	T.B.A. Caseby-case there has been some success already	
Strengthening Families	Bread of Life	Family dysfunction Criminality Child health or behaviour Stress Housing & budgeting issues	Anecdotal evidence from client feedback very positive	Families working with 2 or more agencies	Ongoing	- Holistic approach to families by agencies through a coordinator - Agency joint solutions (rather than isolated approaches) - More efficient effective help	CYF MSD Police Work & Income Barnardos Schools	Most client families report empowerment & easier access to help & services	
Foundations	Bread of Life	Low self-esteem & associated depression, criminality, violence etc.	Client feedback suggests the programme is of great help to participants	All age groups Predominantly unemployed	Ongoing	Self-esteem Self confidence Self-reliance	Work & Income Barnardos	Participants report generally improved self esteem & better life prospects	
Marlborough Violence Intervention Project	Barnardos, Police, Women's Refuge, Bread of Life	Collaborative network working together to make Marlborough a safer place to live	Police data	Whole community	15 years and ongoing	Working together to combat family violence in Marlborough.	NMDHB PHO Migrant Centre Supporting Families Marlborough Maataa Waka MDC	Very successful collaborative group of over 30 organisations	
Intensive Community Support programme	Gateway Housing Trust	Supporting those who have higher support req'ts due to mental illness.	NMDHB Child and Adolescent Mental Health Services data	Those living in their own homes	Ongoing	Assists users to maintain their wellbeing and manage periods when they are less well	NMDHB Mental Health Foundation	One-on-one support getting results	

Safeguarding Children and Young People Educational Seminar/Initiative	Marlb Violence Intervention, REAP, Police/ CYF	Combatting child abuse within the community	DHB/Police/CYF data	Whole community	Periodic	Significant community support for initiative	Multiple agencies	Well received and considered beneficial to all attending	
Peer Support Respite Services	Gateway Housing Trust	Providing a warm safe welcoming place of temporary accom for sufferers of mental illness.	NMDHB Child and Adolescent Mental Health Services data	Sufferers of mental illness living at home.	Ongoing	Providing respite for the carers and families of sufferers of mental illness	NMDHB Mental Health Foundation	Fulfilling an important need	
Youth Snapshot Programme – 'Youth at Risk'	Gateway Housing Trust	Young people considered at risk require positive guidance to alter behaviour	NMDHB Child and Adolescent Mental Health Services data	Youth with criminal problems and/ or mental illness issues	Ongoing	Intensive one-on-one counselling found to be effective in positively altering behaviour	NMDHB Mental Health Foundation	Proven results	
Bread of Life counselling	Bread of Life	Family violence Relationship issues	Client feedback suggests the programme is of great help to participants	Families Partners Children (approx. 70% are abused women)	Ongoing	Empower female victims ofFV. Strengthen relationships Eliminate violence	CYFS Self-referral S.F. Barnardos	Clients report improved outcomes as a result of counselling	
Mana Taiohi Mentoring for 'At Risk' Youth	Maataa Waka Ki Te Ihu Trust	Provide mentoring and role modelling for Taiohi (Youth)	Anecdotal feedback from Nelson projects	Youth 12 and 17 years of age at risk of criminal, social or mental problems	Ongoing	Support Taiohi to increase self esteem, build positive relationships, improve physical and mental wellbeing, acknowledge whakapapa and build pathways to make positive life choices.	NMDHB CYFS Police	Successful in achieving positive outcomes for youth	

Alcohol and other drugs

Case study

Drug ARM (Blenheim) Inc.

Drug ARM (Blenheim) Inc. is a group of volunteers dedicated to helping people deal with the issues of alcohol and drug abuse and addiction.

The 'Drug' being obvious in its intent, 'ARM' is an acronym for 'Awareness Relief Movement'

Awareness - Promoting reality based drug and alcohol education for the local community.

Relief – Assisting individuals and families to deal with the implications of substance abuse and the recovery process.

Movement - Dedicated as an organisation to the ongoing development of quality services and interventions.

Drug ARM volunteers have a visible presence in Blenheim as they patrol the streets in the 'Street Van' until the small hours every Saturday night. On the street from 10.30pm through to 4.00 am, Drug ARM's trained staff provide support and assistance to anyone in need of some help but actively seek out 'at-risk' youth who may be under the influence of, or experimenting with, alcohol and drugs so as to provide intervention where and when it can be most effective. By doing so, they hope to steer these youth into more positive ways of enjoying life, rather than relying on artificial stimulants.

The *Street Van* also offers some practical help to the night-time reveller by serving food and hot drinks and providing first aid assistance where necessary.

Advocating a zero tolerance of both illegal and legal drugs and a more responsible attitude within society towards alcohol, Drug ARM does not hesitate to represent its views, be it in the street or through the media at a local level or in its submissions to Government on proposed or required changes to relevant legislation. Playing an active role on bodies such as the Marlborough Alcohol Advisory Committee, Youth Worker's Collective and Youth Talking Heads, Drug ARM is well respected in the Marlborough community for its views and hands-on approach in dealing with the problems of drugs and alcohol within the community.

With a strong focus on the risks to youth, Drug ARM has initiated targeted programmes aimed at connecting with those at risk and providing them with the desire, skills and assistance needed to overcome their problems.

Two such programmes are Hot Rod Youth Mentoring Programme and the Fetal Alcohol Spectrum Disorders (FASD) Awareness campaign.

“Drug ARM (Blenheim) has embarked on an initiative to set up a community project which will be building and restoring a 1940 Ford Pop Hot Rod from the ground up. This is an opportunity for a youth-mentoring programme, staffed with Drug ARM Volunteers trained by the Open Home Foundation, focused around working on the Hot Rod.

Blenheim Youth Aid section was invited to be part of this project by making referrals that would benefit youth aged 14 to 16 years. This was ideal as it offers meaningful supervised community work for our young people who were offending or at risk. It assists in completion of any court imposed community work while also providing a very important mentoring role that many of these young people need. Over 30 referrals have been made to the project by Youth Aid staff. When the project is completed the hot rod will be used as an educational promotion vehicle on the effects of drugs and alcohol at local public events”.

Sergeant John Butson JB7235
O/C Youth Services, Blenheim

Hot Rod Youth Mentoring Programme

Developed by Drug ARM (Blenheim) in conjunction with the Blenheim Police Youth Aid Section and other agencies, the Hot Rod Youth Mentoring Programme draws on the appeal of motor vehicles to youth to engage with them and provide a catalyst for uncovering and assisting them with problem solving including those caused through drug and alcohol use.



Fetal Alcohol Spectrum Disorder (FASD) Awareness Campaign

Fetal Alcohol Spectrum Disorder (FASD) is an umbrella term used to describe a range of adverse effects on fetal development when alcohol is consumed during pregnancy. At the minor end, the disorder causes problems such as learning, memory and behaviour problems, mental health disorders and educational and social failure. It can also cause growth retardation, brain defects, brain damage, third trimester foetal death and still births. FASD is recognised as the leading preventable cause of mental retardation in the developed world.

Millions of people worldwide struggle lifelong with intellectual and/or physical disabilities caused by prenatal alcohol exposure. Previously it was thought that at least 600 children in New Zealand were born with Fetal Alcohol Spectrum Disorder each year but recent New Zealand data shows that there are probably more – up to 3000 each year (White Ribbon Digest, 2011). The estimated cost of treating children and adults suffering FASD in New Zealand has been put around \$1 billion annually.

Approximately 30% of pregnant women in New Zealand drink alcohol according to Ministry of Health data; with a disproportionate number of these being young mothers in the 13 to 18 year old age bracket.

At a local level, Drug ARM (Blenheim) has initiated a FASD awareness campaign focused at drawing the attention of young women to the dangers of drinking while pregnant.

“The effects on these children are devastating. It’s very sad that because of someone else’s actions they are not going to have a normal life. About 60 per cent of these children end up going through the justice system where life gets more complicated.”

Eleanor Bensemann, Picton grandmother

While building on the initiatives, resources and successes of national FASD campaigns and using the more traditional means of conveying the message, such as posters, brochures and direct contact, Drug ARM (Blenheim) have identified that for them to maximise the positive results of their efforts they must find a way of connecting with the young women on a level that they both identify with and which will see them heed the message consistently and long-term.

To do this, Drug ARM has gone out and actively engaged with the young women at risk between the age of 16-18 years, seeking their ideas and input as to the risks, realities and hurdles they themselves have to deal with in their lives and in relation to alcohol. They also seek the young women’s own views on how best to get the message across about the dangers of drinking when pregnant to their peers, including the nature of the message, the language it needs to be conveyed in and the medium by which this can be done to greatest effect. This in effect turns the young women themselves into their own advocates for positive changes in their understanding of the risks, their attitude to the consumption of alcohol during pregnancy and the real risks of alcohol to both their own and their friend’s unborn child.

*"FASD is for life but it is 100 percent preventable.
As in smoking, there is no such thing as 'safe
drinking'".*
Elaine Hadfield, Blenheim.

*"Boozy pregnant teenagers getting
'munted' at the weekend don't understand
the long-term damage they are doing to
their unborn children"*
Marlborough youth community worker and
Drug ARM Chairman Roy Ramsey



"The word will spread if it's effective, the word will get out there."

Source:

Roy Ramsey, Drug ARM (Blenheim) Chairperson and community youth worker
Sergeant John Butson, O/C Youth Services, Blenheim Police
Marlborough Express
Fetal Alcohol Network NZ website

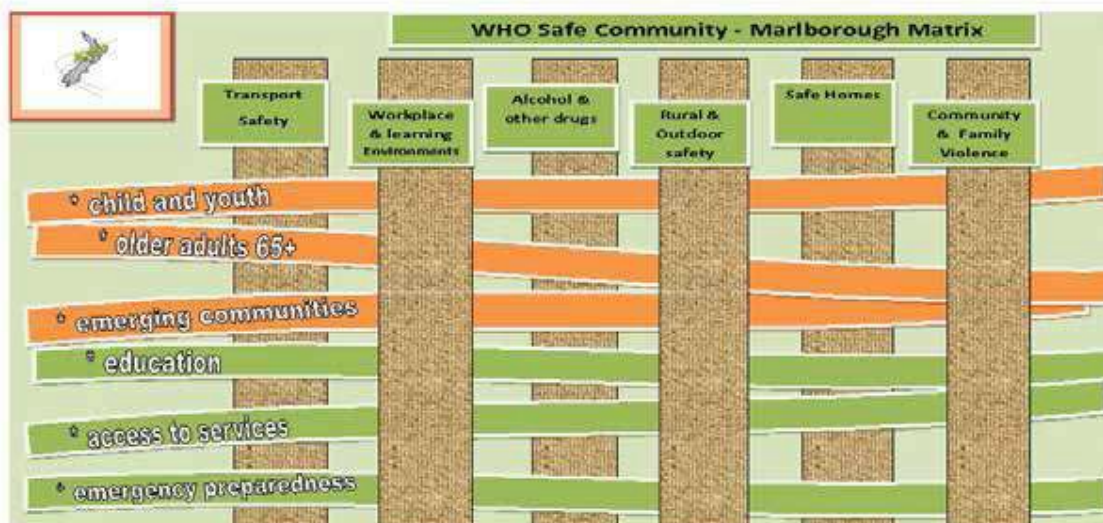
Key safety strand - Alcohol and other drugs								
Project Name	Name Lead Organisation	Issue being addressed	Evidence based	Target population	Timeframe	Outcomes	Partners	Comments
Alco-Link Project	NZ Police	High rates of offending involving alcohol in community	NZ Police crime stats	Whole community	2004 and ongoing	Helping to more accurately assess the impact of alcohol consumption on offending	MDC/ACC	Increased understanding of extent and nature of problem is enabling more effective response
FASD Awareness week and programme	Drug ARM Inc	High incidence of Fetal Alcohol Spectrum disorders in population	Min of Health stats	All age groups	9th – 17th September 2012	The dangers of drinking while pregnant	Public Health, Public Library Blenheim/ Picton, Marlborough Express	Challenging in getting positive response but headway being made.
Street Van	Drug ARM Inc	Drunkenness and drug use in Marlborough community, especially amongst youth	Police, MAAC and Drug ARM evidence	All age groups	Weekly patrols	Trained volunteers on street at night to assist in reduction of drug and alcohol related issues.	NZ Police	A highly regarded Community initiative.
Hot Rod Youth Mentoring program	Drug ARM Inc	Drug and alcohol effected youth needing positive mentoring	NZ Police stats and anecdotal evidence	13-17	Ongoing programme	Using the building of a hot rod to mentor youth on need to appreciate the needs & feelings of others, improve social skills, work ethic and insight into impact of drugs and alcohol	Open Home Foundation	
Supportive Detoxification Treatment Programme	St Marks Addiction Residential Treatment Centre	Drug and alcohol dependency in community.	DHB/CADS evidence and stats	Drug and Alcohol dependant sufferers	Ongoing since 1987	Providing care, support and guidance to clients with alcohol & drug dependence issues	Department of Corrections, Work & Income, Housing NZ, Supporting Families, CADS Nelson Marlborough NGO Community Orgs. FoodBank, John's Kitchen	High regarded service within Marlborough
Sublime 5ll Discount Taxi Voucher Scheme	MDC- RSC	High rates of drink driving and alcohol related offences late at night.	Police statistical data on alcohol related driving infringements	All people over 18 years of age	Rugby World Cup Sept 2011 (and ongoing	To provide an alternative to driving home after a night on the town	MAAC, Taxi companies, HANZ, Licensees and ACC	Not as much Uptake by the community as hoped. Slight reduction in infringem'ts

