Safe & Sound @ THE TOP

Marlborough

A Safe Community

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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 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 Zealand" 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.

Message from the Mayor

As Mayor of Marlborough I am proud to support our application to continue as a safe community within the global network.

We are striving to make our region the best in New Zealand in which to live, work and enjoy a safe and satisfying life - safety in our community is vital to achieve success.

Our Safe and Sound at the Top programme has evolved and strengthened over the first five years of accreditation with a collaboration that works hard to keep the programme relevant and responsive.

We are making excellent progress, working together to deliver a raft of initiatives that address safety issues in the region. Marlborough has a strong emphasis on building well connected and resilient neighbourhoods. Connected neighbourhoods mean safer communities.

There is still a lot more work to be done. Building a safer community can only be achieved by everyone working together and ensuring the community comes along for the journey.

Marlborough District Council is pleased to be a partner in the collaboration that is committed to seeing Marlborough become reaccredited as an International Safe Community.
Marlborough Mayor John Leggett

International Safe Community (ISC) Marlborough's accreditation - April 2014

The SAS@TT signatories included:

- Ngāti Rarua
- Te Ātiawa
- Accident Compensation Corporation (ACC)
- Nelson Marlborough Health (NMH)
- Marlborough District Council (MDC)
- Marlborough Chamber of Commerce (MCOC)

Supported by a wide variety of community agencies and organisations including: NZ Fire Service, Barnardos, Community Development Trust, Department of Corrections, NZ Police, Wine Marlborough, Ministry of Social Development.

Feedback on SAS@TT application from SCFNZ Certifying Team - July 2014

"The Marlborough International Safe Community (ISC) application is an excellent example of a community that began by building on the existing effective partnerships that existed through the region.

Overall, this was an excellent application (both written and site visit) and very worthy of ISC designation. It covered the journey that Safe and Sound at the Top (SAS@TT) embarked upon to achieve ISC status. It illuminated the way that the WHO Safe Communities model has drawn together government and non-government agencies to work collaboratively to enhance safety in the Marlborough District"
Tania Peters: Director SCFNZ - 2014

Te Tau Ihu - Top of the South

Marlborough is part of Te Tau Ihu o te Waka-a-Māui (the prow of Māui's canoe) - the upper South Island coast. The Wairau Plain is known to Māori as Kei Puta Te Wairau which is an abbreviation of an old Māori proverb meaning' "the sun always finds a hole to shine through at the wairau" *(Marlborough Celebrating 150 years)*

From as early as the 12th century, the sheltered coastal bays of Marlborough supported a small population. The Māori history of Te Tau Ihu has been one of a succession of waves of north to south migratory movements by various iwi since Māori occupation to New Zealand began 700 years ago.

Ngakuta Bay, Marlborough Sounds

Marae in the region include:

- o Omaka Marae in Blenheim
- o Waikawa Marae in Picton
- o Te Hora Marae in Canvastown
- o Wairau pā in the Wairau Bar
- o Parerarua in the Wairau pā
- o Tua Matene in Grovetown

In the 2018 census, 13.3% of Marlborough residents identified as Māori compared to 16.5% nationally.

The early European history of Marlborough was closely linked with the settlement of Nelson but in 1859, became a separate province.

Today, a range of ethnicities, cultures and languages enrich growing diversity of the people that live, work and play in Marlborough.

Tangata whenua iwi in Te Tau Ihu include:

- o **Te Rūnanga o Ngāti Kuia,**
- o **Te Rūnanga a Rangitāne o Wairau;**
- o **Ngāti Apa ki te Rā Tōa :**
- o **Ngāti Koata;**
- o **Te Rūnanga o Ngāti Rārua;**
- o **Ngāti Toa; Rangatira ki Wairau;**
- o **Ngāti Tama ki Te Waipounamu;**
- o **Te Ātiawa o Te Waka-a-Māui**
- o **Te Runanga o Kaikoura/Ngati Kuri**

Ethnic groups, over time

Ethnic groups for people in Marlborough Region, 2006–18 Censuses

	2006 (%)	2013 (%)	2018 (%)
European	78.4	89.2	87.8
Māori	10.5	11.5	13.3
Pacific peoples	1.6	2.3	3.1
Asian	1.6	2.8	4.1
Middle Eastern/Latin American/African	0.5	0.6	0.8
Other ethnicity	16.2	2.5	1.6

Collaborative Governance

Describe the history, structure, function and sustainability of your Safe Community (include a diagram), highlight any differences since accreditation.

Safe and Sound at the Top (SAS@TT)

History

Marlborough's journey towards becoming an International Safe Community began in late 2011. The development of the 'Safe and Sound @ the Top' project was linked to a wide range of community groups and organisations that were looking to the process to support their work and inform their ongoing planning and delivery.   In March 2014, Marlborough became the 332nd community worldwide and the 25th community in New Zealand to become accredited as an International Safe Community.

The SAS@TT Steering Group (2014 – 2020)

Our current SAS@TT Steering Group is made up of a broad range of organisations involved with local safety initiatives & programmes in the community. Group membership has changed slightly but there remains a strong core of agencies/ organisations from SAS@TT's initial accreditation. (refer below)

2014		2020	
Nelson Marlborough DHB	NZ Police	Nelson Marlborough	Department of Corrections
Marlborough District Council	Barnardos	Marlborough District	AMI Insurance (AMI)
Community Development	NZ Fire Service	REAP Marlborough	ACC
Chamber of Commerce	ACC	NZ Red Cross	Te Piki Oranga
Department of Corrections	MSD	Fire & Emergency NZ	NZ Police
		Te Puni Kokiri	Neighbourhood and rural support

Wine Marlborough, NZ Plunket, and the Childrens Team have also been contributing members during this period of time.

Background

Purpose of Safe and Sound @ the Top

Safe and Sound @ the Top (SASATT) enables and supports collaborative actions that improve the safety of people living, working, and visiting the Marlborough region.

Principles

- ✓ Safety is a fundamental human right
- ✓ People are at the heart of making communities safer places in which to live, work, learn, travel, play
- ✓ Everybody has a responsibility to promote and maintain their safety and the safety of others.

What We Know Works

By intentionally working with existing groups and networks, 'Safe and Sound @ the Top' has brought together different sectors to look at ways of addressing community safety issues and seeking to find solutions. This programme continues to form strong relationships across organisations and provide a robust forum for the development of ongoing safety programmes. SAS@TT ensures that information regarding safety concerns and responses to concerns are evidence-based where possible and includes verified data to improve information, monitoring and evaluation of outcomes.

Function & sustainability

Outcome 1:   **Activities addressing Marlborough community safety issues are identified by:**

- Developing a template and process for gathering and updating information on the outputs, outcomes, and target populations of agency activity relating to personal and public safety.
- The Results Based Accountability (RBA) model has already been instigated as a measure of reporting on progress of community key safety issues.
- Building on information and processes used for the application process to gather information from the community.
- Identifying key safety issues in the community.

Outcome 2:   **Information, data and high level plans are shared between key stakeholders**

- Providing the Talking Heads Governance Group (Top of the South Impact Forum 2018) with a biannual report on the state of agency and community activity, highlighting achievements, gaps, and opportunities for extending or enhancing the value of agency inputs
- Developing an inventory of agency datasets relating to safety that make it easier for community to access and check availability of support services.
- Making publicly available data sets accessible through agencies and their media channels
- Establishing connections and pathways for community information to contribute to agency policy and decision making.
- Providing regular updates as information becomes available.
- Sharing of planning priorities - national, regional and local.

Outcome 3:   **Community activities are supported and sustained to deliver improved safety**

- Identifying and developing specific opportunities for agency to agency partnerships, and for collaboration between agencies and community groups.
- Supporting initiatives that meet defined community need.
- Providing advice, endorsement and advocacy.
- Identifying the extent and promoting the availability of agency capacity to assist community groups with advice and support in governance, planning, research and analysis.
- Celebrate and champion the work and achievements of community group.

Outcome 4:   **Safe and Sound @ the Top is sustainable and meets its obligations under the Safe Communities Framework**

- Supporting the sustainability and resilience of community activity by recognising the importance of leadership and training, and promoting linkages within and between groups.
- Offering community access to agency training and development programmes.
- Meeting reporting requirements to the Safe Communities Foundation of New Zealand
- Provision of a level of coordination to address local requirements.
- Providing defined roles for all SASATT steering group members and task group leaders.

Marlborough Vision

"All people in Marlborough are safe"

People in Marlborough will:

- feel safe in all aspects of their lives
- know how to access support and help
- know their safe limits around alcohol and other drugs and apply them
- feel safe walking on the streets in the evening
- have fun at public events
- be engaged safely in outdoor recreation
- have safe homes be able to say " Home is where I want to be"
- feel safe and enjoy travelling in Marlborough
- be well educated travellers
- care for pets and animals
- know their neighbours
- be able to say… "I love where I live"

Reduction in safety issues

- a reduction in drug and alcohol related crime
- the safest workplaces and learning environments in NZ
- a responsible and cohesive outdoor industry sector
- a reduction in drowning and other outdoor injury
- a reduction in rural injuries
- the safest roads in NZ
- a reduction in family/whanau harm within the community

Objectives and Targets:

Targets identified by work streams will contribute to a wide range of external objectives.

As Safe and Sound @ the Top is a process involving engagement by multiple agencies, including community groups, there is neither the mandate nor any accountability which can be applied to support performance commitments.

Progress and success:

Success will be measured and reported on an evidential basis at the level of purpose and outcomes including:

- A broadening range scope of activities addressing community safety issues
- Declining injury rates
- Retention of safe community accreditation
- Increased collaboration amongst agencies

Marlborough Matrix

The strength of 'Safe and Sound @ the Top' lies in the significant community input into its initial development. Using all the collated information during community consultation meetings, the Working Group identified and confirmed six key safety strands which would sit within a settings approach.