Media and Billboard Campaigns – Drink Driving	MDC – RSC	Drink driving	Medium strategic fit in 'Community At Risk' register	All drivers	2 Years minimum and ongoing	Reduce drink driving and change attitudes towards drink driving	Marlborough Roads	Anecdotal evidence - change in young people's attitudes
Students Against Driving Drunk (SADD)	Aotearoa Students Against Driving Drunk Charitable Trust	High rates of road deaths and injuries caused through drink driving by younger drivers.	Ministry of Transport – Motor Vehicle Crashes in NZII (www.transport.govt.nz)	SADD targets a 13 – 17 year old secondary school youth audience	SADD has been active in New Zealand for 26 years	Peer led, harm minimisation training approach, that helps young people to change their attitudes to drink driving	NZ Automobile Association The Road Safety Trust Commercial sponsors	Penetration rate into NZ high schools is high at 66%. SADD follows world's best practice in peer led harm minimisation approach
Marlborough Alcohol Advisory Committee	MDC	Need for collaboration of industry and agencies in addressing alcohol issues in community	Police and Alco Link Stats	All alcohol consumers	Ongoing	Collaborative approach to dealing with alcohol related problems as a 'community issue'	MDC, DHB, Police, ACC and Hospitality Industry	Moderate success in bringing industry firmly on board and achieving compliance and acceptance
MAAC Breakfasts'	MDC/MAAC	Alcohol related problems in community	NZ Police crime and NMDHB data	All agencies and industry reps with alcohol related interests	Ongoing	Bring agencies and hospitality representatives together over breakfast to discuss relevant issues and concerns	MAAC/Police/MDC/ACC/DHB/Hospitality Assoc	Positive relationships, communication and collaboration has been achieved.
Crisis Respite Care	St Marks Addiction Residential Treatment Centre	Pressures on families and carers of drug and alcohol dependant suffers.	DHB/CADS evidence and stats	Families and carers of drug and alcohol dependant sufferers	Ongoing since 1987	Giving parents/ families respite from their family member who need help	Department of Corrections, Work and Income, Housing NZ, Supporting Families, CADS Nelson and Marlborough NGO Community Organisations, FoodBank and John's Kitchen	High regarded service within Marlborough
NZ Police – Youth Aid Officers	NZ Police	Need for targeted and skilled Police response to at-risk youth in community	Police/MSD Statistics	Children and youth	Ongoing	Skilled officers with a focus on assisting at-risk youth to avoid trouble and get assistance from appropriate agencies	Work & Income, Child and Youth Services, education providers, Drug ARM Marlborough	High reliance by community on services of Youth Aid Officer

Section E - Indicator 3

3.1 Identify all high risk groups and describe what is being done to increase their safety. Groups at risk are often:

The SASATT Working Group acknowledges the significance of the community input that contributed directly to the development of the Marlborough Matrix. The strong public attendance at the series of three WHO CCCSP International Safe Community forums was pivotal in shaping the goals and objectives of the project, the composition of the Working Group, identification of the 6 key safety strands and recognition of the high-risk groups and environments upon which those present felt the focus of the project must be directed.



Marlborough is a region that can call itself a safe and secure place for its people to live, work and play. As a community however, we recognise that it isn't perfect and that there are places, activities and people that pose a risk to others or are at risk themselves due to factors of circumstance outside of their control or their desire or ability to deal with.

As highlighted in the spread sheet of „*Identified Safety Activities and Crosslinks*“, there are a significant number of programmes already in place which are either directly targeting the high risk groups and environments or which extend a degree of support and assistance to them as part of a more generalised target group. The process of identifying these programmes has been highly valued in further strengthening these community initiatives and in identifying obvious or perceived gaps in current provision or levels of service. It is recognised that these gaps will need to be the focus for attention by the Working Group post accreditation.

Are the descriptions sufficient?

✓ yes

When read with page 30 C1 can see justification and integration of the high risk groups - child and youth, older adults 65+, and emerging communities, supported by education, access to services and emergency preparedness. Comprehensive reach, demonstrated in the spreadsheet, however headings should be at top of each page. This would ensure that the supportive interagency collaboration and community involvement in the areas is clearly identified.

MARLBOROUGH - W.H.O Safe and Sound @ the Top (SASATT)
Spreadsheet of Identified Safety Activities and Crosslinks

ISSUES	INDICATED BY	CONTACT	Transport	Work	Alcohol/Drugs	Rural/Outdoor	Safe Homes	Community	Child & Youth	Older Adult 65+	Emerging Occupations	Education	Services	Access 2	Emergency Disaster Preparedness
WORKPLACES and LEARNING ENVIRONMENTS – Grenville Robinson															
'Safe Start' Breakfasts	PF Olsen Ltd	Rob Lawrence		a								a			
Random Drug Testing	PF Olsen Ltd	Rob Lawrence		a	a							a			
Fire Safety Flip Chart	PF Olsen Ltd	Rob Lawrence		a								a			a
'Using Culture to Drive Risk Management' programme	Nelson Forests Ltd	Les Bak		a								a			a
'Break Out' – Professional Certification	Nelson Forests Ltd	Les Bak		a								a			
REAP courses – first aid, Civil Defence, fire safety, police talks, chainsaw maintenance, firearms license, health days, food safety , home maintenance	REAP Marlborough	Allan Thomes, Dawn Reeves		a			a		a	a	a	a			a
Kiwi Rail Staff Safety Assessment Programme	Kiwi Rail	Kerry Rodgers		a								a			
Recognised Seasonal Employer (RSE) programme	Dep't of Labour/Wine Marl	Pip Jamieson		a	a		a	a			a	a	a		
NZ Driver Induction Course	MDC/ACC/Master Driver Services	Grant Ingersoll	a	a							a	a			
"On the Road to Professionalism" Education, Training and Assessment Programmes for Drivers, Operators and Trainers <ul style="list-style-type: none"> • Road Safety and Driver Awareness Programme • Heavy vehicles • Forklifts • Dangerous Goods • Special Vehicles • 4-wheel Drive and ATV's • Passenger Service Vehicles • Fatigue Management • Accident Risk Management and Investigation 	Master Drive Services	Grant Ingersoll	a	a								a			

Nelson Marlborough Institute of Technology • Diploma in Aquaculture (Fish Farming and Fishery Management) • Certificate in Superyacht Crewing • Certificate in Marine Studies (Cadet) • Maritime Short Courses • Certificate in Inshore Launch Master Certificate in Local Launch Operator	NMIT Nelson Campus www.nmit.ac.nz		a	a									a		
Health and Safety Forum	Health and Safety Forum Group	Annie Percy	a	a								a	a	a	a
Health and Safety EXPO	Health and Safety Forum Group	Annie Percy	a	a								a	a	a	a
'Sharpen Up' – A User Guide to Perfect Pruning	Wine Marl / ACC	Grenville Robinson		a								a	a		
Falls from Heights	MBIE	Annette Baxter		a			a				a		a		
Forestry Harm Reduction	MBIE	Annette Baxter		a									a		
Quad Bike Project	MBIE	Annette Baxter	a	a		a				a	a	a	a		
S**T That Was Close (STWC) near miss incident campaign	Base Woodbourne	Bev Taylor	a	a									a	a	
STWC Safety Hotline	Base Woodbourne	Bev Taylor	a	a									a	a	
HURTS AND HAZARDS Newsletter	Base Woodbourne	Bev Taylor	a	a			a			a			a	a	a
Vulnerable Workers – Service and Viticultural Sectors	MBIE	Annette Baxter		a			a					a		a	
Manufacturing – Unguarded machinery/carbon monoxide/forklift use etc	MBIE	Annette Baxter	a	a									a	a	
Employment and Advocacy Assistance Services	Community Law Marlborough	Andreja Phillips		a			a					a	a	a	
Legal Information and Advice Services	Community Law Marlborough	Andreja Phillips		a			a					a	a	a	
RURAL and OUTDOOR SAFETY – Russell Montgomery															
1st Aid Training for Rural Schools	Marlb Red Cross	Graeme Faulkner					a	a			a		a	a	a
Emergency Response Unit	Marlb Red Cross	Graeme Faulkner					a	a							a
Emergency Welfare Centres	Marlb Red Cross	Graeme Faulkner					a	a							a
"20km Past School Buses" Campaign	Rural Woman NZ	Jocelyn Cresswell	a				a				a			a	
Helmets on ATV's campaign	Rural Woman NZ	Jocelyn Cresswell	a	a			a				a	a		a	
Annual Farm Safety Days	Rural Woman NZ/Fed Farmers	Jocelyn Cresswell	a	a			a							a	a
Leptospirosis Awareness Programme	Rural Woman NZ/Fed Farmers	Jocelyn Cresswell		a				a						a	a
Top of the South Rural Support Trust / Access Home Help	Fed Farmers/Rural Woman NZ/Tasman District Council/Pipfruit Growers Assoc/Fruitgrowers Fed.	Melva Robb					a	a			a	a	a	a	a
Awatere Rural Support Network	Police/Civil Defence/Rural Fire	Helen and Ron Harris		a			a	a	a						a

'Learn to Sail' Courses	Queen Charlotte Yacht Club	Felicity Loncar				a						a		
Day Skippers and BoatMaster Course	Coastguard Marlborough	Dick Chapman	a	a		a						a		a
River Crossing Course	Marlb Tramping Club	Mary Jobberns				a						a		
Map, Compass and GPS Training Course	Marlb Tramping Club	Mary Jobberns				a						a		a
New Member Safety Resource Packs	Marlb Tramping Club	Mary Jobberns				a						a		a
Snowcraft Safety Course	Marlb Tramping Club	Mary Jobberns				a						a		a
Backcountry First Aid Course	Marlb Tramping Club	Mary Jobberns				a						a		a
New Zealand Shakeout Campaign	Marlborough District Council/ Min of Civil Defence and Emergency Management	John Foley		a			a		a	a		a		a
Marlborough Civil Defence Emergency Management Group	MDC/MCDEF	John Foley		a			a					a		a
The Wakamarina/Canvastown and Wairau Valley Emergency Response Plans project.	MDC	John Foley				a	a					a		a
Mistletoe Bay Education Camp 'Safe Boating Certificate' – safety on the water in powered and unpowered craft. 'Bushcraft Safety' – awareness and skills in the outdoors 'Food Safety' – safe handling of food in all environments.	Mistletoe Bay Trust / Ministry of Education / DoC	Simon Heath				a	a		a			a		
Outward Bound NZ – Outdoor Education, Safety and Self Development Courses	Outward Bound NZ Trust	Steve Hall				a			a			a		
Healthy Play Initiative	Hockey Marlborough	Andy Rowe				a			a			a		
"Expect to Get Stuck" Training Days	Marlb 4WD Club	Trevor Jamie	a	a		a						a		a
Hill Climb, River Crossing and Fire Risk Training Days	Marlb 4WD Club	Trevor Jamie		a		a						a		a
Participant 'Minimum Requirements' Checklists	Marlb 4WD Club	Trevor Jamie		a		a						a		a
Civil Defence Response Role	Marlb 4WD Club	Trevor Jamie				a						a		a
Volunteer Rural Fire Force	Marlb/Kaikoura Rural Fire Authority	Richard McNamara		a		a						a		a
Emergency Location Point Initiative	MDC	Robin Dunn				a						a		a
Wither Hills Farm Park Fire Plan	MDC	Robin Dunn				a						a		a
Wither Hills Farm Park Management Plan – Safety Signage and Brochure Package and Bi-annual Engineered Structures Assessment Programme	MDC	Robin Dunn				a						a		a
Marlborough LandSAR Volunteer Training Programme	Marlb LandSAR Group	Daryl Sladen				a						a		a