Safe and Sound @ the Top - Marlborough Matrix

Transport Safety · Workplace & learning Environments · Alcohol & other drugs · Rural & Outdoor safety · Safe Homes · Community & Family Violence

* child and youth
* older adults 65+
* emerging communities
* education
* access to services
* emergency preparedness
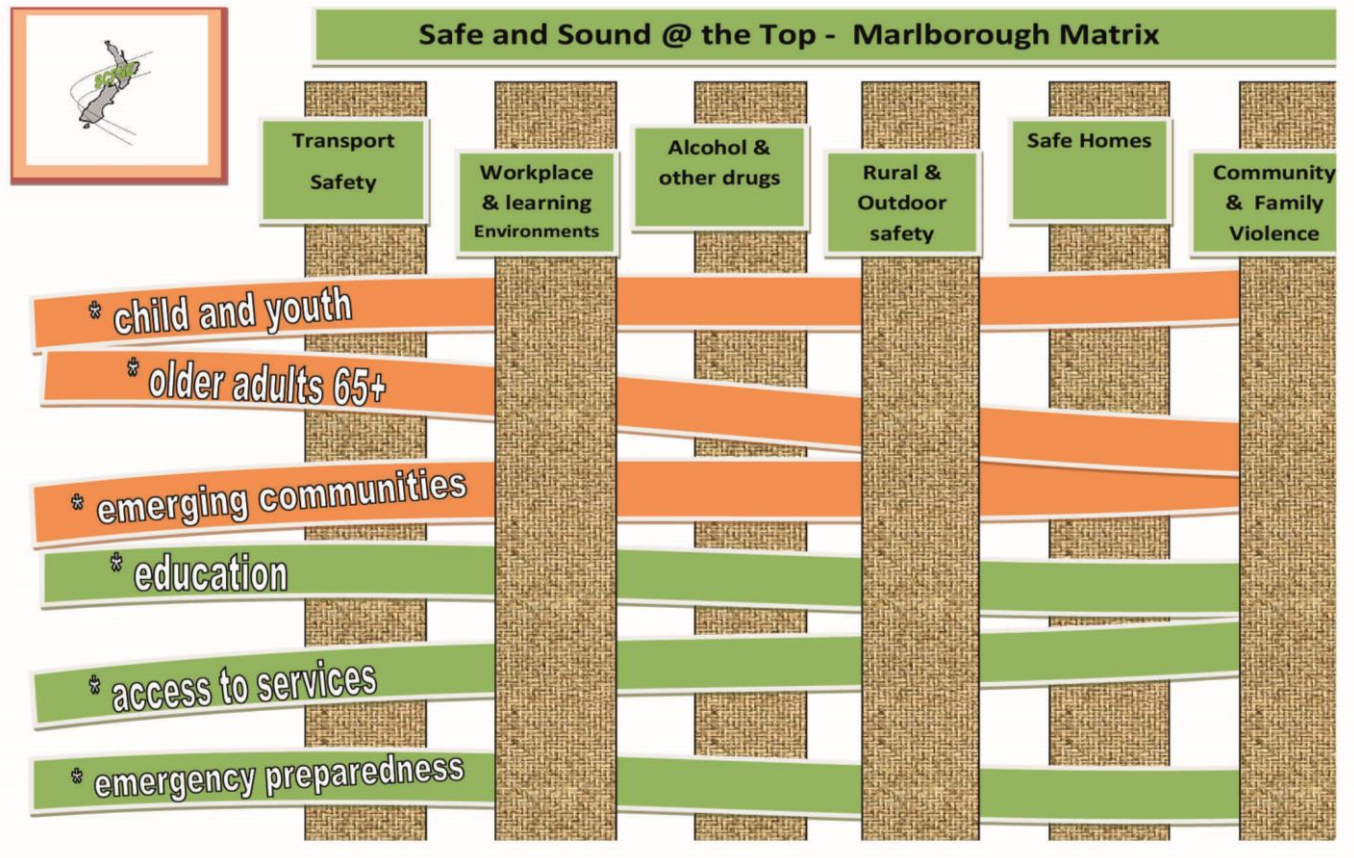
Vulnerable communities:
During both the community meetings and the Working Group meetings, demographic areas of high risk and vulnerability emerged as a necessary element integral to the objectives of the overall plan.

The Marlborough Matrix
This visual graphic was initially designed to illustrate interconnectivity between demographics, vulnerability and subjectivity using a series of cross threads or links woven into and across the six key safety strands.

This matrix remains as a visual reminder to **"take the temperature and pulse of our wider community!"**

- ➢ **Transport Safety**
- ➢ **Workplace and Learning environments**
- ➢ **Alcohol and other drugs**
- ➢ **Rural and Outdoor safety**
- ➢ **Safe Homes**
- ➢ **Community and Family violence**

Governance Group: Attach Terms of Reference, MoU or provide a short summary/ letters of support on the role and commitment of each partner.

A safe community is a place that is attractive to live, work and visit. A safe community is a live-able community, where people can go about their daily activities in an environment without fear, risk of harm or injury. Perceptions of community safety, real or perceived, impact on the way people feel and interact in their community. Community safety is not only about reducing and preventing injury and violence. It is about increasing well-being through building strong, cohesive, vibrant, participatory communities.
http://www.ppscn.org

SAS@TT Steering Group - TEAM 2020

From top left to right: Robyn Blackburn (MDC) Russ Smith (NZ Police), Jennifer Harris (ACC), Lyne Reeves (MDC), Jodie Griffiths (MDC) Monica McKone (NMDHB) Mike Henderson (Community) Lisa Joseph (Department of Corrections) Ailsa Carey (REAP Marlborough) Hannah Cunningham (Social media) Diane Payton (Rural) Ricky Carr (TPO), Helen McLean (NMDHB) Margaret Western (Red Cross) Absent: Greg McLean (FENZ), Lorraine Eade (Te Puni Kokiri)

Safe Community Re-accreditation

SAS@TT Special Meeting

Marlborough District Council Committee Room - January 25th 2018

Objective of the meeting

Pan Pacific Safe Community Accreditation (PPSCN) is an international standard which a community can apply for. This special meeting was held to discuss and investigate the viability of Marlborough's re-accreditation as an internationally accredited safe community - Safe and Sound at the Top (SAS@TT).

Present:

Karl Townsend	AMI Insurance	Area Manager
Monica McKone	NMH /Public Health Service	PHS/ Health Promotion/Safety
Lyne Reeves	Marlborough District Council (MDC)	Community Development Manager
Robyn Blackburn	Marlborough District Council (MDC)	Road Safety Coordinator
Donna Mote	NZ Red Cross	Marlborough Coordinator
Hans Neilson	Marlborough Chamber of Commerce	Development & Events Manager
Mike Henderson	Marlborough Children's Team	Director
Rob Dalton	Fire and Emergency Service (FENZ)	Marlborough Fire Safety Manager
Mark Preston-Thomas	Accident Compensation Corporation	Community Injury Prevention
Jodie Griffiths	Safe and Sound @ the Top	Project Development Coordinator

Apologies:

Russ Smith	NZ Police	Community Police Officer
Helen McLean	NMH/Public Health Service	PHS/ Health Promotion/Youth
Ailsa Carey	REAP Community Advisor	Rural Education Advisory Program
Sam Dodds	Community Injury Prevention	NZ Plunket

Rationale discussed and forwarded to the Governance Group for their ongoing support

1. What are the benefits of remaining as a designated safe community

Advantages

- Better collaboration with other agencies
- Improved communication
- Raised awareness of community safety (RBAs & reporting requirements)
- Addressing safety gaps in community (MAGG)
- Networking opportunities
- National SCFNZ support
- Ministry support for safe communities
- Raising Marlborough's local, national & international profile via:
    - Presentations at SCFNZ Forum
    - MDC website –link/ Quarterly newsletters
- Kudos of Marlborough as a designated international safe community (ISC)
- Access to safe community resources via: SCFNZ webinars, workshops, emails & newsletters
- Challenging from external organisations addresses accountability & actions
- ISC has a robust framework with goals, reporting and a disciplined outcome approach
- Connecting new organisations with the wider safety community - consistent messages
- Has the ability to align projects and programmes to a higher strategic & governance level
- Safe Communities add local value

1. What are the barriers?

Disadvantages

- Loss of years of successful productive work and energy
- Reduction in collaboration and communication between agencies
- Decrease in awareness of community safety issues
- Loss of international safe community status (and kudos)
- Re-accreditation process requires 60 + hours to complete report
- Funding for reaccreditation project
- Sustainable funding for coordinator
- Internal processes may mean less accountability
- Weakness in partnerships and information out into the community

At this meeting, we also acknowledged and celebrated what SAS@TT had achieved over the past few years as a safe community.

General discussion followed and confirmed that: "in principle, the SAS@TT Steering Group would explore and investigate the safe community re - accreditation process".

2. What support would be required for the re-accreditation process? (funding & management)

- Potential funding for SCFNZ re-accreditation fee?
- Designate staff time to collate information for the required SCFNZ report?
- Small group to start to progress draft outline plan and feedback at SAS@TT meetings
- Engage with member organisations re their continued support - including any potential funding
- Utilise 'flow chart of safe community re-accreditation process' to help guide initial actions

3. What sustainable support is there after re-accreditation? (SAS@TT funding and coordination)

- Support from within the group suggests that re-accreditation is achievable and desired - provided that funding and organisational support is there.
- Coordinator role requires ongoing funding - but projects could be funded through other sources
- Discussion around funding options once ACC support ends March 2019 included:
    - Establishing a legal entity or trust so that funds could be applied for (e.g. Department of Internal Affairs, RATA Foundation, Ministry of Youth Dev)
    - Engage funding support and/or commitment from member organisations.

4. What organisational governance will be provided? (support and funding)

- Discussion around engaging support from the 'Talking Heads' (TH) governance group which previously supported SAS@TT accreditation in 2014
- Letter to be written to the 'Talking Heads' group outlining the following points:
    - SAS@TT acknowledges and appreciates the 'Talking Heads' governance support for Marlborough's safe community accreditation in 2014
    - Is there ongoing governance support for SAS@TT re-accreditation?
    - Is there sustainable funding available to support SAS@TT post re-accreditation?
    - What active governance can we expect from 'Talking Heads' moving forwards?

5. What are the Timeframes?

SAS@TT Safe Community Accreditation ends April 2019
SAS@TT Safe Community Re-accreditation planned for late 2019 or 2020

SAS@TT's re-accreditation as a Safe Community (SCFNZ)

A special SAS@TT re - accreditation meeting was held Thursday 25th January 2018 @ MDC Committee room where three points were discussed:

- Group support: Support from within the group suggests that re-accreditation is achievable and desired provided that funding and organisational support is there.
- Governance & funding support: Letter to be written to 'Talking Heads' group re their ongoing governance support for SAS@TT re-accreditation, is there any sustainable funding available to support SAS@TT post re-accreditation and what active governance can we expect from 'Talking Heads' (now Top of the South Impact Forum - TOSIF)
- Chair sign-off : Letter for governance support to be signed by SAS@TT Chair

Top of the South Impact Forum (TOSIF)

previously 'Talking Heads' Governance Group

TOSIF is a collaborative group which was established early 2018 and replaced the 'Talking Heads' group which had previously provided governance for Marlborough's inaugural safe community accreditation in 2014.

TOSIF response to the request from SAS@TT to support re-accreditation

indicated that their group would provide:

Ongoing governance and organisational support for the process of re-accreditation

The active role of the Top of the South Impact Forum would be discussed at a future meeting

Sustainable financial support to support the re-accreditation would need to be explored

Congratulations on an excellent effort in the support of your community

Letter from Nelson Marlborough Health, DHB Office, Braemar Campus, Private Bag 18, Nelson, New Zealand. Fax: 03 546 1747, Phone: 03 546 1723.

24 April 2018

Karl Townsend
Chairperson
"Safe and Sound at the Top" (SAS@TT)

Dear Karl

On behalf of the Top of the South Impact Forum (previously Talking Heads), I wish to acknowledge the receipt of your letter regarding Safe and Sound at the Top's proposed re-accreditation as an international safe community, and the minutes from the special meeting to discuss the viability and sustainability of re-accreditation.

It was pleasing to note that you celebrated your achievements as a Safe Community and that there is a willingness from within the group for you to continue to operate as an international safe community. It is encouraging to read the minutes of your special meeting and the resulting action points.

The response to your discussion and action points are as follows:

- The Top of the South Impact Forum indicated that there would be ongoing governance and organisational support for the process of re-accreditation.
- The active role of the Top of the South Impact Forum will be discussed at a future meeting.
- Sustainable financial support to support the re-accreditation will need to be explored.

Congratulations on an excellent effort in the support of your community.

Yours sincerely

Peter Bramley
Chief Executive
peter.bramley@nmhdc.govt.nz

Letter of Governance Support from the Top of the South Impact Forum for SAS@TT re-accreditation

MARLBOROUGH DISTRICT COUNCIL
Only Marlborough

2018 - 2028 Long Term Plan (Pages 42-43)

Safer Communities

Community safety is an important component of the "living" Community Outcome, which is *"Marlborough's enviable community facilities, infrastructure, landscapes and climate enables our community to thrive. Life in Marlborough is safe and healthy"*.

Council has reviewed its role in community safety and has resolved to commit to longer term arrangements with the Police and central government wherever possible.

A number of projects organised by the Safer Communities Marlborough section of the Council contribute to community well-being. These result in positive outcomes at minimum direct cost to the Council as the majority of the Safer Communities activities are self-funding via Government grants.

Activity Group: People

Activity: Community Support

How this Activity Contributes to the Vision and Related Community Outcomes

This Activity helps to achieve the Vision by contributing to a caring community, and to the Community Outcomes of Governance, Environment, People, Connectivity and Living as outlined below.

Outcome	Actions
Community Support	
Governance	Supporting and responding to community aspirations and needs for essential services.
	Encouraging the Youth Council and the Older Persons Forum to participate in discussions with Council and other agencies.
	Funding essential services.
	Promoting understanding of ways to access funding.
People	Supporting the capacity of the volunteer sector.
Community Safety (Safer Communities and Security)	
Governance	Bringing multiple agencies together to improve safety for everyone in Marlborough through participation in the World Health Organisation Safe Communities accreditation process.
People	Encouraging residents to become involved in improving their environment.
	Engaging with community groups through CPTED programmes.
	Providing the opportunity for victims to have their say in the justice system through the Restorative Justice programme.
Connectivity	Improving CCTV in Blenheim and Picton supports safe mobility.
Living	Giving people in Marlborough confidence that they are living in a safe community.
Event Management	
Living	Organising events that are fun, family friendly, affordable and promote community connection and pride.
Other Transport Services	
Connectivity	Providing passenger transport to connect people with services and activities that enhance their well-being.
	Helping people with impairments to access appropriate transport

https://www.marlborough.govt.nz/your-council/long-term-and-annual-plans-policies-and-reports/long-term-plan/2018-28-long-term-plan

TERMS OF REFERENCE (2014)

Safe and Sound @ the Top (SAS@TT)

Status

Marlborough achieved International Safe Community accreditation in March 2014. The Steering Group driving the 'Safe and Sound @ the Top' project is a collaborative group comprising government and non-government agencies involved in the improvement of community safety in the Marlborough region.

Underpinning Principles

- Safety is a fundamental human right
- People are at the heart of making communities safer places in which to live, work, learn, travel & play
- Everybody has a responsibility to promote and maintain their safety and the safety of others.

Purpose

Safe and Sound @ the Top (SAS@TT) enables and supports collaborative actions that improve the safety of people living, working, and visiting the Marlborough region.

Tools

- o The key tool for achieving aims will be regular meetings that provide an opportunity for information sharing via service updates, networking and progress on the six focus areas.
- o Development of the Results Based Accountability (RBA) reporting systems for feedback to the Safe Communities Foundations New Zealand (SCFNZ) and to the community and organizational reporting
- o SAS@TT will continue to develop the dedicated Safe Community page on the Marlborough District Council web site under community links. Further investigations into other social media options have also been targeted.
- o Key linkages maintained with relevant collaborative forums to facilitate cross-representation and build safety networks as required.

Membership

Membership is open to providers and stakeholders involved in the care, support and safety of the community.

Meetings

- o **Frequency of meetings**
  Regular meetings will be held approximately once a month.
  Venue to be decided on and organized around availability of sites at the time.
- o **Meeting responsibilities and roles**
  The Chair will be nominated and decided from within the group. If the Chair is unable to attend, an interim Chair will be designated by the members present at the time of the meeting. Admin support will be sourced from within the group to set the agenda, take minutes and undertake reports as required.
- o **Focus areas**
  The focus areas remain as:
  - Transport
  - Community and family violence
  - Rural and outdoors
  - Safe Homes
  - Alcohol and other drugs
  - Workplace/ learning environments

Communication support

The Marlborough District Council will continue to support SAS@TT through its web-site page and make associated information (newsletters & documents) available to wider organizations for use as appropriate.

Action Points and Work streams

Action points developed during meetings will be acted upon by agreed members who report back to the group by e-mail or at subsequent meetings.

New Terms of Reference will be discussed post-reaccreditation

If your Safe Community has a steering group (separate from governance) and/or working groups, set out their structures/functions and how they report to/link with the governance group?
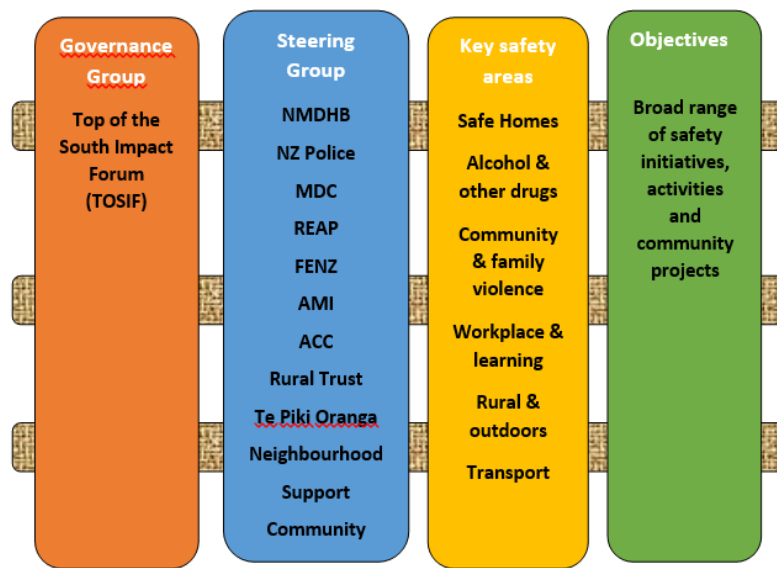
The SAS@TT Steering Group remains a constant link between local safety groups, SCFNZ and the Top of the South Impact Forum (TOSIF) Governance Group. Reports are forwarded as required and organisations have access to these reports if requested.
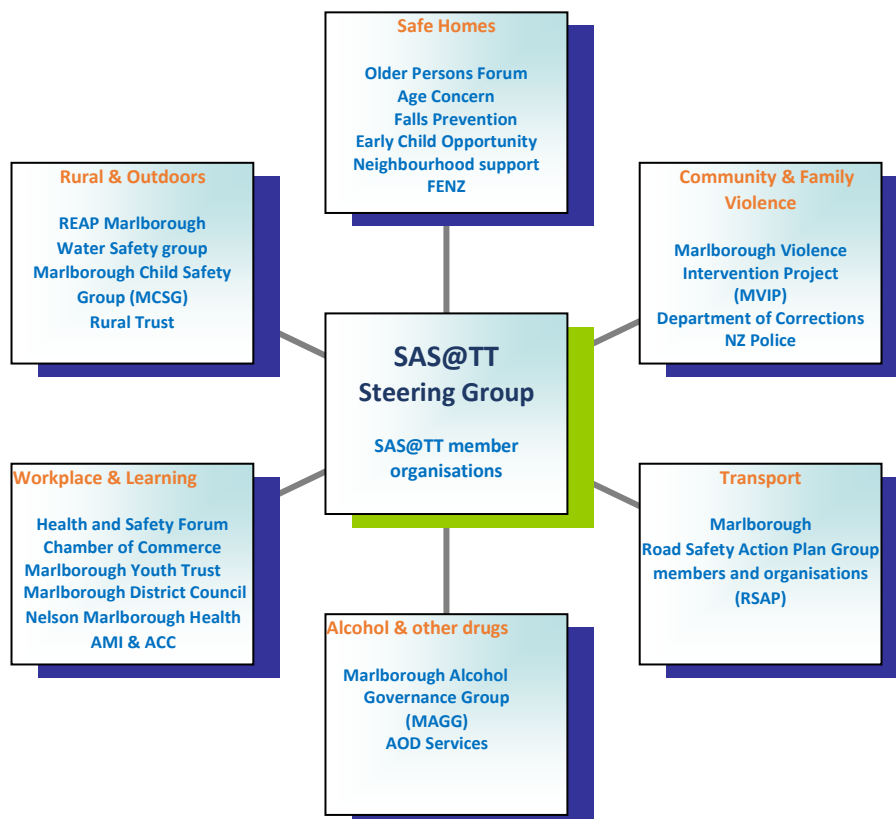
Regular SAS@TT monthly meetings identify current activities and trends which are then added into the comprehensive annual RBA report to provide a running sheet of what is happening, who is doing what and whether anyone is better off.

Describe your Safe Community coordination employment (relevant documentation such as job descriptions, and conditions of employment, can demonstrate this). If there is no coordinator, how will the key functions be managed?

Sample of Job Description: *(as at November 2017)*

Title: Safe & Sound @ the Top (SAS@TT) Project Co-ordinator

<u>Key Tasks:</u>

SAS@TT Plan Project work:

- Ensure that Strategic Plan actions remain on track and timelines are being adhered to.
- Facilitate the 'Six Key Safety Strands' work stream groups to implement agreed safety initiatives by providing the support that is identified including facilitation of project meetings.
- Implement key project work for identified SAS@TT projects e.g. Water Safety, Alcohol.
- Ensure that information regarding safety concerns and responses to concerns are evidence-based and where possible include verified data to improve information and ensure monitoring and evaluation of outcomes.