Alzheimer's Search Group Volunteer Recruitment and Training Programme.	Marlb LandSAR Group	Daryl Sladen				a	a			a		a		a
TRANSPORT SAFETY – Robyn Blackburn														
RYDA programme (Rotary Young Driver Awareness)	MDC/Marlb Roads/ Rotary	Robyn Blackburn	a						a			a		
Top of the South Motorcycle Safety Plan	Tasman district council RSC	Robyn Blackburn	a									a		
Discount Taxi Voucher Scheme	MDC/Marlb Roads	Robyn Blackburn	a		a				a			a		
Media and billboard campaigns –drink driving	MDC/Marlb Roads	Robyn Blackburn	a		a				a			a		
Learner's license course	MDC/Marlb Roads	Robyn Blackburn	a						a			a		
Campaigns to promote Interactive driver training	MDC/Marlb Roads	Robyn Blackburn	a									a		
Marlborough Motorcycle Road Safety Group	MDC	Robyn Blackburn	a									a		
Drive to the Conditions – billboard campaigns	MDC	Robyn Blackburn	a	a								a		
"Safe Driving Map" for the Top of the South	ACC/MDC/AA/Marlb Rds/Police/NCC/TDC	Grenville Robinson												
"Keep Left" Road Campaign	Police/MOT	Grenville Robinson	a	a								a		
Driveway Runover Kit	Plunket	Maureen van Gelder	a	a			a		a			a		
Safe Walking and Cycling programme	Bike/Walk Marlborough	Rob Dunn	a				a		a			a		
Pre-school Road Safety – 'Sunnygirl'	MDC/Marlb Roads	Robyn Blackburn	a				a		a			a		
Media campaign – Cellphone distraction	MDC/Marlb Roads	Robyn Blackburn	a	a			a		a			a		
Mobility Scooter User Training	MDC/Marlb Roads	Robyn Blackburn	a				a			a		a		
Older Persons Driver Training Course	Marlborough Road Safety Council	Robyn Blackburn	a				a			a		a		
Child Car Seat Education programme	Plunket	Maureen van Gelder	a				a		a			a		
Aircraft Incident Training	RNZAF	Bev Taylor	a									a		
Tarmac Access- working on tarmac	RNZAF	Bev Taylor	a									a		
Marlborough Harbour Authority														
<ul style="list-style-type: none"> Marlborough Sounds Safe Boating Brochure www.pictonharbour.co.nz website Marlb Sounds Harbour Navigational Risk Assessment Aids to Navigation Programme On-water Patrols Launching Ramp Safety and Compliance Checks Marine Farms Structure Compliance Programme Maritime Emergency Response Team Oil Response Team 	MDC	Alex Van Wijngaarden/ Clive Witlock	a	a		a						a		a
Marlborough Marine Radio	Marlborough Marine Radio Association www.mmr.org.nz	Peter Broad	a	a		a						a		a
Marlborough Clued-up Kids - Water safety lifejackets and boat safety (10-11 year olds)	Marlborough Child Safety Group	Monica McKone/ NMDHB	a			a			a			a	a	a

Marlborough Clued-up Kids - Rail safety at level crossings (10 – 11 year olds)	Marlborough Child Safety Group	Monica McKone/ NMDHB	a				a		a			a	a	a
Students Against Driving Drunk (SADD)	SADD Group Marlborough	Katy Campbell	a		a				a			a		
Crossing Crash display promotional boards	KiwiRail	Kerry Rogers	a	a								a		
Rail Safety Week	KiwiRail	Kerry Rogers	a	a								a		
"Police in the Primary School" <i>The Yes Programmes – School Road Safety Education</i> "Stepping Out" - Years 0-3 Safety as a pedestrian and a passenger "Riding By" – Years 4-6 Keeping safe on or near the road and basic cycling skills "Out and About" – Years 7-8 Empowering young people to be safe responsible road users "Safe Cycling" – Years 6-8 Safe cycling and good road sense "About ATV's" – Preventing injury and death on ATV's "Tracks and Trains" – Safe behavior on or near the tracks "School Traffic Safety Teams" – Safety of students crossing the road near schools "Bus Warden Training and Monitoring" – Help students travel safely on school buses	NZ Police	Sue Bush PEO	a				a		a			a		
"Police in the Secondary School" <i>The Yes Programmes – School Road Safety Education</i> "Changing Gear" – Years 9-10 Participate safely as a responsible road user. "Drive Qual" – Years 11-13 Building knowledge and positive driver attitudes. "Drive to Survive" – Years 11-13 Helping make informed, responsible decisions about drink driving. "Msg in Contxt" – Years 9-13 Raising awareness of the risks of txtng while driving.	NZ Police	Sue Bush PEO	a				a		a			a		
'CarFit' for Older Drivers Programme	AA / NZ Assoc of Occupational Therapists	Sally Wright	a								a		a	
Regional Council Transport Committee	MDC/AA/LTNZ/Police/ MCoC	Sally Wright	a	a	a								a	a
SAFE HOMES – Lyne and Paul														
CPTED (Crime Prevention Through Environmental Design)	Safer Communities	Paul Johnson					a	a		a		a		
Neighbourhood Support	Safer Communities	Paul Johnson					a	a		a		a		a
Marlborough Clued-up Kids programme (fire safety ,home safety awareness, survival kits)	Marlborough Child Safety Group	Monica McKone					a		a			a		a
'Stable and Steady' pilot programme	PHO	Amaroa Kahu		a			a			a		a		

'Safety at Home' programme	ACC	Grenville Robinson					a			a		a		
'Home Falls Safety' programme	ACC	Grenville Robinson					a			a		a		
'Get Firewise' programme	NZ Fire Service	Rob Dalton		a			a		a			a		
Quality of Independence and Safety for Elderly	St John/MSD/GPs	John White					a			a		a		
Safe Kids Programme	St Johns	John White					a	a	a			a		
Penguin and Cadet Ist Aid Skills Programme	St JohnS	John White				a	a		a			a		
Turnaround Marlborough	Safer Communities / MDC	Paul Johnson						a	a			a		
"Street Intensive" Programme	Police and Safer Communities Marl	Paul Johnson Russ Smith					a	a	a	a	a	a	a	a
Youth Services Marlborough	Safer Communities / MDC	Paul Johnson						a	a			a	a	
Mental Health Awareness Initiative	Rural Women NZ	Pam Thomlinson						a	a	a		a		
Lifeline Counseling Services	Lifeline Marl Inc	Karen Wallace			a			a	a	a	a	a	a	
Awatere Community Hub	Awatere Community Trust	Lillian Broadhurst	a	a	a	a	a	a	a	a	a	a	a	a
Marlborough Migrant Centre / Newcomers Network	Marlb Migrant Centre	Margaret Western	a	a	a		a	a			a	a	a	
'Vegetables in your Backyard' project	Kimi Hauora Wairau MPO	Sana Daunauda			a		a	a	a	a	a	a	a	
'Volunteer Services'	Presbyterian Support Upper South Island (Marlb)	Collette Ryan					a			a		a		
Synergy Youth Mentoring	PSUSI(Marlb)	Nancy Sherwood			a		a	a	a			a	a	
Marlborough Youth Forum	Marlborough Youth Council/MDC	Lyne Reeves	a		a			a	a			a	a	
"My Voice" website	Marlborough Youth Council	Helen McLean	a		a		a	a	a			a	a	
"Q-Youth" Gay and Lesbian Youth Support Network	NMDHB/Marlb Colleges	Helen McLean					a		a			a	a	
Marlborough "Peer Support" programme	NMDHB/Marlb Colleges	Helen McLean			a		a	a	a			a	a	
Marlborough Students Against Violence	NMDHB/Marlb Colleges	Helen McLean					a	a	a			a	a	
FamilyWorks Youth Services	PSUSI(Marlb)	Sally Crawford					a		a			a	a	
HomeShare Support Programme	PSUSI(Marlb)	Sally Crawford					a			a		a	a	
HomeSupport Programme	PSUSI(Marlb)	Sally Crawford					a			a		a	a	
Totara Day Activity programme	PSUSI(Marlb)	Sally Crawford					a			a		a	a	

Cancer Society of NZ Campaigns SmokeFree Campaign SunSmart Campaign / SunSmart Schools Cantobacco Campaign Relay for Life Screening and Early Detection Programme Getting the Tools.org.nz – Discussing the Nuts and Bolts of Mens Health Cancer Risks in your Environment	Cancer Society Marl	Margot Wilson		a				a					a	a	
Edible Gardens in Schools Project	Cancer Society Marl	Margot Wilson					a		a				a		
Smoke Free Youth Ambassadors	Cancer Society Marl	Margot Wilson					a		a				a		
Skin Awareness Clinics	Cancer Society Marl	Margot Wilson		a			a						a	a	
Elim Church Child and Youth Programmes M & Ms – 0 -5 years Superkids Holiday Programme High Five Divorce and Recovery Programme	Elim church	Tracey Cresswell					a		a				a		
Marlborough Older Persons Forum	MDC	Lyne Reeves	a				a	a		a			a	a	
'Good Homes for Good Lives' project	REAP, MENZ Shed, GreyPower, Age Concern, DHB, MDC, NZ Police	Lyne Reeves					a			a			a	a	
Marlborough Community Hubs	Sport Tasman and MDC	Lyne Reeves			a		a	a					a	a	
Bucklebear Carseat Programme	Plunket	Maureen van Gelder	a				a		a				a		
Booster Rooster	Plunket	Maureen van Gelder	a				a		a				a		
Driveway Safety Programme	Plunket/ Safekids NZ	Maureen Van Gelder	a				a		a				a		
"Police in the Primary School" <i>The Yes Programmes</i> 'Choice / Tena Kowhiria' – making positive life choices "Support Your Kids" – parent programme to support Choice "Doing the Right Thing" – distinguishing between right and wrong. "Tag Free Kiwi" – reduce vandalism by developing pride in oneself and ones community. "Burglary Free" – kids helping to create Burglary Free Zones "Keeping Ourselves Safe" – a child protection programme "Kia Kaha" – reducing bullying by building safe, positive relationships "Safely Home" – get home safely and be safe at home "Confident Kids" – practical application of KOS/Kia Kaha	NZ Police	Sue Bush PEO			a		a	a	a				a		

"Police in the Secondary School" <i>The Yes Programmes</i> "Reducing the Harm" – Minimising harm from illicit drugs "Tag Free Kiwi" – Years 9-10 Reducing graffiti vandalism. "Role of the Police" – A depiction of police officers and their work "Keeping Ourselves Safe – <i>Building Resiliency</i> " – Years 9-13 Avoiding and reporting abuse. Kia Kaha <i>Our Place</i> – Years 9-13 Reducing bullying by building safe, positive relationships.	NZ Police	Sue Bush PEO			a		a		a			a		
Safe Marlborough	Barnardos	Mike Henderson			a		a	a	a	a	a	a	a	
Neighbours Day	Barnardos, Police and Safer Communities Marl	Mike Henderson /Paul Johnson/Russ Smith					a	a		a			a	a
Whanau Ora Home and Family Assessment and Support Services	Maataa Waka Ki Te Ihu Trust	Gail MacDonald			a		a	a	a	a	a	a	a	
Tamariki Ora/Wellchild Assessment and Support	Maataa Waka Ki Te Ihu Trust	Gail MacDonald					a	a	a		a		a	
Kaumatua Support Programme	Maataa Waka Ki Te Ihu Trust	Margy Crosby					a			a		a	a	
Community Eldercare Coordination	St Christopher's Church Redwoodtown	Wendy Reynolds					a			a			a	
COMMUNITY AND FAMILY VIOLENCE –Russ Smith														
ODARA – Ontario Domestic Assault Risk Assessment	NZ Police	Russ Smith			a		a	a	a	a	a		a	
Building Great Families Building Great Dads Family Counseling Home Based Social Work Support Friends for Life Footsteps to Feeling Safe Parenting through Separation Active Dads Marlborough	Barnardos	Mike Henderson Jodie Griffiths			a		a	a	a	a	a	a	a	
Family Violence Intervention Programme	Work and Income	Robin Mortimer			a		a	a	a	a			a	
Marlborough Students Against Violence 'MSAV'	Marlb Colleges	Helen McLean					a	a	a			a	a	
'Stopping Violence' programmes 'Changes for Women' 'Parenting through Separation'	Relationships Aotearoa	Rob Jenkins			a		a	a	a			a	a	
Free and Confidential Community Legal Services	Community Law Marlborough	Andreja Phillips		a			a						a	
Blenheim and Picton CCTV crime prevention system	MDC	Russ Smith			a		a	a	a					