Communication:

- Identify and develop partnership opportunities for SAS@TT, in consultation with the Steering Group, which will enhance the objectives of the six key safety strands.
- Collect information and assist in the preparation of media releases to be signed off by the Chair
- Prepare and collate quarterly newsletter for website and distribution in required timeframe

Reporting:

- Ensure the reporting timelines required for Safe Communities Foundation of NZ (SCFNZ) and Talking Heads/TOSIF are met.
- Provide monthly status reports to SAS@TT Steering Group on progress

Skills/Experience Required:

- Good understanding of community development process
- Demonstrated ability in supporting community groups and programmes
- Good administration skills and well developed computer experience to produce reports, presentations, newsletters, minutes & agendas.
- Excellent written and verbal communication skills
- Demonstrated ability to prepare reports within appropriate timeframes.
- Be able to work autonomously using a collaborative approach.
- Effectively self-manage commitments, workload and time constraints.
- An understanding of Results Based Accountability process and reporting.
- Effective facilitation skills.

Reporting requirements:

The key liaison person for reporting will be the SAS@TT Chairperson/ or the delegated replacement.
Monthly progress reports (as identified in this document) will be made in writing to SAS@TT meetings.

Other Conditions

- You will ensure that any vehicle used for this work is fully including for public liability
- All resources/documents for distribution will be provided by SAS@TT at no cost to you.
- You will comply with Health and Safety requirements

Commentary:

The most recent job description (outlined) has worked favourably in the short term. Previous JDs have covered a wide range of responsibilities which have stretched the capacity of the role considering the small amount of time allocated to the position. This situation has brought some challenges and discussion around sustainability of this position moving forward.

To mitigate this, some of the 'back room' roles have been shared within the SAS@TT group members to help ease the administration components (e.g. Report writing to ACC, SCFNZ and TOSIF; minute taking for SAS@TT monthly meetings; minute taking for MAGG group). This has proved beneficial in that it has allowed the coordinator's time to be better utilised to develop and progress targeted and priority projects as directed by the SAS@TT group (e.g. alcohol, water safety)

Overview of current SAS@TT coordination and operational roles.

- SAS@TT has employed four coordinators between 2014 -2020, each bringing with them a diverse range of skills and experience. We have benefited from their individual expertise with two remaining on the SAS@TT group in their new roles and capacities. (i.e. Marlborough Chamber of Commerce, Marlborough District Council/Community Development Support)

- SAS@TT partners are already involved in a wide range of safety projects and members regularly feedback information to and from meetings/ settings which in turn feeds into the bigger collective picture. (e.g. Road Safety Action Plan Group & Marlborough Violence Intervention Programme) This process enables the dissemination of consistent information to flow to and from the community with the added ability to discuss issues of concern or celebration.

- Sharing the load between SAS@TT group members has already helped raise awareness of what is involved at an operational level, provides a better understanding of what is needed to be sustainable and promotes the importance of ongoing organisational support.

- Sustainability of the coordinator position on the limited hours available is not seen as productive or even feasible long term and as it stands, the group's ability to contribute into and fulfil the 'key tasks' required seems to be a workable and proactive option.

- This change in the coordination position was discussed by the SAS@TT group at a meeting on 2nd October 2018 and the following actions were identified and agreed upon:

  - Review operational capacity and status annually at end of June each year.
  - Ongoing engagement and support by all members is seen as essential.
  - The SCFNZ community liaison role to communicate and share information to remain.
  - Delegate identified new projects to group members as indicated and appropriate.
  - MDC has provided 5 hours per week for extra project development support as required.
  - RBA reporting, quarterly reports, newsletter, strategic planning and minutes to be collectively undertaken by SAS@TT group members.
  - Capacity to resource new projects will be available as required via funds accrued.
  - SAS@TT Facilitator role for monthly meetings to continue on rotation within group.
  - SAS@TT Chair to have signing capacity only at this stage.
  - Social Media responsibilities to be shared with group members who already have strong media relationships in the community.
  - Progressing project development will be the shared responsibility of all SAS@TT members

- These actions address the performance indicators required in the original coordination role as previously outlined. SAS@TT will continue to monitor and address the key functions necessary to keep our safe community cohesive, strong and community focussed.

Overview of community demographics and a brief outline of community description (i.e. history, location, urban, rural, population size and any unique features) e.g. geography, changes in population, economic growth/decline.

Community description

Marlborough is situated in the north-east corner of the South Island. It is easily accessible by ferry, train, air, or road. Marlborough is a region known for its generosity of people, the endless sunshine, and the exotic and varied nature of its landscape. The Marlborough region is home to about 20% of New Zealand's total coastline. Our district is unique, not for any singular reason, but for many. This region is full of colour, complexity and diversity – making this part of New Zealand truly special.

Blenheim

Marlborough's main town, Blenheim, has a population of 24,183 and is the hub of the famous Marlborough wine district. Naturally, the town features many fine restaurants focused on local wines and food. It also has a stylish public art gallery, a museum and colonial village, glorious public and private gardens to visit, theatres and cinemas and shops to explore.

Blenheim regularly claims the highest sunshine hours in New Zealand, and has low rainfall. Each season in Marlborough has its distinct appeal: summer brings long warm days and stunning evenings; autumn promises clear, still days, a blaze of vineyard colour, winter is short and may bring a spectacular rim of snow on the distant high country mountains; spring arrives with a sudden burst of blossoms.
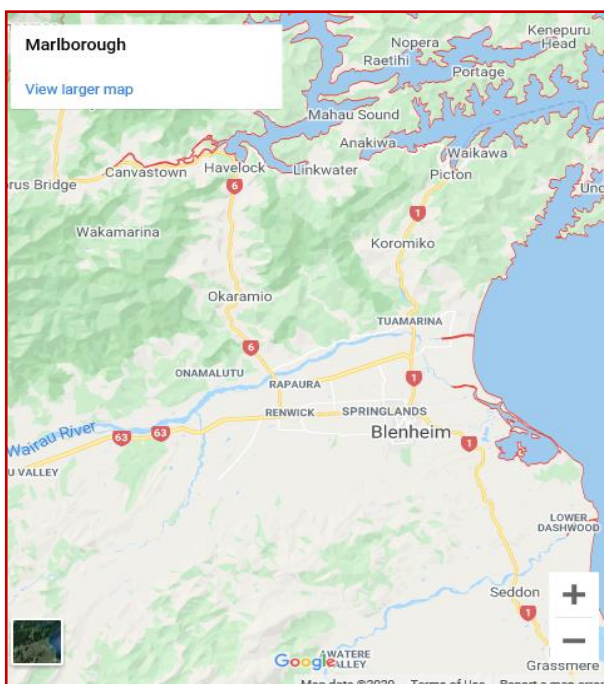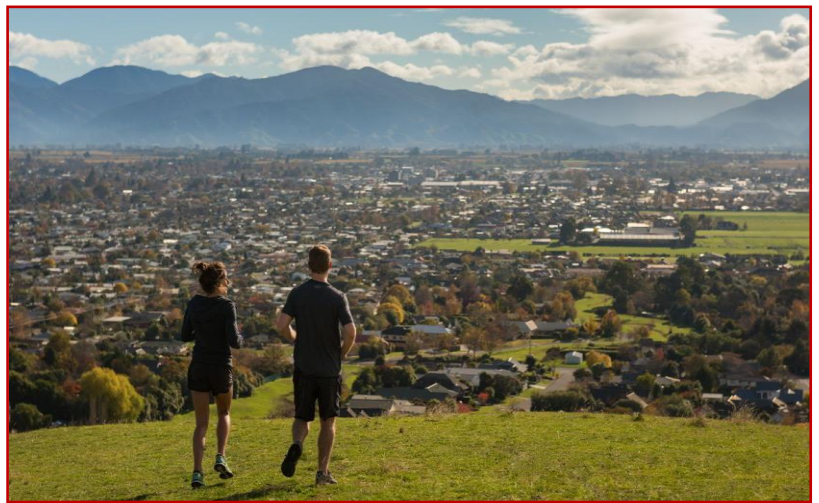
Marlborough's geography can be roughly divided into four sections. The south and west sections are mountainous, particularly the southern section, which rises to the peaks of the Kaikoura Ranges. These two mountainous regions are the final northern vestiges of the ranges that make up the Southern Alps, although that name is rarely applied to mountains this far north.

Between those two sections is the long straight valley of the Wairau River. This broadens to wide plains at its eastern end, in the centre of which stands Blenheim.

The fourth geographic zone lies along its north coast. Here the drowned valleys of the Marlborough Sounds make for a convoluted and attractive coastline. The town of Picton is located at the southern end of one of the larger sounds, Queen Charlotte Sound. The town of Havelock is at the southern end of the Pelorus Sound; this sound feeds into Kenepuru Sound.

Picton

About 25 km north of Blenheim is the seaside town of Picton, population 4,056 and the starting point for walks, outdoor adventure eco-tourism, boating and cruises in and around Queen Charlotte Sound and is the ferry transit point from Wellington.

Havelock

Charming Havelock town ship, population 489 and the home town of Nobel physicist Lord Ernest Rutherford, is the green shell mussel capital of New Zealand, celebrated in local restaurants. Havelock's boat harbour is the access point to the stunning Kenepuru & Pelorus Sounds. Boat trips leave regularly for fishing, mussel farm visits and scenic tours.

Seddon

Seddon town (population 507) is 20 minutes south of Blenheim and services the agricultural and viti-cultural communities of the Awatere Valley. A few shops cover essential supplies, while a new café/art gallery/wine bar offers tastings of local wines.

Renwick

Renwick, population 2,118, is a satellite village to Blenheim, right in the heart of the vineyards. It boasts a local history museum and public library, a supermarket, pubs with local beers, accommodation and wineries.

https://www.marlborough.govt.nz/about-marlborough/regional-information

Places of special significance for local Maori

Canvastown

Canvastown is a small settlement near the confluence of the Wakamarina and Pelorus Rivers. The settlement is so named, due to the massive influx of prospectors after the discovery of gold deposits in the Wakamarina River during the 19th Century. Te Hora marae sits at the confluence of the Whakamarino and Te Hoiere Rivers, at the feet of the maunga Tutumapou. Today Te Hora is the turangawaewae of Ngati Kuia.


D'Urville Island - Rangitoto ki te Tonga

Marlborough has a large number of islands, all found within, or offshore of the Marlborough Sounds. The largest islands cover thousands of hectares, while the smallest are only a few hundred square metres. Rangitoto ki te Tonga / D'Urville Island is the eighth largest island in New Zealand, and includes a mix of private farmland and public conservation land. It is located in the north west of the Marlborough Sounds. D'Urville Island is the home of Ngāti Koata.

Waikawa

Waikawa Bay is a small settlement to the north east of Picton and opens onto Queen Charlotte Sound Marlborough, New Zealand. The marae at Waikawa Bay is a meeting place for Te Atiawa people from the top of the South Island. The whare tupuna is Arapaoa, which means 'downward thrust' and the wharekai is named Whakakotahi, meaning 'to become one'. The marae connects ancestrally to the waka Tokomaru, the maunga Piripiri and the awa Waitohi.
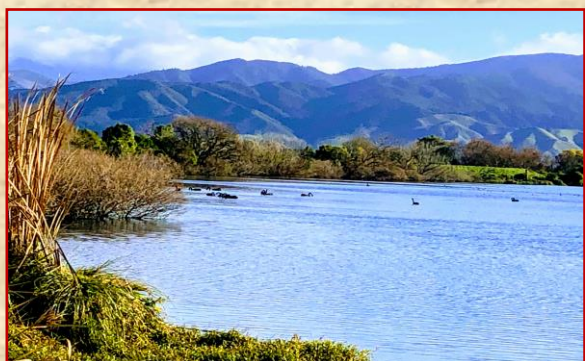
Wairau Pā

Wairau Pā is situated 11 km north-east of Blenheim, on the east bank of the Wairau River, reached from State Highway 1 on Wairau Bar road from Spring Creek. Wairau Pā is the home of Ngāti Rārua, Ngāti Toarangatira, and Rangitane and the area in which the joint Native Reserves are located, an area of special importance to iwi. The Wairau River gently meanders through the Pā to Wairau Bar Te Pokohiwi which is regarded as the most significant archaeological site within the Marlborough district.

http://www.tehoramarae.co.nz/about-te-hora-marae
https://teara.govt.nz/en/marlborough-region
http://www.teatiawatrust.co.nz

Regional Profiles – census data 2018

MARLBOROUGH REGION COMMUNITY PROFILE

| home | population | migration | cultural diversity | wellbeing | families | skills | income | work | transport | dwelling |

Total population
Usually resident population
47,340 — **1.0%** — Share of NZ 2018

Birthplace
NZ born
38,523 — **81%** — Share of total in 2018

Ethnicity
European
41,571 — **88%** — Share of total in 2018

Smoke
Regular Smoker
5,484 — **14%** — Share of total in 2018

Marriage
Married (not separated)
17,556 — **45%** — Share of total in 2018

Qualification
No Qualification
8,454 — **22%** — Share of total in 2018

Total Income
$5000 or Less
3,429 — **8.8%** — Share of total in 2018

Labour Force
Employed Full-time
19,530 — **50%** — Share of total in 2018

Transport To Work
Drove a Private Car or Truck or Van
14,355 — **56%** — Share of total in 2018

Ethnic groups

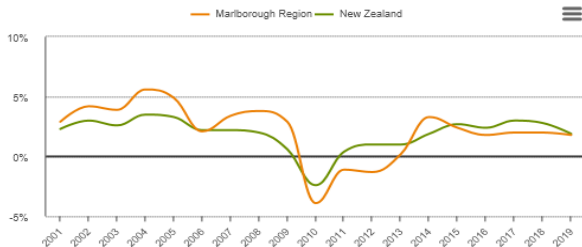| | 2018 | | | | 2013 | | | |
| | Marlborough Region | | New Zealand | | Marlborough Region | | New Zealand | |
	Number	% total	Number	% total	Number	% total	Number	% total
European	41571	87.8%	3297864	70.2%	37041	85.3%	2969391	70.0%
Māori	6318	13.3%	775836	16.5%	4776	11.0%	598602	14.1%
Pasifika	1464	3.1%	381642	8.1%	969	2.2%	295941	7.0%
Asian	1929	4.1%	707598	15.1%	1182	2.7%	471708	11.1%
MELAA	402	0.8%	70332	1.5%	246	0.6%	46953	1.1%
Other	771	1.6%	58053	1.2%	1044	2.4%	67752	1.6%
Not Elsewhere Included	0	0.0%	0	0.0%	1902	4.4%	230649	5.4%
Total	47340		4699755		43416		4242048	

Download table data

13.3 % of people in Marlborough Region belong to the Māori ethnicity in 2018 compared to 11.0 % in 2013
3.1% of people in Marlborough have Pasifika ethnicity in 2018 compared to 2.2% in 2013.
There is an increase in the number of ethnicities working and living in our community.
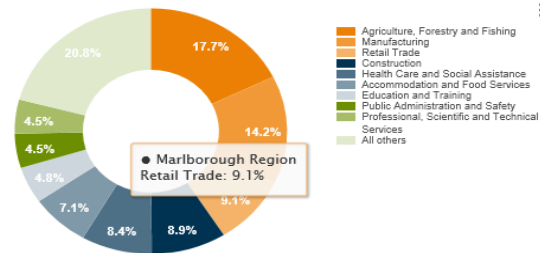
EMPLOYMENT AT A GLANCE

Employment, 2019

LEVEL	**REGIONAL GROWTH**	**NATIONAL GROWTH**
27,578	**1.8%**	**1.9%**
Filled jobs	Marlborough Region	New Zealand

Employment growth, 2001-2019

Proportion of filled jobs by ANZSIC 1-digit industries, 2019

Legend:
- Agriculture, Forestry and Fishing
- Manufacturing
- Retail Trade
- Construction
- Health Care and Social Assistance
- Accommodation and Food Services
- Education and Training
- Public Administration and Safety
- Professional, Scientific and Technical Services
- All others

● Marlborough Region
Retail Trade: 9.1%

Industries which created most jobs, 2009-2019

Administrative and Support Services	452
Health Care and Social Assistance	441
Other Services	297
Manufacturing	258
Accommodation and Food Services	194
All other industries	185
Total increase in employment	**1,826**

MARLBOROUGH REGION ECONOMIC PROFILE

Economy	**Employment**	**Productivity**
GDP (2019 prices)	Filled jobs	GDP per filled job
$3,057m **2.8%**	27,578 **1.8%**	$110,853 **1.0%**
growth in 2019	growth in 2019	growth in 2019

Population	**Businesses**	**Standard of living**
Estimated resident population	Business units	Mean earnings
49,200 **0.8%**	7,104 **-1.2%**	$56,497 **4.8%**
growth in 2019	growth in 2019	growth in 2019

Skills	**Tourism**	
Highly-skilled Jobs	Contribution to GDP	
9,297 **33.7%**	$222m **7.3%**	
share of total 2019	share of total 2019	

Economic self-determination recognises a person's desire to: establish their own economic wellbeing, have the material wealth and income to meet their own needs and contribute to the wider economic growth.
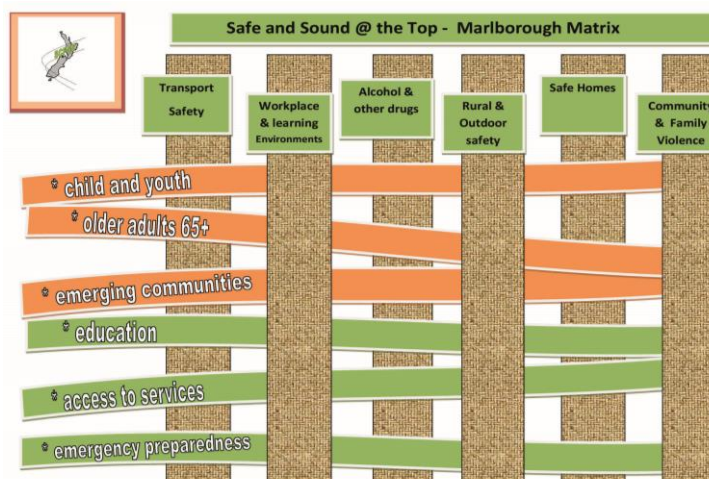
https://wellbeingindicators.stats.govt.nz/en/current-wellbeing/
https://www.marlborough.govt.nz/
https://www.stats.govt.nz/tools/2018-census-place-summaries/marlborough-region

Describe the process you undergo with priority setting.
Attach recent strategic plans.

Every year in June, the SAS@TT Steering group holds a special strategic planning meeting to discuss Results Based Accountability (RBA) reports for the previous and the following year.

The safety areas have remained the same since accreditation with local gaps/issues identified using safety indicators and actions to address the priority areas which are then inputted into our RBA annual report.

Previous Marlborough Matrix 2014

SAS@TT Plan (2015-2016) FINAL -

SAS@TT Plan (2016-2017) FINAL - J

SAS@TT Plan (2017-2018) Final - J

SAS@TT Plan (2018-2019) FINAL.p

SAS@TT Annual Report (2019-2020) F

Examples of SAS@TT's annual strategic reports (2015-2019)

During the RBA planning meeting in July 2020, SAS@TT addressed whether the initial matrix model was still relevant and encompassed all of the safety issues, concerns and current data. An exercise was undertaken whereby all members chose three priority areas that were of concern to them. The relationship between safety indicators and wellbeing was discussed and it was agreed to include a *community resilience and wellbeing* component to umbrella the safety areas (within the Marlborough Matrix) and both acknowledge and raise awareness of the importance of diversity, resilience and wellbeing in our community.
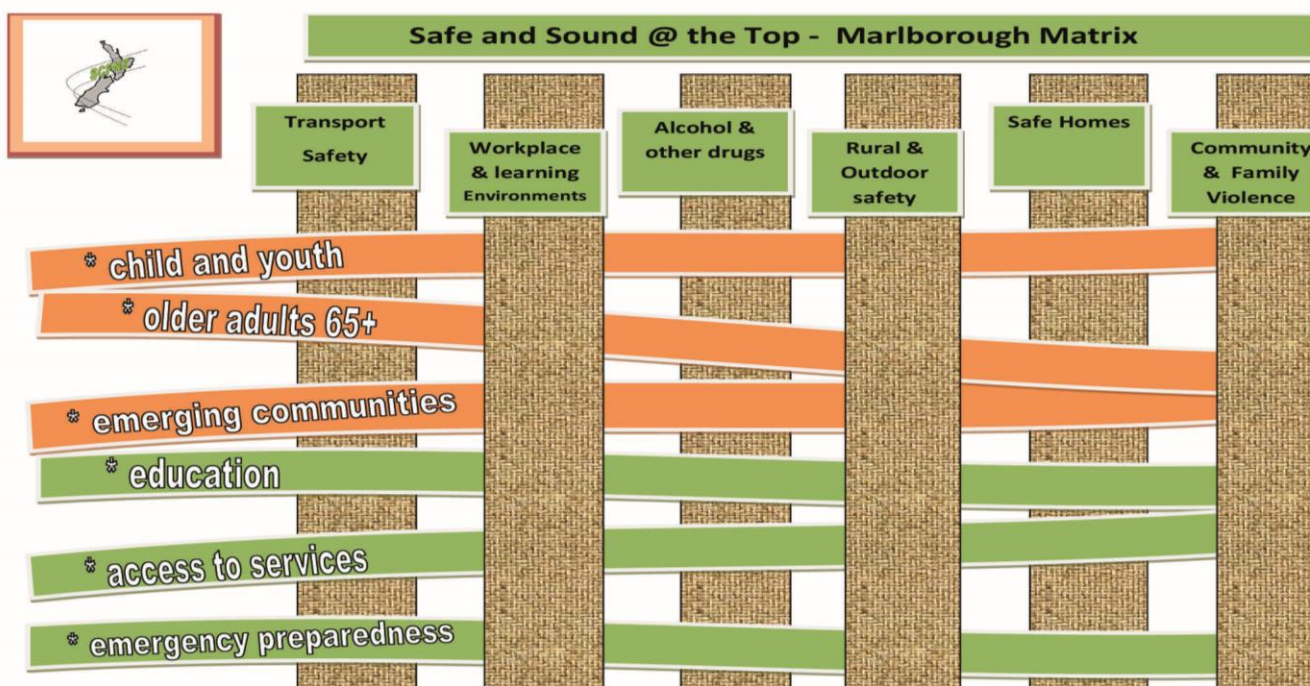
New Marlborough Matrix 2020

Commentary

Identifying priority settings is achieved by using both anecdotal information and evidence based data to guide the direction and delivery of projects.