Blenheim/Picton CBD Liquor bans	MDC	Russ Smith			a			a	a					
Hope House Charitable Trust	Bread of Life	John Brooks			a		a	a	a				a	
Strengthening Families	Bread of Life	Jenni Gane			a		a	a	a			a	a	
'Foundations' programme	Bread of Life	John Brooks			a		a	a	a			a	a	
Bread of Life Counseling Service	Bread of Life	John Brooks			a		a	a	a			a	a	
'Project K'	FYD	Kelvin Watt				a			a			a	a	
CACTUS Programme	NZDF Woodbourne				a	a		a	a			a	a	
Steps to Freedom	Women's Refuge	Rachel Black			a		a	a				a	a	
Wairau Children's Programme 6-12yr	Women's Refuge	Rachel Black					a	a	a			a	a	
Wairau Teenager's Programme 13 – 17yrs	Women's refuge	Rachel Black					a	a	a			a	a	
Marlborough Violence Intervention Project	Barnardos, Bread of Life	Val Seatter					a	a	a				a	
'Intensive Community Support' programme	Gateway Housing Trust	John Williams			a		a	a	a			a		
Safeguarding Children and Young People Educational Seminar/Initiative	Marlb Violence Intervention, REAP, Police/CYF	Bridget Taylor/Bronwyn Hutcheson			a		a	a	a			a		
Peer Support Respite Services	Gateway Housing Trust	John Williams			a		a	a	a				a	
Youth Snapshot Programme – 'Youth at Risk'	Gateway Housing Trust	John Williams			a		a	a	a				a	
Stopping Violence for Men programme	Maataa Waka Ki Te Ihu Trust	Gail MacDonald			a		a	a				a	a	
Mana Taiohi Mentoring for 'At Risk' Youth	Maataa Waka Ki Te Ihu Trust	Gail MacDonald			a		a	a	a			a	a	
ALCOHOL/AND OTHER DRUGS – Roy Ramsey														
Alco-Link Project	NZ Police/ACC	Russ Smith			a		a	a	a				a	
Street Van	Drug ARM Inc.	Roy Ramsey			a		a	a	a			a	a	
Hot Rod Youth Mentoring Programme	Drug ARM Inc.	Roy Ramsey			a		a	a	a			a	a	
FASD Awareness Programme	Drug ARM Inc.	Roy Ramsey			a		a		a			a	a	
Marlborough Alcohol Advisory Committee	MDC/DHB/Police/ Industry	Roy Ramsey	a		a		a	a	a	a		a	a	
MAAC Breakfast	MAAC/Police/MDC													
Supportive Detoxification Treatment Programme	St Marks Addiction Residential Treatment Centre	Lois Millar			a		a						a	
Crisis Respite Care	St Marks Addiction Residential Treatment Centre	Lois Millar			a		a		a				a	
NMDHB Emergency Dept	NMDHB	Andrew Morgan	a	a	a		a	a					a	
NZ Police – Youth Aid Officers	NZ Police	Dean Buckley	a		a		a	a	a			a	a	

In order to achieve the vision of Safe and Sound @ the Top, focused and supportive interagency collaboration and community involvement has and will continue to be an essential requirement for success of the overall project. This strength within the Marlborough community, its local and central government agencies, service providers and community groups, is a characteristic which has been readily illustrated through the development of the WHO CCCSP International Safe Communities concept up to this point. It has also given the Working Group immense confidence in moving the project forward into the future.

Indicator 3.2

During both the Community and the Working Group meetings, demographic areas of high risk and vulnerability emerged as a necessary element integral to addressing the objectives of the Safe and sound @ the Top overall plan. It was also acknowledged at these community meetings that these identified areas of concern needed to be incorporated into the project design (Marlborough Matrix) and evidenced by local/ regional and national data as identified in Section G and H.

The combined community programmes endeavour to address identified concerns and issues based on community need. These activities address wellbeing, health, injury and economic inequalities for key target groups. As highlighted in Criteria 3.1 (*spreadsheet of identified safety activities and cross links*) there are a significant number of programmes already in place which are either directly targeting the high risk groups and environments or which extend a degree of support and assistance to them as part of a more generalised target group. The strand linkages provide a visual indication of the work being undertaken in both the vulnerable demographic environments of child and youth/older adults/emerging communities and in the supportive strand areas of education/access to services/emergency preparedness. The following chart further illustrates examples of specific programmes targeting identified vulnerable demographics and high risk environments inclusive of the key safety areas of transport/ alcohol and other drugs/ community and family violence/rural and outdoors/safe homes and workplace and learning environments.

Are the descriptions sufficient?

✓ □ yes

While there is a well-documented case study and indication of the high risk environments.

Programmes that target high risk demographics and environments:

Child and Youth	Older Adults	Emerging Communities
Mistletoe Bay Education Camp	NZ Shake out campaign	Regional Seasonal Employment programme (RSE)
'20 km past the school bus' campaign	Quad bike project	Vulnerable workers in service and viticultural sectors
Helmets on ATV campaign	Hurts and hazard newsletter	Falls from heights course
Outward Bound NZ	First aid training courses for rural schools	Quad bike project
Healthy Play initiative	REAP courses – home and fire safety	Employment and Advocacy assistance services
RYDA programme	Alzheimers Search Group	Legal information and advice services
Discount taxi voucher scheme	'Mobility scooter use	NZ Shake out campaign
Media and community billboards	Older persons' driver training course	Keep left road campaign
Learner's license course	Car fit for older drivers programme	Migrant Centre newcomers network
CPTED project Case study	CPTED project Case study	CPTED project Case study
Safe walking and cycling programme	Neighbourhood support and Day	Vegetables in your backyard project
Pre school road safety programme' Sunnygirl'	Stable and steady pilot programme	Safe Marlborough/Barnardos
Project K	Safety at Home programme	Whanau ora / home and family support
Marlborough Clued up Kids programme	Home Falls safety programme	Marlborough Clued up Kids programme
Students Against Drunk Driving (SADD)	Quality of Independence and safety programme	ODARA domestic assault risk assessment
The YES Programme –Police	Mental health awareness initiative –rural	Marlborough Violence Intervention Project

Top of the south motorcycle safety programme	Lifeline counselling services	Tamariki ora /Well child assessments
Get Firewise programme	Community Hubs	NZ Driver Induction course
Safekids programme	Volunteer services support	'Settling in' project/ Migrant centre
Penquin and cadet first aid skills	Home share support programme	Forestry harm reduction programme
Turnaround Marlborough	Totara day activity programme	Mulit cultural festival
Youth services Marlborough	Marlborough Older persons forum	Marlborough Health and Safety Forum
Synergy Youth mentoring	Good Homes for Good lives project	REAP courses
Marlborough Youth Forum	Safe Marlborough/Barnardos	
My voice website	Whanau ora / Home and family support	
Q Youth and lesbian support group	Kaumatua support programme	
Marlborough Peer support programme	Community eldercare coordination	
Marlborough Students Against Violence (MSAV)	ODARA - domestic assault risk assessment	
Family works youth services	Marlborough Violence Intervention Project	
Edible gardens in schools project	Building great families, dads and granddads	
Smoke free youth ambassadors	Medical alarm support	
Marlborough Violence Intervention Project		The CPTED programme was chosen as a prime case study for Criteria 3.2 as its programme reach involves all the vulnerable demographic strands and targets high risk environments by using a comprehensive community approach.
Marlborough Alcohol Advisory Committee		
Driveway safety kit and programme		
Safe Marlborough/Barnardos		
Whanau ora / home and family support		
Tamariki ora /well child assessments		
ODARA domestic assault risk assessment		
Building great families/Barnardos programmes		
Family violence intervention programme		
Stopping violence programmes		
Hope House Charitable Trust		
Child car seat programme/ Booster rooster programme/ Bucklebear car seat programme		
Cactus programme		

3.2 Give examples

Case Study

The following case study represents a comprehensive example of a community programme that targets high-risk groups, environments and programmes and promotes safety for vulnerable groups.

Marlborough Street Intensive Programme

"Without a sense of caring, there can be no sense of community."
Anthony J. D'Angelo

Based on the internationally recognised Crime Prevention Through Environment Design (CPTED) principles, the Street Intensive programme was developed and introduced in Marlborough in 2007 as an intervention process aimed at trying to achieve success where traditional approaches to reducing crime and other associated problems within defined sectors of the community had previously failed. It was then presented to Police Headquarters and adopted in other regions of New Zealand.

The primary focus is on building a safer community and a sense of pride and ownership amongst residents in specific streets that have previously suffered from 'a state of moral, social and physical decay' and which display a high rate of crime and general vandalism.

The programme has been highly successful in establishing more positive and cooperative relationships between the residents and the various authorities and support agencies to an extent that could not have been achieved by any other means. Since 2007, 10 streets have been included in the programme.

- Lucas St and Dix Crescent 16/04/08 to 23/04/08
- Girling Avenue 11/11/09 to 19/11/09
- Elizabeth St 01/09/09 to 07/09/09
- Henderson and Gardner St 10/11/11 to 16/11/11
- Taylor Crescent and Stephenson St 22/03/12 to 28/03/12
- Brewer St 06/09/12 to 12/09/12
- Stratford St 28/02/13 to 06/03/13



The principal organisations that have been involved in the Marlborough Street Intensive Programme to-date have been:

- Safer Communities Marlborough
- NZ Police

- Marlborough Roads
- Marlborough District Council
- Ministry of Justice

Other support agencies taking an active role in the projects have included:

- Birthright Marlborough
- Bread of Life Trust
- Marlborough Community Law Centre
- Marlborough Family Budgeting Service
- Bamardos
- Public Health Service (NMDHB)
- Riversdale Community House
- REAP Marlborough
- Sport Marlborough
- The Salvation Army
- Oasis Family Church
- Truancy Service Marlborough



- Victim Support
- Presbyterian Support
- Supporting Families Marlborough
- Care Marlborough
- Animal Control
- SPCA
- ACC
- NZ Fire Service
- Literacy Marlborough
- Rotary
- Lions
- Marlborough Primary Health Organisation
- Elim Church
- Assembly of God Church
- Neighbourhood Support Marlborough



The Lucas St/Dix Crescent project was a pilot project used to support an application for funding. Below is the background detail of this initial project. Each successive project has resulted in further improvements. The main areas of improvement have been:

- Significant involvement of local church groups. This has resulted the project turning into a very large working bee with up to 100 volunteers from outside of the street being involved. This created a significant -buzzll on the Saturday with residents commenting that they get caught up in the positivity and this motivates them to become further involved.
- Two local church groups have combined to undertake an after school activity project across the entire week. Children have made a large scale rocket, submarine, castle and Ark.
- Local business becoming involved with supply of services, materials and staff.
- Schools engaging in the project as a means of assisting them to connect with their communities. This has included having community assemblies at the school.
- Engagement with Lions and Rotary groups.
- Management systems to allow for more effective removal of rubbish and green waste.
- Having a greater number of Police staff working directly alongside residents on their properties.

A key feature of all the projects has been the emphasis on connections.

- Connecting residents with each other.
- Connecting residents with the Police.
- Connecting residents with Marlborough District Council.
- Connecting residents with community support agencies and churches.

The clean up is the vehicle to achieve the connections that aid in building community spirit and the motivation for residents to become involved. Word in Marlborough has spread so effectively about the positivity of the projects that the levels of trust that residents have in the project has grown significantly and so with each project residents are more willing to become fully involved.

One resident of 50 years in Stratford Street reported to the Marlborough Express – **-The people have come togetherll.**
-Now everybody is helping each otherll Another resident from Brewer Street stated **-everybody seems friendly nowll**

With the completion of the Stratford St Street Intensive project in March of this year, the latest 3 year contract with Ministry of Justice has now come to an end. A 6 month extension of the contract has just been provided by the Ministry of Justice and discussions are taking place with regard to the methods to ensure that these projects are ongoing.

Lucas Stand Dix Crescent, Blenheim
Summary of Report by Safer Communities Marlborough

Crime Prevention through Environmental Design

...is a crime prevention philosophy based on proper design and effective use of the built environment in combination with social factors that impact on its use.

The use of CPTED is intended to reduce crime and fear of crime by reducing criminal opportunity and fostering positive social interaction among legitimate users of space.

Safety and security are essential to any sustainable community. Good quality design contributes to creating places where people want to live, work and recreate- secure in the knowledge that they, their families and their property are and feel safe. But more than looking at design, designation and definition of public and private spaces, weight must be given to the social aspects of CPTED, integrating the holistic well-being of the people with the well-being of their environment from a safety point of view.

This included consideration of how Te Taha Hinengaro (psychological health), Te Taha Wairu (spiritual health), Te Taha Tinana (physical health) and Te Taha Whanau (family health) of residents impacted on their actions, attitudes, behaviours and interactions with each other, their environment and authorities.



The Lucas St /Dix Crescent Street Intensive project sought to establish ongoing connections within the community of interest with a view to a longer-term and evolving relationship between residents, police, council and the wider community. Overall, the objectives of the project was to reduce criminal offending in the area of interest and the wider community through the application of CPTED at a holistic level

Executive Summary

The street intensive application of CPTED is based on the principle that if people have a greater level of ownership for their immediate environment, they will take more care of that environment and also, will pay more attention to unwanted activity in the environs. By means of a multi-disciplinary intervention lead by council and police, the Lucas Street/Dix Crescent Street Intensive project, covering 47 households in total, looked to apply these principles to what is one of the lowest socio-economic areas of Blenheim where high criminal offending and social dysfunction are an everyday factor of life. The area is commonly known as "the hood" and, because of this, suffers from negative perceptions from the wider community.

Key points to the intervention were:

- to provide the opportunity for residents to improve their physical environment;
- the provision of the tools, machinery and other resources, including rubbish removal, to achieve the above;
- the direct support of residents who were physically unable to undertake improvement work themselves;
- to have council staff and police working alongside residents to develop rapport;
- to provide social support to residents in their own homes through direct approaches by social service agency representatives (door knocking);
- to develop enduring relationships between residents, police, council, support agencies and social services;
- to develop a sense of pride and proprietary in the neighbourhood;
- to reduce the tolerance of criminal and anti-social behaviour within the neighbourhood;
- to provide an ongoing conduit for communication between residents, police and council via a Neighbourhood Support network;
- to show residents that they and their area was worthy of council and police attention in a positive way;
- the production of a legitimate art project (mural) in an area which was prone to graffiti vandalism.



Three interventions were provided at different times during 2008.

The first being over a 7 day period, followed by two and then three day follow-up projects.

Key success factors include:

- Ensuring the police and council staff members on site had the appropriate disposition for the work, they were genuinely interested in the residents and did not have negative pre-conceived perceptions.
- Staff being prepared to -muck-inll with residents and interact with them on an equal footing;
- Being patient and allowing residents time to overcome suspicions;
- Involving the mayor to add credibility to the project;
- Providing food as an engagement mechanism;
- Rubbish removal, and lots of it, at no cost to residents;
- Keeping residents completely informed of plans for their area and the intervention project, seeking input from residents and acting on their suggestions wherever possible. If not possible, explain why;
- Support agencies being on site and fully briefed on the objectives of the project and their role;



- Engaging children including free give-aways (dental care packs, vegetable plants, seeds etc.), mural painting and design, climbing wall trip;
- Providing practical assistance and not assuming that what we know, residents don't know (including how to plant seeds...);
- Ongoing work sessions in the area;
- High level of support from Housing New Zealand;
- Total co-operation from Police at a variety of levels from area commander to iwiliaison, youth aid and community constable.
- Having the Salvation Army provide an open-air ministry with their band was a huge draw-card for residents;
- Listening to residents -taking notice of what they are really saying or asking for and not dismissing matters they raise because we may consider them to be trivial;
- Being aware that most folk find it difficult to ask for help.

Post Project Outcomes:

- Ongoing communication and rapport with residents;
- Demonstrations of residents having developed a sense of proprietary for their homes and area;
- The successful establishment of Neighbourhood Support groups;
- Several long-term therapeutic relationships established between residents and social agencies;
- A tidier street and sections;
- Residents reporting significantly higher levels of positive feelings about their area following the intervention;
- The provision of information about healthy eating and lifestyle options;
- The removal of unwanted animals and the de-sexing of resident's cats.

"A project of this magnitude is not the work of one or even two people – it is a collaborative effort and everyone involved is integral to its success."

David Johnson, Manager, Safer Communities Marlborough

Statistical Outcomes and Crime Reduction Post Project

A statistical analysis of police offending data showed that, compared to the average rate of reported offending for the three years prior to the intervention, a reduction in reported offending of 41% was achieved in the year of the project. Incidents in all categories have dropped with the exception of burglaries, juvenile, others and wilful damage. This includes an increase in reported offending for wilful damage and burglary indicating enhanced levels of proprietary on the part of residents and decreased tolerance for crime.



The project was costly-approximately \$40,000.00 worth of time and resources were required. However, using figures supplied by the New Zealand Treasury on the cost of criminal offending in New Zealand (for the 2003/04 year), reduced offending since the project started has saved nearly \$200,000 in costs to the community and the state sector. After deducting the project overheads, this represents a 400% return on the resources invested into the project.

In addition, police received a total of 13 informal reports from residents who were unhappy with certain activity in their area. Police are sure these reports would not have been received without the development of relationships between residents and police during the project.

Along with an overall reduction in offending, one of the measures of the success of an intervention such as this would certainly be an increase in reported crime as a result of:

- rapport being developed between residents and police and;
- the collective tolerance for anti-social behaviour in the area reducing as the sense of propriety increases.

"The outcome was amazing. From our point of view it was a major relationship building success. That relationship has opened up the potential for establishing formal networks of communication such as Neighbourhood Support Groups".

Russ Smith Community Constable.



Given the demonstrated willingness of residents to contact police and council personnel with anecdotal information and to report offending, it can be concluded that in categories where reported crime has reduced, there has been a real reduction in offending.

Furthermore, in categories where reporting has increased, it is likely that higher levels of reporting do not mean more crime- just a greater willingness on behalf of residents to report and reduced levels of tolerance for criminal activity in their neighbourhood.

Conclusion

Measuring success or otherwise is more than statistical and cost benefit analysis. The 'softer' and more holistic an intervention is, the more difficult it becomes to measure. It includes anecdotal evidence - *someone waving in the street to a police officer or council staff member*, changes in attitude and a multitude of other facets that are impossible to quantify.

We can surmise that these would have positive impacts - maybe the improvement of dental hygiene; more money spent on children's food instead of pet food; a healthier diet and the well-being that comes from working with soil and plants; and a reduced feeling of being overwhelmed - *„with all that rubbish gone, it might just be possible to keep this place tidy“*.

Nor can we measure the impact on a family that has established a connection with a social service provider as a result of the project; how things might change for the children whose mother was reported for child neglect by another resident; how overcoming a fear of heights on the climbing wall may impact on self-esteem for a pre-teen boy from a dysfunctional family or how the feeling of satisfaction for a job well done, whether it be painting a mural or water-blasting your house, can flow on to other aspects of an individual's life.

We will never know how many residents, at some stage in the future when things seem hopeless, will go on to seek help from organisations like The Salvation Army or St Marks just because they remember someone coming to their door when they lived in Lucas Street many years ago.

When these potential outcomes are multiplied throughout the target community and their effects are extrapolated beyond immediate generations, there is significant potential for higher qualities of life and greater social equity. What we do know however, is that feedback from this intervention has been overwhelmingly positive - both from external stakeholders and from residents.

We already have evidence of some of the possible outcomes mentioned above and reports show that informal police engagement with residents in the area has increased - a positive response as more people feel able to call for assistance. We know also that people report their neighbourhood -feeling better greetings are exchanged as neighbours pass on the street and there is a friendlier environment. Even if that alone is all that has been achieved, if one person feels safer and happier in their home, then the project has to be considered a success.

Safer Communities Marlborough.

“The whole neighbourhood took on a different feel, with neighbours happily engaging with each other, busily helping each other out, there appeared to be a real sense of community spirit.”

Karen Burns, Open Home Foundation

Section F - Indicator 4	
<p>4.1 Describe the evidence-based strategies/programs that have been implemented for different age- groups and environments.</p> <p>Evidence-based strategies and programs targeting various age groups and environments have been presented in Section C & D. Many of these programs have been recommended by the World Health Organisation and adopted by the New Zealand government then implemented into community through contracting various agencies with appropriate roles and responsibilities to do so. For example, Violence, CPTED principles and Road safety programmes to name a few.</p> <p>Presented in this section is a case study which describes taking an evidence based resource developed from research funded by the Public Good Science Fund and applying it into practice beyond the research project. Applying the -Goodhomes for Good Lives into practice demonstrates how the Marlborough community have drawn on each other, particularly the older adults in our community, to do this by sharing, connecting, giving, taking notice and being active (i.e. the Five ways to Wellbeing) to apply the evidence into practice. Note that by applying the Five ways to Wellbeing is an evidence based strategy that can be used to foster empowerment and action from an individual to a whole community</p>	<p>Are the descriptions sufficient? ✓ yes</p> <p>Read in conjunction with section d and e. Certifiers were given numerous examples at the site visit of how other programs incorporate the use of the available evidence.</p>
<p>4.2 Has any contacts been established with ASCSCs , WHO CCCSP, other scientific institutions, or knowledgeable organizations about the development and/or implementation of evidence-based strategies? Which ones? What has been the extent of their counsel?</p> <p>“Goodhomes for Good Lives”- The Evidence</p> <p><i>Goodhomes for Good Lives</i> was a research programme aimed to promote a positive experience of ageing, encourage older people to be valued and to continue to live in the places where they feel connected to. It was a collaborative research project lead by Centre for Research, Evaluation and Social Assessment, (CRESA), and involving Public Policy & Research, Auckland University and the Building Research Association of New Zealand (BRANZ); bringing together expertise in housing, health, the built environment, energy, neighborhoods and communities.</p> <p>The research was carried out in five communities around New Zealand. Marlborough was one of these communities. The research first found that older people often put off repairs because they felt it was too hard and would cost too much. These findings were then transformed into three practical Tools to assess the home, work out what repairs need to be done and who is the best person to do them. It was a new approach to helping people maintain their homes, stay healthy and have more choices about their housing as they grow older.</p> <p>The assessments and solutions draw on a wide range of evidence base such as hazards known to cause slips, trips and falls, the effects of mould and cold, damp housing on health and wellbeing and measures that can be taken to prevent these</p>	<p>Are the descriptions sufficient? ✓ yes</p> <p>Good example provided. Excellent collaborative approach based on evidence.</p> <p>Would be good to establish further contacts as future plans are developed.</p>

conditions, and evidence on measures to create an energy efficient home.

Turning Evidence into practice – testing the readiness and capacity to integrate the Goodhomes Tools into community practice
Around the time that the research was coming to the end of its program, the Marlborough community were also beginning the process towards accreditation as an International Safe Community and had identified safety at home as an area of concern and older people as a vulnerable group to falls, crime, and putting off house maintenance and repairs. Based on experiences through the research, community members considered the Goodhomes tools a valuable tool to empower older people and to increase safety and wellbeing in Marlborough community.

A group of agencies and community groups was formed by Marlborough District Council to work together to continue to deliver the Tools. This included representatives from the Office of Senior Citizens, Marlborough Greypower, Marlborough Age Concern, Public Health Service – Nelson Marlborough District Health Board, Police, Fire Service, Community Law, Citizens Advice, Rural Women, Projecx Marlborough, Work and Income NZ. This group brought in a range of expertise.

For example:

- Many of the members had been involved in the research and had identified gaps that the community would need to fill before the tools should be distributed more widely. Community members had concerns for the potential to create more harm than good if offering a tool without some localised handy tips and local contacts of who is there to help. Initially this delayed the distribution of the tools. As a result a -Goodhomes: Marlborough Handy Tips guidell was created
- Understanding how the people for whom the Tool was intended like to receive the information and receive support for taking action
- Knowledge of:
 - frequent causes of disputes between tradespeople and older adults
 - property management
 - the issues and frequency of which callers target older people and the degree of crime and violence that can arise
- Public Health Service – Nelson Marlborough District Health Board had formed a partnership project with CRESA to assess the readiness and capacity of the communities to integrate the Goodhomes tools into practice. As part of this partnership, CRESA provided Public Health with an evaluation guide from which the implementation could be measured.

Together participating agencies and community groups formulated the following questions which indicated a level of potential empowerment the tools generated:

1. read the tool
2. found the tool useful
3. taken any actions, and to give an example
4. talk about/shared it with others

- Each agency and community group had relationships with other representatives outside of the range of group members.
- This meant that presentations and distribution activities were able to be shared covering a wider reach.
- Costs of printing resources were met by Public Health, Greypower Marlborough, and Marlborough District Council.
- Sharing the costs reduced the costs for each agency able to assist with funding.

Next steps

The next steps the community takes to promote and distribute the Tools will be informed by the community based on the findings from the Public Health Project to -to assess the readiness and capacity of the communities to integrate the Goodhomes tools into practice.

N	Issue	Community capacity
1	Empowering older people	Increasing
2	Those living at home with ageing related cognitive decline	Limited
3	Organisational internal processes	Range of capacities observed, mostly limited
4	Landlord/tenant scenario	Limited, some promising activities
5	Mould, Cold and Damp housing	Pending success of local insulation providers applications
6	Callers	Increasing
7	Rural maintenance and repair services	Limited
8	Finding an elder friendly handyman	Increasing
9	Concerns with quality of repairs	Fully available
10	Firesafety	Fully available

Several key points were identified:

- The tremendous and valuable role of the older volunteers in the community has resulted in stimulating a high level of interest and action within a relatively short period of time. In particular this includes volunteers from:
- Office of Senior Citizens (Marlborough and Nelson and Tasman)
- Greypower Marlborough
- Volunteers from Age Concern Marlborough
- Rural Women (Top of the South)

The home is a frequent place where criminal offending occurs (see evidence present in table in Criteria 5). This could be in the form of callers. The Goodhomes steering group recognised this was a key issue facing older people and have included advice on how to deal with these.