SAS@TT member organisations contribute into the discussion and are allocated various tasks to follow up on.
Refer SAS@TT Indicator prolife

RBA templates are then populated with evidence based data and deliverables for working groups to action. These reports are living documents that continue to be adjusted during the year.

The final strategic annual report is available for all organisations to access for their reporting requirements and their general information. This approach is all about 'how we all work' together for the benefit of the wider community, especially in regard to local need of our more vulnerable communities.
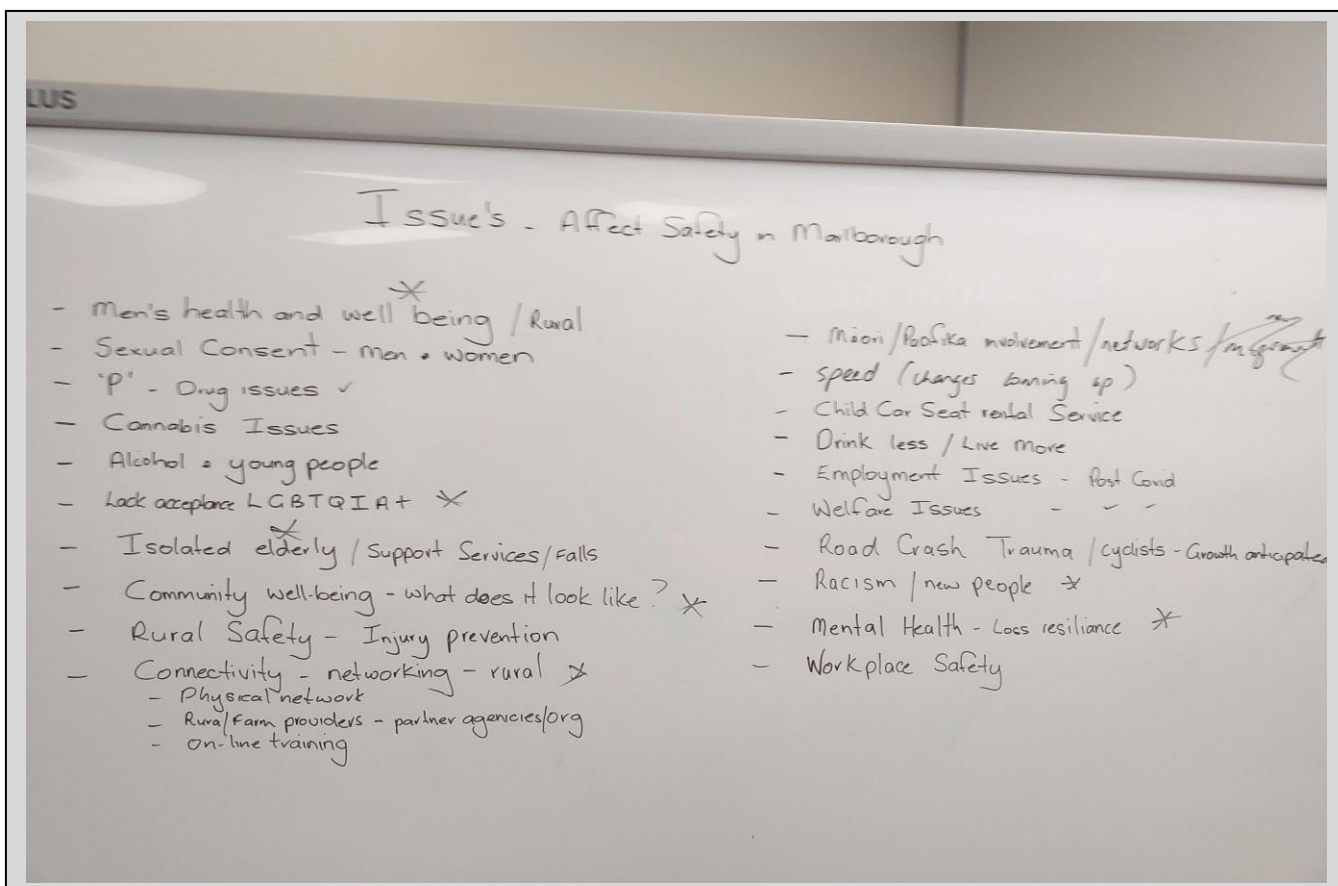
Not all indicators progress onto RBA templates but they are available to feed into discussions for the following year's planning. Above is an example of the brainstorming session held (July 2020) to identify safety indicators by using both anecdotal and evidence based data and information.

Safety area	SAS@TT Priority Indicators (August 2019)	Evidence	Lead	Partners	Comments
Safe Homes (0-5 years)	**Indicator** Monitor and report on what is being developed in the government's 'First 1000 days' wellbeing strategy	ACC data 0 - 4 yrs Government data around child injuries	Nelson Marlborough Health	NMH, MDC, PHO, CYF, OT,ECO group, Safekids, Well Child group, ACC, Plunket, Te Piki Oranga, CDS, Oranga tamariki	Falls, Violence, general health, MVIARS data
	Indicator Wrap around service for young parents and their children	75% claims 0-4 are from being at home	FENZ/ACC	Public Health, ACC, OT, Nurses, CYF, Plunket, Te Piki Oranga, PHO	Parenting skills, Tu Hono Service, Thrive TIPU
	Indicator Wrap around service for 'new' New Zealanders in their homes	10% migrants	FENZ/ACC	Migrant Centre, PHO, MDC, RedCross, NMH, Pasifika Trust, RSE, Housing NZ, Migrant Wellbeing Group	New refugees families coming into Marlborough April 2020
Safe Homes (+65 years)	**Indicator** Wrap around services for elderly in homes (Smoke alarms, home assessments , check lists, falls prevention, health care homes)	60% elderly rent	FENZ /ACC (360 home safety check)	MDC, NMH, Age Concern, Support works Rural support, St John, PHO, Volunteers, Neighbourhood support	Fire, cyber safety, falls, abuse, alcohol, med alarms dementia, pharmacies, bullying. neighbours,
Alcohol and other drugs	**Indicator** Maintain support for MAGG Action plan	MAGG Action plan outcomes	SAS@TT group	SAS@TT /MAGG organisations	
	Indicator Support other SAS@TT task group areas involving alcohol (e.g. safe homes)	Supportive and collaborative actions across safety areas	SAS@TT organisations	FENZ, MDC NZ Police, NMH	
	Indicator Support Meth work TOSIF update on Meth pou	Top of the South Impact Forum	NZ Police	Dept of Corrections St Marks drugs and addiction service	
Learning environments	**Indicator** Develop one collaborative resource around mental health services and networks	NMH	Nelson Marlborough Health	NMH Supporting Families CAMHS	Access to services, easy to use forms, list of providers, emergencies.
Workplace	**Indicator** Support identified high risk settings in workplaces	ACC stats	ACC	MCOC, BBT, H&S Forum, workplaces.	Forestry, horticulture, viticulture, Lifting, construction
Transport	**Indicator** Distraction	NZTA/ Cas data	MDC Roads	Police, community groups, NZTA	Safe active travel & emerging issues
	Indicator Motorcyclists	NZTA/ Cas data	MDC Roads	ACC, Marlborough Motorcycle group, NZTA	Ongoing high stats in this group
	Indicator Elderly – driving and pedestrians	NZTA/ Cas data	MDC Roads	Age concern, Grey Power, Mobility users Group, NZ Police, NZTA	Older people driving injury stats increasing
Rural and outdoors	**Indicator** Water safety	Drownbase stats ED data Near misses	MDC/ NMH	Stadium 2000 MDC, Harbours, recreational boat clubs,	Divers, boat users, kayakers/lifejackets, swimmers
	Indicator Isolation and community readiness	Rural support groups Rural advisory group	REAP Marlborough & NS	Neighbourhood & rural support, Civil Defence, Mental Health Services	Community engagement and emergency plans
	Indicator Rural workplace concerns	ACC data	REAAP Marlborough ACC	Neighbourhood and rural support	Quad bikes, farm safety, lifting , straining
Community and Family Violence	**Indicator** Unpack the challenges for community to access support services - including advocacy	ACC & NMH data	ACC	MVIP group, MDC, NMH, Age Concern, Grey Power, rural support, St John, PHO, volunteers, NS, Kiwican	Care Marlborough, Kiwi-can messaging to wider community
	Indicator Advocacy group for men at risk	NMH data ACC	Mike Henderson	MVIP groups, Men's groups, Maataa Waka	Men's Shed Men's services

The roles/ stories of SAS@TT members during COVID-19

Priority changes

In these uncertain times, it is particularly challenging to adjust to a situation which is evolving rapidly. This is what took place during Lockdown from the COVID-19 Pandemic - March to June 2020. The collective response to COVID-19 in Marlborough was amazing! People were mobilised to be kind, take ownership of their own health and promote the health of others. The importance of continuing to work together and to provide support to those most in need through that time and now in recovery is essential, especially as the economic impact emerges. Efficiently harnessing the knowledge and expertise of groups and focusing on collectively working together, is helping to address the impact of the current pandemic and the overall wellbeing of a community.

Marlborough District Council

Council continued to undertake its usual functions with the vast majority doing this remotely. Many staff were deemed work essential services so work continued as usual. In addition, their role with CDEM required a high number of staff to be involved in co-ordination and delivery of welfare support to those in need.
Funding support was also provided through Community Grants and large facilities funding to aid organisations who had a loss of income or increased demand for services through COVID-19 restrictions. Council continues business as usual in the recovery phase along with a significant role in the economic recovery and community support sectors.

Nelson Marlborough Health

The Health Promotion Team utilised their skills across a number of areas of the response from welfare and resources through to contact tracing. The response to COVID-19 utilised community partnerships across the health and wider community support systems while building on the relationships already in place.
The collective attitude towards the response focussed on the needs of the people in our community while being ably supported by agencies moving together to meet health and wellbeing issues.