- Early evidence from the distribution of the tools in Marlborough shows that about half of older people offered the Tool will take it up. Most who took the Tool read it and used it, even if it was to be reassured that they are doing the right things to keep their home a safe and healthy place to live. People have also shared it with others. Taking time to connect, give and be active improves wellbeing and promotes the value of older people.
- A connected community is the best form of building a resilient community, improving the sense of safety, and an efficient form of natural surveillance
- People living in poorer housing are also likely to live in an area with higher levels of crime
- The clients of Maori providers (predominantly Maori and Pacific Island people or others living in areas of higher deprivation) are particularly burdened by unhealthy, unsafe housing because of their low incomes and overrepresentation in rental housing.
- Wet damp mould housing is the most frequently cited issue from Maori providers which exacerbates respiratory conditions, of which both Maori and Pacific people are more likely to have. As quoted by Asthma society and respiratory nurse: -The house is a major trigger for respiratory problems. When the triggers in the home cannot be minimised, the dosage of medication has to be increased!!
- Increased medications also increase the risk of falls.

This takes the project up to the time of writing. Priority continues to be placed on the value of the community development approach to building on the current Marlborough community's capacity to achieve the goal of empowering older people and create safe housing, homes, and community connections.

Source:

http://dnwssx4l7gl7s.cloudfront.net/nefoundation/default/page/-/files/Five_Ways_to_Well-being_Evidence.pdf

www.goodhomes.co.nz

http://www.branz.co.nz/cms_display.php?st=1&sn=200&pg=7438

Te Hauora o Ngati Rarua, Te Korowai Trust, Age Concern Marlborough, Marlborough GreyPower, Marlborough District Council,

Projecx Marlborough, NZ Fire Service

Section G - Indicator 5																																																																							
5.1 What local data is used to determine the injury prevention strategies?																																																																							
<p>Presented below is the range of local data that is used to determine injury prevention strategies, along with activities outlined in the New Zealand Injury Prevention Strategy and New Zealand legislation.</p> <p>Ministry of Health – National Minimum Data</p> <p>Deaths due to injury are the tip of the injury iceberg. Since 1988, for Marlborough residents the number of deaths attributed to intentional and unintentional injuries varies year by year (see Figure 1), with the least occurring in 2006 (number = 10) and the most in 2002 (number = 31). Between 2005 and 2009, around 23 % of the total number of deaths were of intentional intent (includes assaults and self-inflicted injury).</p> <div><div><table><caption>Data for Figure 1: Number of Deaths (1988-2009)</caption><thead><tr><th>Year</th><th>Number of Deaths</th><th>Average (Red Line)</th></tr></thead><tbody><tr><td>1988</td><td>17</td><td>18</td></tr><tr><td>1989</td><td>12</td><td>18</td></tr><tr><td>1990</td><td>26</td><td>18</td></tr><tr><td>1991</td><td>12</td><td>17</td></tr><tr><td>1992</td><td>13</td><td>17</td></tr><tr><td>1993</td><td>22</td><td>16</td></tr><tr><td>1994</td><td>11</td><td>15</td></tr><tr><td>1995</td><td>22</td><td>18</td></tr><tr><td>1996</td><td>19</td><td>17</td></tr><tr><td>1997</td><td>14</td><td>18</td></tr><tr><td>1998</td><td>24</td><td>19</td></tr><tr><td>1999</td><td>23</td><td>20</td></tr><tr><td>2000</td><td>20</td><td>21</td></tr><tr><td>2001</td><td>20</td><td>22</td></tr><tr><td>2002</td><td>31</td><td>23</td></tr><tr><td>2003</td><td>15</td><td>22</td></tr><tr><td>2004</td><td>20</td><td>21</td></tr><tr><td>2005</td><td>23</td><td>19</td></tr><tr><td>2006</td><td>10</td><td>18</td></tr><tr><td>2007</td><td>28</td><td>20</td></tr><tr><td>2008</td><td>25</td><td>21</td></tr><tr><td>2009</td><td>21</td><td>25</td></tr></tbody></table></div><div><p>Figure 1. The number of deaths attributed to intentional and unintentional injury for Marlborough residents (Source: National Injury Query System)</p></div></div> <p>Hospital discharge data is useful to understand the burden of injury which was serious enough to warrant hospitalisation. Figure 2 shows that the average number of people (red line) discharged from hospital due to an injury in Marlborough has been around 500 people per year, dropping slightly during the late 1990s then steadily rising above an average of 500 per year most notably since 2009</p>		Year	Number of Deaths	Average (Red Line)	1988	17	18	1989	12	18	1990	26	18	1991	12	17	1992	13	17	1993	22	16	1994	11	15	1995	22	18	1996	19	17	1997	14	18	1998	24	19	1999	23	20	2000	20	21	2001	20	22	2002	31	23	2003	15	22	2004	20	21	2005	23	19	2006	10	18	2007	28	20	2008	25	21	2009	21	25	<p>Are the descriptions sufficient? ✓ yes</p> <p>Good examples of available data. Read in conjunction with A4.i.e. ACC Community Profile</p> <p>Note the link between alcohol and drowning, useful in determining project focus. It would be useful to look at alcohol related data, and road safety and note project outlined in 6.3 on alcohol related data.</p>
Year	Number of Deaths	Average (Red Line)																																																																					
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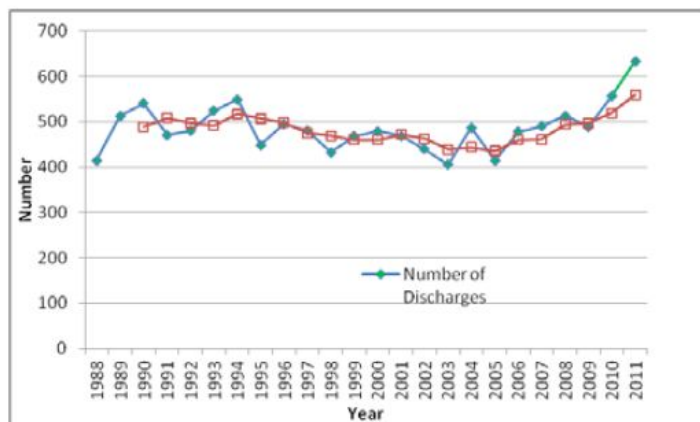


Figure 2. The number and three year rolling average of Hospital Discharges due to injury for Marlborough District Council residents

Nelson Marlborough District Health Board -Emergency Department data

Emergency department data serves as an indicator of the next level of injury severity and also is affected by how easily people can access primary care. Wairau Hospital's Emergency Department services the people living in Marlborough as well as visitors to the area or, as the gateway to the South Island, people travelling through to or from Nelson, West Coast, or Canterbury. Wairau Emergency Department sees, on average, 7,500 people per year. The distribution throughout the year is fairly even.

ACC work-related claims

ACC claims covers all those with more severe injuries as well as those with less severe injuries where treatment is sought from a primary care provider or physiotherapist. The total number of new claims in Marlborough has reduced from 16,984 for the year Jui-Jun 2007/08 to 10,739 for the year Jui-Jun 2011/12. However despite these reductions in the number of new claims, there has been only a modest reduction in overall cost from 26,308,641 in Jui-Jun 2007/08 to 24,996,363 in Jui-Jun 2011/12.

On average 21% of new claims are due to a work -related injury. The distribution of new claims by the location of where the injury occurred (including sporting and work claims) is shown in Figure 3. The proportion of total claims due to injuries occurring in places of work, medical care and education over the past 5 years as reduced whereas there has been a small but steady increase in the distribution of injuries occurring in the home, place of recreation or sports, and those classified as scene other or unknown

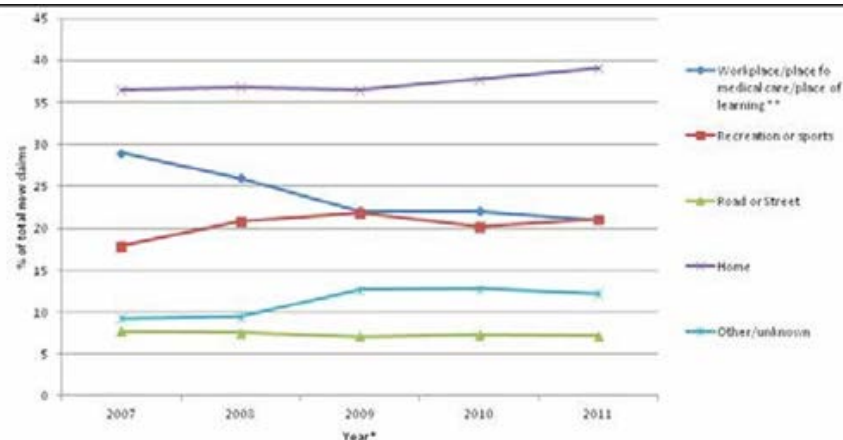


Figure 3. The average distribution of new claims by location (scene) where the injury occurred.

NZTA

Injuries occurring on rural roads and roadsides are of major concern for Marlborough and are reflected in the number of fatal, serious and minor injury crashes for this region. Taking the total number of fatal, serious, and minor injury crashes based on data reported by the New Zealand Transport Agency between 2007-2011, each year on average 2.6 people are killed, 13 seriously injured and 34 receiving minor injuries on Marlborough's rural roads.

Drownbase

Between 2007 to 2011 there were eight people who drown in the Marlborough region. Of those who drowned, 88% were participating in recreational activity, all were male, and 63% involved alcohol. Between 2010 and 2012 there were 3 Marlborough residents who drown in New Zealand and 5 people drown in the Marlborough region.

Purpose collected data

At times the community will design specific tools to collect data to answer specific questions. The most frequent examples of this are evaluations which generally are designed to measure whether an intervention had the desired effect on changing behaviour and knowledge, attitudes and where feasibility and realistic, the frequency of injury. Another example is when there is uncertainty or lack of data to drive action -for example reliable information on alcohol related harm. In these circumstances it is useful to understand via surveys what the key issues are based on people's lay and profession experience. Examples of these are shown in Section H.

5.2 Describe how data are presented in order to promote safety and prevent injuries in the community

Marlborough enjoys a range of active community groups and forums to discuss the implications of available data. How the data is used in the community is described more fully in Section H.

5.3 Describe how the community documents and uses knowledge about causes of injuries, groups at risk and risky environments. How does the community document progress over time?

From the various sources of data described in 5.1, data is analysed to identify at risk groups and environments. The community groups and forums which meet take this information to guide and prioritise action and monitor effectiveness of interventions over time. Below lists some examples of high risk groups and risky environments of current concern.

Maori and Pacific people often experience poorer health outcomes compared with Europeans. Because of the small numbers proportionately, understanding injury data by ethnicity for ethnic groups resident in our community is not well supported by injury statistics. The link between injury rates and census areas of higher deprivation for most injury types is strong and assists with priority setting. An example of this is found for road safety which shows that there is a higher risk of an injury causing crash for people who live in areas with a higher level of deprivation.

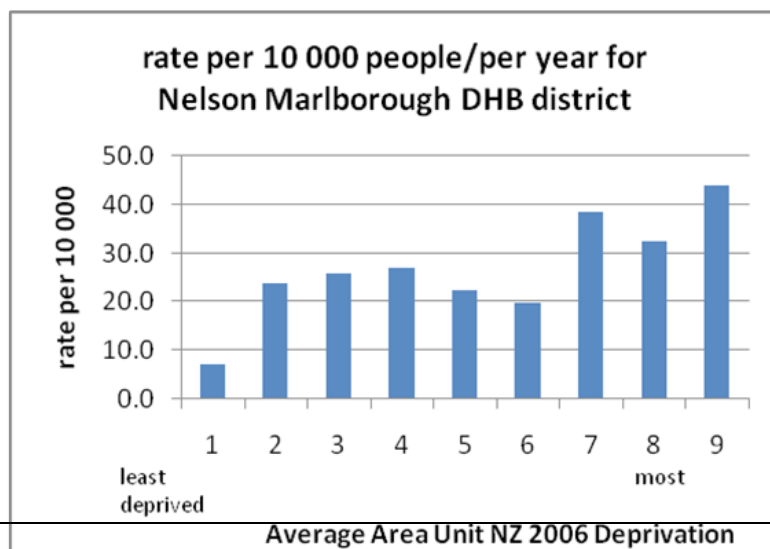


Figure 4. ACC injury claims linked to records from Ministry of Transport Crash Analysis System for 5 years ending 30 June, 2010 by area unit residence of claimant and average area unit NZ Deprivation (2006 Census)

Are the descriptions sufficient?

✓ Yes

Read in conjunction with section H.

Are the descriptions sufficient?

✓ yes

Good description It is evident that Marlborough utilises data to inform priorities for high risk groups and environments.

Based on provisional data for 2011 for all of New Zealand, Pacific peoples had the highest incidence rate of workplace injury out of all ethnicities, with 115 claims per 1,000 FTEs. The average distribution of presentations to Wairau Emergency Department by age is shown in the figure below by the numbers. For Wairau, those aged between 10-24 and those aged over 75 years have the highest number of injury presentations.

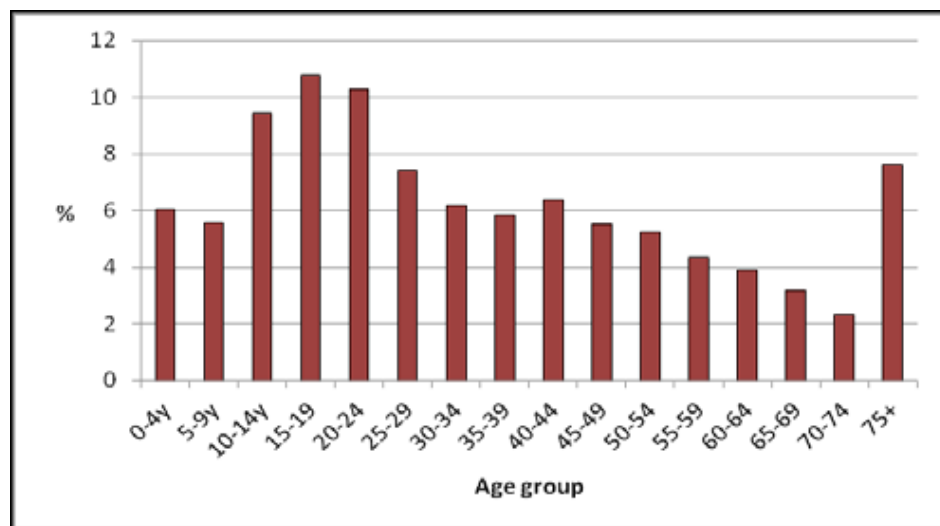


Figure 5. The distribution (in percent) of injury presentations to Wairau Emergency Department by age category.

For work related claims for all of New Zealand, workers aged 15–24 years and workers aged 65 years and over had the highest claim rates across all age groups, with just over 1 in 8 making a claim.

Drivers aged 15- 24 years are of high concern for road safety due to the high number of fatal, serious, and minor injuries occurring on Marlborough's rural and urban roads and roadsides. Taking the total number of fatal, serious, and minor injury crashes based on data reported by the New Zealand Transport Agency between 2007-2011, each year on average 1.6 young people are killed, 6.6 seriously injured and 33.4 receiving minor injuries on roads in Marlborough District.

Most sources of injury information note that there are a higher number of males compared with females who experience a serious or fatal injury. For example, approximately 56% of all ACC new claims were for males. Around 57% of Wairau Emergency Department injury presentations were for males.

Table 1 show that there were more males in Marlborough who died because of an injury compared with females most notably between the ages of 20 through to 69 years. There are also a greater number of males discharged from hospital compared with females throughout the age groups until the age of 60 years, where the number of females is greater.

Table 1. The number of injury deaths by gender from 1988-2009 and the number of hospital discharges due to injury between 2002-2011.

	Deaths 1988 - 2009		Hospital Discharges 2002 - 2011	
Age Group	Age Group	Females	Males	Females
0-4	9	4	95	69
5-9y	4	4	100	89
10-14y	4	≤3	138	78
15-19	19	19	203	129
20-24	37	9	161	68
25-29	24	≤3	128	51
30-34	19	6	131	78
35-39	26	6	151	75
40-44	13	9	119	80
45-49	15	4	116	71
50-54	14	≤3	115	89
55-59	14	≤3	109	87
60-64	10	4	75	81
65-69	19	≤3	80	93
70-74	12	12	85	94
75-79	14	4	78	162
80-84	13	13	92	218
85+	14	39	99	384

Crime and violence disrupts the lives, physical and mental health of many people and is a major challenge for health justice, human rights, and social and economic development. The number of offences in Marlborough varies from year to year. Table 2 shows the average over a 5 year period (2007-2011) for the Marlborough region by offence type. On average during the 5 year period from 2007 to 2011, 5472 offences occurred every year of which on average 37.5% occur in a dwelling.

There is currently have 397 offenders on sentences in the Marlborough district of which 156 are on Community Work, 33 on electronically monitored sentences (Home Detention or Community Detention), 155 on supervisory sentences and 53 on post release sentences (Parole).

Table 2. The average number and type of offences occurring each year in Marlborough

Offence type	Average number of offences	%occurring in a dwelling
Acts intended to cause injury	511	46.8
Sexual assault and related offences	43	66.3
Dangerous or negligent acts endangering persons	16	31.7
Abduction, harassment and other related offences against a person	197	52.2
Robbery, extortion and related offences	14	-
Unlawful entry with intent/burglary, break and enter	455	57.6
Theft and related offences	1398	28.7
Fraud, deception and related offences	142	24.4
Illicit drug offences	500	59.9
Prohibited and regulated weapons and explosives offences	107	36.5
Property damage and environmental pollution	867	36.3
Public order offences	928	23.5
Offences against justice procedures, government security and government operations	257	31.4
Miscellaneous offences	37	28.3
Total Offences	5472	37.3

Source:

From National Injury Query System accessed May 2013 from <http://ipru3.otago.ac.nz/niqs/index.php>

ACC Injury Statistics Tool accessed May 2013 from <http://www.acc.co.nz/for-individuals/injury-statistics/index.htm>

From Briefing notes for Marlborough, 2012 Accessed May 2013 from <http://www.nzta.govt.nz/resources/crash-analysis-reports/briefing-notes.html>

From Watersafety NZ. Accessed May 2013 from <http://www.watersafety.org.nz/research/drownbase/>

Statistics NZ Accessed May 2013 from http://www.stats.govt.nz/browse_for_stats/health/injuries/InjuryStatistics_HOTP11.aspx

From Briefing notes for Marlborough, 2012 Accessed May 2013 from <http://www.nzta.govt.nz>

Violence Prevention Alliance- World Health Organisation. Conceptual framework 2010 <http://www.who.int/violenceprevention/en/> Recorded Crime statistics

Accessed from Statistics New Zealand Table Builder located at http://www.stats.govt.nz/tools_and_services/tools/TableBuilder.aspx

Section H - Indicator 6	
<p>6.1 How does your community analyze results from the injury data to track trends and results from the programs? What is working well and has given you good results. What are the plans to continue? What needs to be changed?</p> <p>Community groups create forums for discussion on changes in safety trends, available resources and changes to personal. These groups meet on a regular basis. Injury statistics, purpose collected surveys, evaluation results and routinely collected data (see Section D, E and G) is used to drive action areas, identify high risk population groups and environments as well as gaps in information. This information is used to inform strategic planning and programme development for Marlborough's community safety initiatives.</p> <p>Marlborough Road Safety Action Planning Committee Road safety activities are co-ordinated by a funded co-ordinator. Injury and crash data from multiple agencies along with evaluation results of programmes are shared in the Road Safety Action Planning Committee meetings. Reducing key risk factors such as speed, alcohol, road and roadside, high-risk drivers, vehicle factors, along with addressing issues facing vulnerable road users (i.e pedestrians, cyclists, and motorcyclists), in a co-ordinated manner is the core function of this group and results in a co-ordinated activity and consistent messaging. A number of combined agency initiatives are developed from this committee to improve driver behaviour which requires a thought out process and capacity to deliver.</p> <p>A relatively recent example was the observation that during 2008 and 2013 period, motorcyclists represented 12% of all injury crashes in the Marlborough district, resulting in two deaths, 30 serious injuries and 40 minor injuries. ACC gave priority to funding opportunities to stimulate improvements in motorcycle safety. Because injury crashes involving motorcyclists in Marlborough, Tasman and Nelson were proportionally higher than in similar authorities, the three councils, together with ACC, NZ Police and NZ Transport Agency, developed a 3 year strategy document in 2010 entitled the 'Top of the South Regional Motorcycle Safety Plan'. This plan provided a framework for a consistent and collaborative approach to address identified risk factors associated with motorcycle and scooter rider safety and monitors process (such as the number of people attending courses), quality and new knowledge gained (attendee evaluations of the motorcycle skills courses) and outcomes (a reduction in injuries involving motorcyclists).</p> <p>Alcohol and drugs - Alcohol Representatives with regulatory functions from Council, Police and Public Health along with representatives from other key agencies, or related roles such as Hospitality Association NZ, ACC, A & D harm minimization advocates, and Road Safety Coordinator meet regularly to discuss issues and plan collaborative action. Alcohol and other drugs is an area that the community agrees needs to be strengthened and supported.</p>	<p>Are the descriptions sufficient? ✓ yes</p> <p>Excellent description and dissemination of data collected within the community.</p>

Health & Safety Forum

The Health and Safety forum is facilitated by Marlborough District Council and provides a forum for sharing up-coming training (health and safety training, Department of Labour and ACC courses, CIMS training, dog safety etc), guest speakers, requests for assistance and collaborative action, statistics, evaluation results and hosting Health and Safety EXPOs. This includes disseminating updates and opportunities arising from Safe and Sound at the Top. At the time of writing there is a current membership of 163 people representing 133 organisations which is indicative that this forum works well, is valued by the community and should continue.

Older Persons Forum

Analyses of the Marlborough community showed that both the total number of older people and the proportion of older people in relation to other ages, is increasing. Between 1991 and 2006, Marlborough's total population increased by around 21% while the number of people aged over 65 increased by 47% (4,680 to 6,876). More importantly, over the same period, the median age of Marlborough's population increased from 34 in 1991 to 41 in 2006. Statistics New Zealand projects that, by the year 2016, 22% of Marlborough's population will be 65 years or older, and that by 2026 the median age will be 51.3(Data source - Statistics NZ). In response to the need for advocacy of the needs of our aging population at a local level, the Older Persons Forum was established over 10 years ago in Marlborough and is identified as the key network within the community to address many of these issues. The Forum is utilised as a network for the testing and reporting on current community projects such as Good Homes (see Section F), Seniors Expo and Dance, the Positive Ageing survey and information book and the WHO CCCSP International Safe Communities project and is an important conduit for the dissemination of information out to older people in the community.

Marlborough Child Safety Group (MCSG)

The MCSG was formed as a Marlborough community support group in 2004 mainly to network and collaborate with other organisations dealing with child safety issues and promotion. Previously, most local community groups involved in safety have tended to work independently, but because the MCSG now meets together every term, they collectively focus on and identify local community issues from a bigger picture perspective.

A programme that developed from this group was the Marlborough Clued up Kids programme. This is a collaborative programme based on the 'clued up kids' project developed in Strathclyde, Scotland. (2001). See sections 6.2 and 6.3 for more detail.