Te Puni Kōkiri

Te Puni Kōkiri worked alongside Kōkiri a –iwi, an eight iwi approach to COVID-19 response. This mahi included Civil Defence Emergency Management responses (a Maori Welfare Recovery Group was established that in a parallel process took all emergency welfare response calls for the Maori community and provided food, firewood, clothing, bedding and other supports).

New Zealand Police

Our role has been predominantly that of supporting Health, which has had the lead in New Zealand's response to the pandemic. Police have understandably been operating as an essential service throughout all the levels of COVID-19, with training, PPE and processes in place to keep officers as safe as possible while the possibility of infectious transmission was high. The Police response to enforcement of various levels of restriction has always been education, followed by warnings for repeat infringement, and in the case of those who continued to breach restrictions, arrest and prosecution under the relevant legislation.

Fortunately the vast majority of the population saw the merit in abiding by the restrictions imposed by the Government through the Ministry of Health. Now that New Zealand is in the much more relaxed phase in COVID-19 Level 1, expectations on the public and therefore workload around COVID-19 restrictions for Police have tailed off, and Police are more-or-less back to business as usual. In terms of a learning experience, COVID-19 has resulted in the development of a series of strategies for Police that had not previously existed, mainly because this type of pandemic is a 'once-in-a-lifetime' event and has not previously been planned for.

ACC

There was a significant reduction in injury claims during the COVID-19 lockdown.

This reduction peaked during one week of Level 4 with a 70% reduction in new claims received compared with the same week in 2019.   ACC ran a six-week national campaign that promoted injury prevention messages relevant to life during lockdown. Called 'Bubble Life', the content focused initially on physical safety in the home (DIY, kids safety, home working/slips, trips, falls and exercise), before moving onto emotional safety (sexual violence and healthy relationships). Content from the predominantly social media campaign was shared through Safe & Sound at the Top (SAS@TT) channels and members' networks.

Fire and Emergency NZ (FENZ)

Interesting times indeed and significant learning outcomes have been gained from the whole experience, FENZ while still providing emergency response effectively went into lockdown, the volunteer stations within Marlborough were shut down with only rostered crews responding to the station ensuring limited personnel contact. Facilities within the stations including watch rooms were isolated, crews were issued with personal COVID-19 PPE and unless the job required the activity involving the entire crew only one member entered a residence to access the situation.

Decontamination of crews gear and appliances was completed at the end of every call, this slowed operations considerably and created a great deal of additional expense. Early on in the crisis our Principal Rural Fire Officers successfully utilised the Civil Defence Act and instigated total fire bans in both Tasman and Marlborough, this resulted in a significant reduction in the number of calls related to outside fires, combined with the closure of businesses, the total number of incidents was greatly reduced in comparison with the same period last year.

Rural Education Advisory Programme (REAP) Marlborough

Rural communities have always supported each other and during COVID-19 this was no different – perhaps stronger in fact. Personal visits, calls, zoom meetings, sharing newsletters, passing on COVID-19 updates, sharing wellbeing ideas. We worked with a Maori liaison person to disseminate regular COVID-19 and Marlborough District Council updates Pasifika contact people really appreciated receiving from REAP Marlborough COVID -19 updates, regular communications, offers of support. We received one particularly uplifting "story" from a Pasifika lady who was, in general, treating the lockdown time as a period of contemplation, family time, looking after her mental wellbeing.

"Rai Valley rural community seem to have managed to cope with the COVID-19 lockdown. We spent time ringing people who were on their own or were vulnerable. We saw people being really caring and good neighbours. As is usual in our rural area the pandemic brought out the best in many of our residents.
It is really not an ideal time to raise funds. We have put in a submission to The Marlborough District Council in their Annual Plan. The community were very pleased to get good rubbish bins put in the village"

Department of Corrections

Use of Community Work Supervisor staff for the purpose of delivering kai and putting together welfare packs (across the whole of Te Tau Ihu); Use of Community Work fleet (including trailers and fuel) for delivery of welfare packs (across the whole of Te Tau Ihu); Use of other Corrections staff to assist in triaging referrals received via Manaaki a Iwi (Marlborough); Creation of a simple recipe book to accompany the welfare packs (Marlborough)

Assistance with the initial establishment of protocols specifically around H&S for all staff engaged in Manaaki a Iwi (Marlborough); Employment Training Consultant is working with all referred paihere to get employment ready and match to any current (or arising) positions that are suitable; Currently pays for emergency accomodation (this is usually MSD's responsibility) for paihere who have been released from prison with no accommodation; Active referrals through to Housing First for long term housing solutions for the homeless; Referral to relevant agencies to support paihere (both agencies in person and those available by phone).

Provide an overview of data showing key safety trends including the issues identified, data sources, influences and factors. Highlight any differences since accreditation.

Analysis shows that Marlborough Safe Community has had increases or maintained it's position in all but one dimensions (leadership, administration & management, non-financial resources, satisfaction with participation). These increases have also seen two elements (administration and management and non-financial resources) move into the target zone, which is to be commended.

Considering the positive gains made in most dimensions it is interesting to note the movement of the synergy element from the target zone into the headway zone. Consideration of this reduction will be a useful place to start discussions with the Governance group.

Overall another positive survey indicating a continued high level of performance. Congratulations to all involved.

A summary of outcomes for the dimensions measured is provided below.
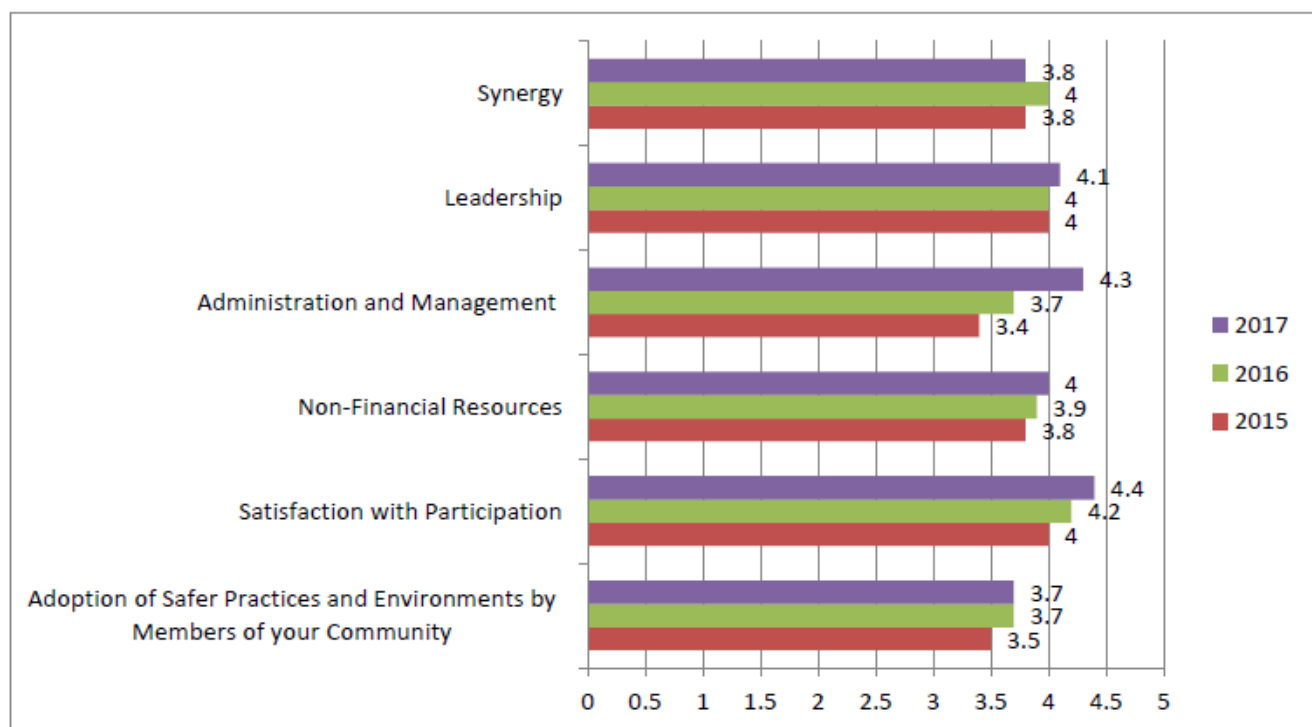
Annual Report 2017/18

Thank you and congratulations on another outstanding annual report.
The Safe and Sound at the Top (SAS@TT) reporting reflects a stable and competent leadership, and outcomes that are driven by solid research and a robust strategic plan. The use of Results Based Accountability (RBA) ensures maximisation of the impact of interventions – which in turn attracts new stakeholders. I note that the SAS@TT strategic plan report specifies a wide range of programmes and interventions.

The following are comments and observations from reading SAS@TT's strategic plan and annual report 2017-18. Firstly, it is impressive to see the utilisation of the Sustainable Development Goals (SDG) logos attached to priority areas. This demonstrates how the work at local community level contributes to achieving global outcomes. SCFNZ would like to use this as an example in future SDG workshops.

Feedback from SCFNZ Annual Report 2018

Key trends & data sources - RBA examples

Transport

What is the story behind the baseline?