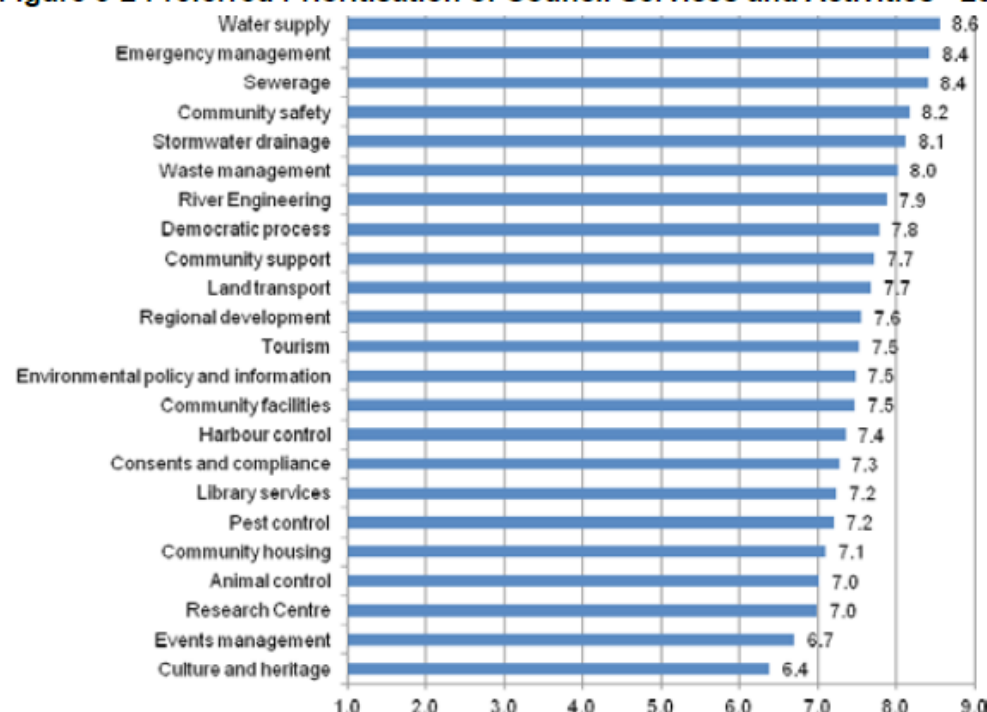
<p>6.2 Describe how the results from the program evaluations are used</p> <p>Alcohol and drugs – Alcohol</p> <p>There are several key gaps that the community is currently working to address. For example:</p> <p>Reliable information and knowledge on the burden of alcohol related harm continues to be a challenge. NMDHB continues to develop a reliable system to monitor alcohol related harm. ACC have recently facilitated a process for sharing alcohol related data collected through St John attendances, which has promising value and reliability. Improvements in surveillance of alcohol-related harm will enable the community to have better quality of quantitative data to inform planning and monitor changes in pattern of injuries.</p> <p>The Marlborough Alcohol Advisory Committee has initiated a needs assessment to provide an accurate overview of what is currently working well - or not at all. The results will help inform the local alcohol policy framework and shape the strategic planning for action areas around safe practices with alcohol and vulnerable groups.</p> <p>The Marlborough Youth Trust has also commissioned a needs assessment to be undertaken to provide an overview of youth services in Marlborough which when completed will be integrated into their strategic planning processes.</p> <p>Crime Prevention Through Environmental Design (CPTED)</p> <p>Representatives of the Safer Community Council had identified a number of residential areas where offending rates were high. A CPTED programme was subsequently developed and implemented. Based on the first year's evaluation, the CPTED programme was able to use the findings (see 6.3) in media opportunities to profile community support and local commitment from organizations and groups. These strategies showcase and promote positive changes in the community and assisted with achieving a sustainable process for the programme to be implemented in other areas of high need.</p> <p>Marlborough Child Safety Group (MCSG)</p> <p>Programme evaluation reports are used to identify learning behaviour changes and profile the supporting safety organisations in the community.</p> <p>Safe and Sound @ the Top (SASATT)</p> <p>The Safe and Sound @ the Top project itself has not only provided baseline data and analysis for the accreditation process but will ultimately utilize the information to sustain and endorse the establishment of a funded programme - post accreditation.</p> <p>Project Goodhomes</p> <p>Results of the evaluation will be used to assess the degree of empowerment and action taken, to inform the ongoing community development approach of the project and assist with funding applications.</p>	<p>Are the descriptions sufficient? ✓ yes</p> <p>Excellent examples provided.</p> <p>Identification and monitoring of overall community safety indicators, and the use of RBA for population indicators will be important moving forward.</p>
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<p>6.3 Describe the changes in pattern of injuries, attitudes, behavior and knowledge of the risks for injuries as a result of the programs.</p> <p>Alcohol and drugs – Alcohol</p> <p>The reliable information about the burden of alcohol-related harm is a gap that the community is currently working to address. For example, NMDHB continues to develop a reliable system to monitor alcohol related harm. ACC have recently facilitated a process for sharing alcohol related data collected through St John attendances, which has promising value and reliability. Improvements in surveillance of alcohol-related harm will enable the community to have better quality of quantitative data to inform planning and monitor changes in pattern of injuries.</p> <p>The CPTED programme</p> <p>The first year evaluation comprised of a statistical analysis of police offending data which showed that, compared to the average rate of reported offending for the three years prior to the intervention, a reduction in reported offending of 41% was achieved in the year of the CPTED project. Incidents in all categories had dropped with the exception of burglaries, juvenile, others and wilful damage. This included an increase in reported offending for wilful damage and burglary indicating enhanced levels of propriety on the part of residents and decreased tolerance for crime.</p> <p>Reducing re offending</p> <p>As a result of a variety of initiatives (including building stronger community engagement) aimed to reduce re offending, the Department of Correction noted a reduction in re offending by 11.3% (YTD) for the Southern Region (all of the South Island). We currently have 397 offenders on sentences in the Marlborough district - and our muster numbers are dropping! We have 156 on Community Work, 33 on electronically monitored sentences (Home Detention or Community Detention) 155 on supervisory sentences and 53 on post release sentences (Parole).We write about 30 reports per month for the Court and the Parole Board.</p> <p>Marlborough Clued-up Kids programme</p> <p>Over the eight year period the programme has run, according to data prepared by ACC, there was been a 42.3% reduction in medical treatment claims for injuries compared to a 3.4% reduction nationally in the 10-18 year olds (the participating cohort so far). In addition, student evaluations showed a 10% improvement in learning behaviours each year. Although it is only one of many safety programmes in the community, there is supportive evidence to suggest that this programme is contributing to the personal safety of this age group.</p> <p>Safe and Sound @ the Top</p> <p>The Safe and Sound @ the Top project itself has not only provided baseline data and analysis for the accreditation process but will ultimately utilize the information to sustain and endorse the establishment of a funded programme - post accreditation.</p>	<p>Are the descriptions sufficient? ✓ Yes</p> <p>Good to see perceptions survey, and acknowledgement of gaps in alcohol data. Will be interesting moving forward to see results from project outlined.</p> <p>Excellent results outlined in this section, well done.</p>
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Perceptions of safety survey

The Working Group also monitors the perceptions of safety information collected by Marlborough District Council as part of their ongoing review systems. Comparing the prioritisation rating with the participation level provides the Council with a balance between meeting the needs of specific groups and meeting the needs of the community as a whole. When survey participants were asked to rank their perceptions of how the Council should prioritise the provision of their services, community safety was identified as the fourth most important priority area out of 23 (see Figure 3-2)

Figure 3-2 Preferred Prioritisation of Council Services and Activities - 2012



Satisfaction with Community Safety was 79.8%. Measuring success or otherwise is more than a statistical and cost benefit analysis. The 'softer' and more holistic an intervention is, the more difficult it becomes to measure. It includes anecdotal evidence - *someone waving in the street to a police officer or council staff member*, changes in attitude and a multitude of other facets that are impossible to quantify. These subtle changes are intrinsic to the fabric of a community.

Section I - Indicator 7	
<p>7.1 Describe how the community has joined in and collaborates in national and international safe community networks.</p> <p>Working Group participation in safety networks at a national, regional and local level:</p> <p>Safety 2012 World Conference (1- 4th October 2012) Working Group members (ACC and NMDHB) actively participated in this conference by attending safe community workshops and presenting a community development workshop on the Marlborough Clued-up Kids programme.</p> <p>Commitment to the New Zealand Injury Prevention Strategy (2005-2015) which provides an overall vision for 'New Zealand to become injury free'</p> <p>Participation in New Zealand Safety Week, supported by ACC to ensure safety messages meet the community</p> <p>Health Promotion Forum New Zealand</p> <p>Member involvement in Safekids New Zealand</p> <p>New Zealand Public Health Association</p> <p>Marlborough Violence Intervention network</p> <p>Road safety partners participate in national and local forums</p> <p>'Safer Waitaki' WHO CCCSP International Safe community project. Their on-line promotional website was informative and helpful to the setting up of 'Safe and Sound @ the Top' WHO CCCSP International Safe Community website link on the Marlborough District Council (MDC) website.</p> <p>'Safe at the Top' (SATT) Coordinator from the WHO International Safe Community project in Nelson/Tasman presented as a Guest Speaker at the 'Safe and sound @ the Top' (SASATT) Working Group meeting in January 2013. Support from the 'Safe at the Top' (SATT) coalition members In Nelson/Tasman has been integral to the initial development of the Safe and Sound @ the Top' (SASATT) project in Marlborough.</p> <p>Marlborough 'Safe and Sound @ the Top' article in the Nelson/Tasman 'Safe At The Top' newsletter</p> <p>Marlborough 'Safe and Sound @ the Top' newsletter distributed to Nelson/Tasman 'Safe At The Top' coalition</p> <p>Local meetings and involvement with regional SCENZ advisor - Mr Laurie Gabites</p>	<p>Are the descriptions sufficient? ✓ Yes</p> <p>Excellent involvement in local and regional networks. Attendance at annual Safe Communities national forums is important in maintaining contact with other communities.</p>

Task Group members affiliated with local, regional and national networks and bodies:

Transport Safety

SASTA – Safe and sustainable Transport Association
SADD – Students against drunk driving
TRAFINZ – The New Zealand local authority Institute
AA – Automobile association
NZTA – New Zealand transport authority
RYDA – Rotary Young Drivers Awareness
Tasman District Council – RSC
MDC/Marlborough Roads
Plunket
Marlborough Road Safety Council
RNZAF
Marlborough Harbour Authority
Marlborough Marine Radio Association
Marlborough Child Safety Group
NZ KiwiRail
NZ Police
LTNZ

Alcohol and other drugs

ALAC - Alcohol Advisory Council
HANZ – Hospitality Association of New Zealand
MAAC – Marlborough Alcohol Advisory committee
NZ Police
Drug Arm inc
St Marks Addiction Centre
NMDHB

Safe Homes

Safer Communities
Safekids New Zealand
Plunket
NMDHB
Ministry of Health
Water Safety New Zealand
New Zealand Fire Service
Marlborough Child Safety Group
Kimi Hauora Wairau - Primary Health Organisation
ACC
St John Association
Barnardos
Rural Women NZ
Marlborough Migrant centre
Presbyterian support - upper South Island
PSUSI – Marlborough
Marlborough Youth Council
Cancer Society
Churches
REAP
Sport Tasman
Greypower
MENZ
Age concern
NZ Police
Maataa Waka Ki Te Ihu Trust

Rural and outdoor safety

Federated Farmers
Department of Conservation
Marlborough Red Cross
Rural Women NZ
Federated Farmers
NZ Police
MDC/civil Defence
Rural Fire Authority
Queen Charlotte Yacht club
Marlborough Tramping club
Coastguard Marlborough
Misteltoe Bay Trust
Outward Bound NZ
Hockey Marlborough
Marlborough 4 Wheel Drive Club
Marlborough District Council – Parks and reserves
Marlborough LandSAR group

Community and Family violence

NZ Police
Barnardos
Work and Income
Marlborough colleges
Relationships Aotearoa
PSUSI
Community Law Marlborough
Bread of Life Women's
Refuge Gateway
Housing trust REAP
Marlborough Violence Intervention group
Maataa Waka Ki Te Ihu Trust
NMDHB

Workplace and Learning environments

Marlborough Health and Safety Forum
Peer support – Marlborough Colleges
Nelson Forests
REAP Marlborough
NZ KiwiRail
Ministry of Business Innovation and Employment
Master Driver Services
NMIT campus -Nelson/Marlborough Institute of Technology
MBIE – Ministry Business, Innovation and Employment
Community Law Marlborough
MCOC – Marlborough Chamber of Commerce

<p>7.2 Will the designation ceremony coincide with any international conference, seminar or other forms of international or national exchange?</p> <p>The timing will be identified and organized in conjunction with Safe Communities Foundation New Zealand (SCFNZ)</p>	<p>Are the descriptions sufficient? ✓ yes</p>
<p>7.3 Which already designated Safe Communities will be invited for the designation ceremony?</p> <p>The Nelson/Tasman 'Safe at the Top' (SATT) Safe Community will be invited to Marlborough's designation ceremony as this coalition has continued to provide strong support and advice during the development of the 'Safe and Sound @ the Top' (SASATT) project. Invitations to other Safe Communities will be discussed with SCFNZ</p>	<p>Are the descriptions sufficient? ✓ yes</p>
<p>7.4 Which international conferences and national Safe Community conferences has the municipality participated in?</p> <p>Support for the New Zealand Safe Communities Foundation (SCFNZ) through Working Group member attendance at both the accreditation and the site visit of the Tasman/Nelson 'Safe at the Top' (SATT) WHO CCCSP International Safe Community project.</p> <p>Working group members attended the Safety 2012 World Conference (1- 4th October 2012) and participated in the WHO CCCSP International Safe Community workshops.</p> <p>Working group members participated in a WHO Webinar/electronic Conference from Australia on the 13th September 2012. Tania Peters led the discussion around pacific involvement and issues - over 40 individuals from around the world linked-in.</p>	<p>Are the descriptions sufficient? ✓ yes</p>
<p>7.5 In which Regional Network for Safe Communities is the community a member or planning to seek membership? (Asian, European, Pan-Pacific, African or Latin-American Regional Network for Safe Communities)</p> <p>The Marlborough community is planning to become accredited as a World Health Organisation Collaborating Centre International Safe Community and member of the Pan Pacific regional network for Safe Communities.</p>	<p>Are the descriptions sufficient? ✓ yes Engaging in regional network is important</p>