The Community at Risk Register (CAS) highlights personal risk to road users based upon fatal and serious crash data from the Crash Analysis System. The calculation of exposure to risk (death or serious injury) is based on 100 million vehicle kilometres travelled (100M VKT). Between 2014 and 2017 the Register for Marlborough shows a marked increase in young driver Personal Risk from 8.9 in 2014 to 14 in 201723% of all at fault injury crash drivers were young people

- Three fatalities in 2017 when a young person was driving
- 1095 young drivers infringed for driving outside their Licence conditions from July 2015 – June 2017 up from 1163 in 2014
- 55% of YD injury crashes were on the open road- 72% on weekdays
- Poor observation a factor in 48% of YD crashes - speed a factor in 23%
- 39% of at fault YD were on Learner or Restricted Licence - 14% overseas licence
- 81% of at fault young drivers were male

CAS data 2017 showing the increase in young driver crashes after a 5 month period
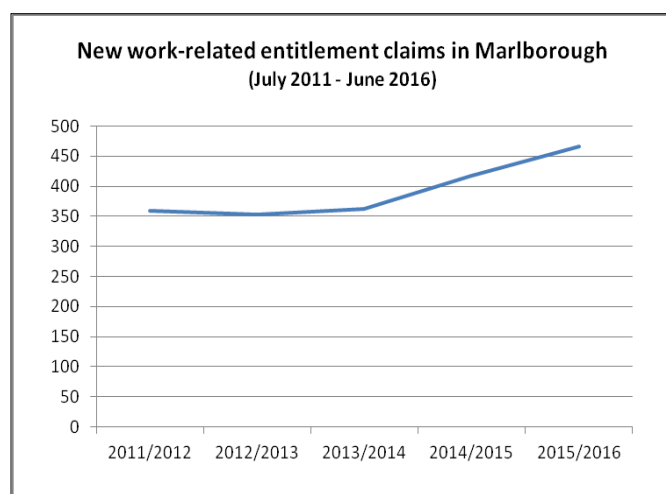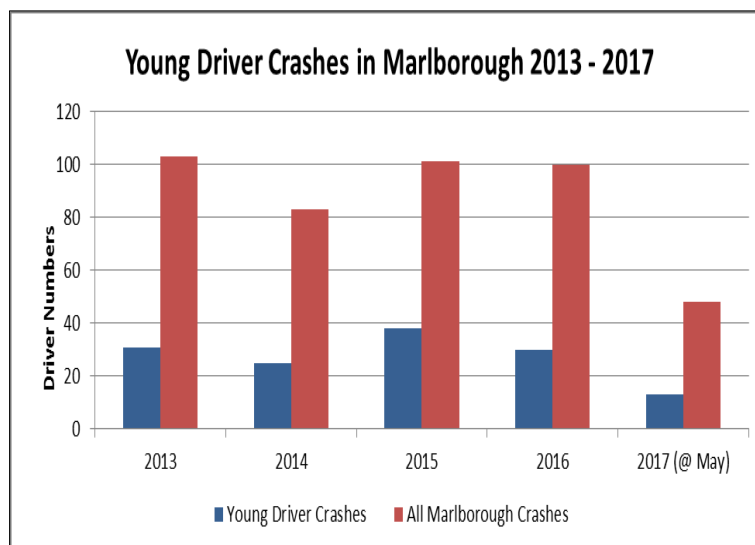
Workplace and learning environments

What is the story behind the baseline?

In December 2013, Government introduced Work Safe New Zealand a new regulatory agency dedicated to improving workplace health and safety and achieving a 25% reduction in workplace deaths and serious harm by 2020.

National Work Safe programmes have become focused on reducing the number of workplace deaths and injuries in the sectors where the most harm is occurring, of which Marlborough has a high number such as Forestry.

Since 2013 ACC Claims for work related injuries have risen

Rural and outdoors

What is the story behind the baseline?

The Marlborough Region contains many rivers and streams that have assisted to mould and shape the landscape – 20% NZ coastline.
The number of deaths around rivers has increased nationally over the past 5 years (2013- 2018) People's attitudes to general river safety is sometimes too casual. River safety promotions are not always available or apparent.

DrownBase NZ data showing river safety trends 2018

Safe Homes

COMMON CAUSES OF INJURY

RANK	0-4 years (n=279)		5-9 years (n=272)		10-14 years (n=290)	
1st	Falls	41%	Falls	61%	Falls	46%
2nd	Poisoning	18%	Pedal cyclist (Non-MVTC)	6%	Pedal cyclist (Non-MVTC)	14%
3rd	Other specified	8%	Other specified	6%	Other land transport	11%
4th	Struck by/against	7%	Other land transport	6%	Struck by/against	8%
5th	Hot water/surface burn	6%	Struck by/against	5%	Overexertion	4%

MVTC = Motor Vehicle Traffic Crash

COMMON TYPES OF INJURY

Fracture 44% Open wound 10% Internal organ 8% Superficial/contusion 5% Poisoning 5%

COMMON PLACES OF INJURY

Home 41% School 17% Sports Area 11% Outdoors 10% Road 7%

What is the story behind the baseline? (0-5yrs)

Over the last few years, Marlborough data on the number of injuries that occur in the home has been increasing. The age groups that predominate in these claims include children under 5 years .

Safekids data (2008 – 2012) Common causes and types of injuries for children 0 - 4 years that occur in Marlborough.

Marlborough home safety data (2016-2017) obtained from ACC looked at local injury claims for 0-5 years. 60% of all injuries continue to be related to falls (158/266) with generally equal gender representation.

- Burns - 8
- Fractures - 10
- Dental - 27
- Puncture/sting – 49
- Soft tissue falls – 60
- Other

ACC Home safety data for 0-5 years (2016-2017)

What is the story behind the baseline? (65+ years)

Another age groups that predominate in ACC claims are older people 65 years and over. The leading cause of injury to older people in Marlborough is falls. Increased older population in Marlborough is expected over the next 10 years (ACC data re older people claimants and 2013 census data support this fact):

20% fractures happen in residential care - more women than men

- In 10-15 years-time, there will be more people over 65+ with injury issues
- Referrals are generally managed locally by Age Concern
- The ACC' in home' programme around strength and balance is gaining momentum
- Clients need a medical referral
- 80% of falls are cause by intrinsic factors

New falls claims in Marlborough for ages 65+ (July 2011 - June 2016)
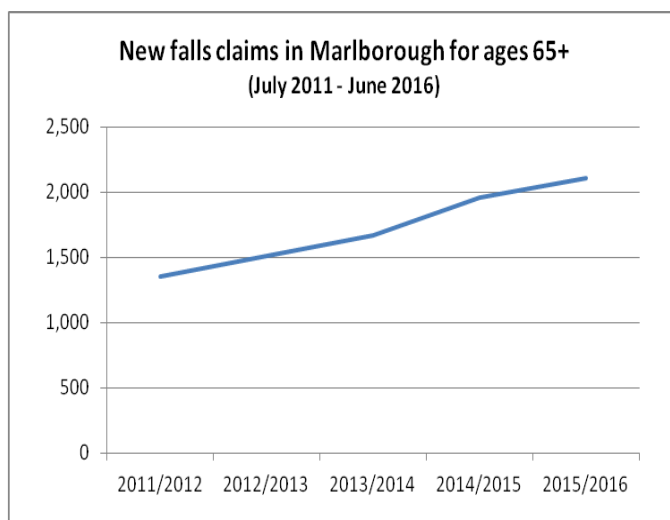
ACC Home safety data for 65+ years (2011- 2016)

Community and Family Violence
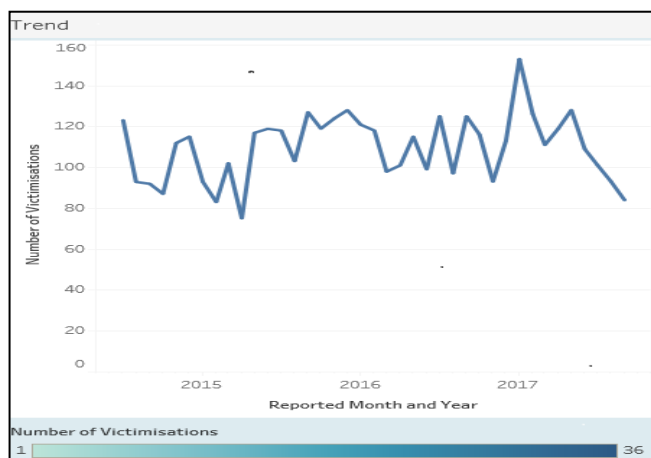
Police Victimisation data (2015-2017)

What is the story behind the baseline?

- An increase in reporting has continued in 2017 with reporting by community members largely responsible for the increase. This is positive and is seen as an indication that the community have a greater interest in helping to minimise the harm caused, with campaigns like "It's not OK."
- Police continue to concentrate on recidivist families and using an inter-agency approach, have seen a further reduction in the numbers of these repeat family violence individuals coming to attention
- There is an increased community awareness of who to contact. MVIP have more partners involved for a whole of a community approach to education.
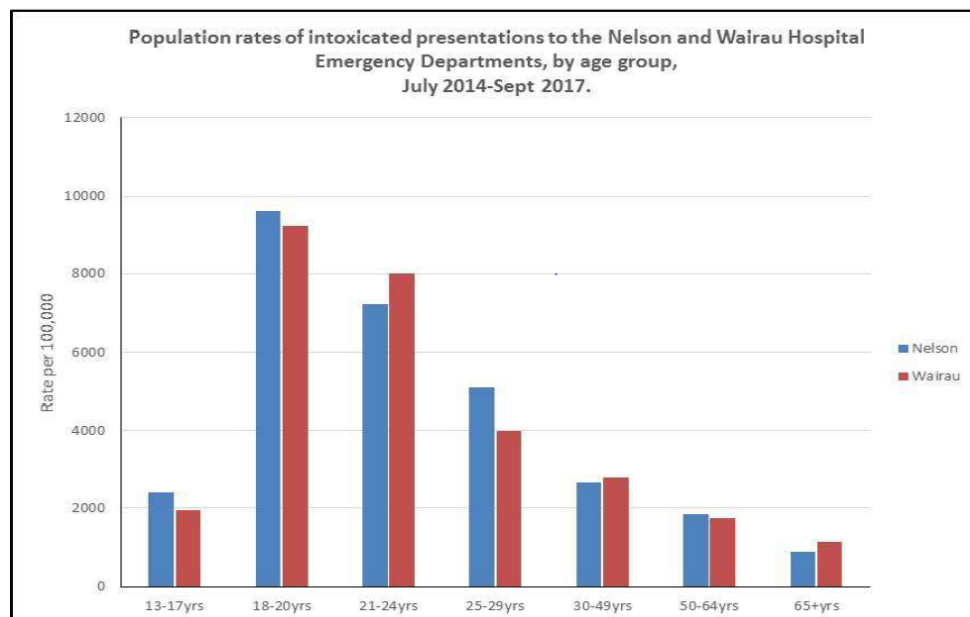
Alcohol and other drugs

What is the story behind the baseline?

Opportunities for collaboration on education campaigns with a particular focus on youth and parents/guardians and strengthening and supporting their role in bring about a culture shift towards the moderate use of alcohol.

This could include practical help and tips for parents on how to manage issues and facilitate support networks.

Report to MAGG 2017 - Reducing alcoh

Population rates of intoxicated presentations to the Nelson and Wairau Hospital Emergency Departments, by age group, July 2014-Sept 2017.

Marlborough Alcohol Governance Group (MAGG) - commissioned scoping research report - 2017

Overall 10% of weekend ED presentations were alcohol related, and this was similar at Wairau Hospital (11%). The group most like to present at ED for an alcohol related issue is aged 18-29, with 18-24 year olds having the highest rates. Slightly more males present than females and they are most likely to present on a weekend especially on Friday and Saturday nights between 10 pm and 6 am with the peak time being between 2 am and 4 am.

Of the 256 call outs associated with alcohol, 141 were to residential homes compared to 37 call outs to public place locations, 34 to footpaths, 24 to 'other' and 16 to road locations. Combining the total of these last four 'public' locations the total is 111 or 43.4% of the total, compared with 55.1 % of all occurrences being within private residences. These statistics back up concerns expressed via the community survey and provider feedback about increasing 'private' and excessive drinking that is occurring 'behind closed doors'

Planning and Development 2017 ST John New Zealand
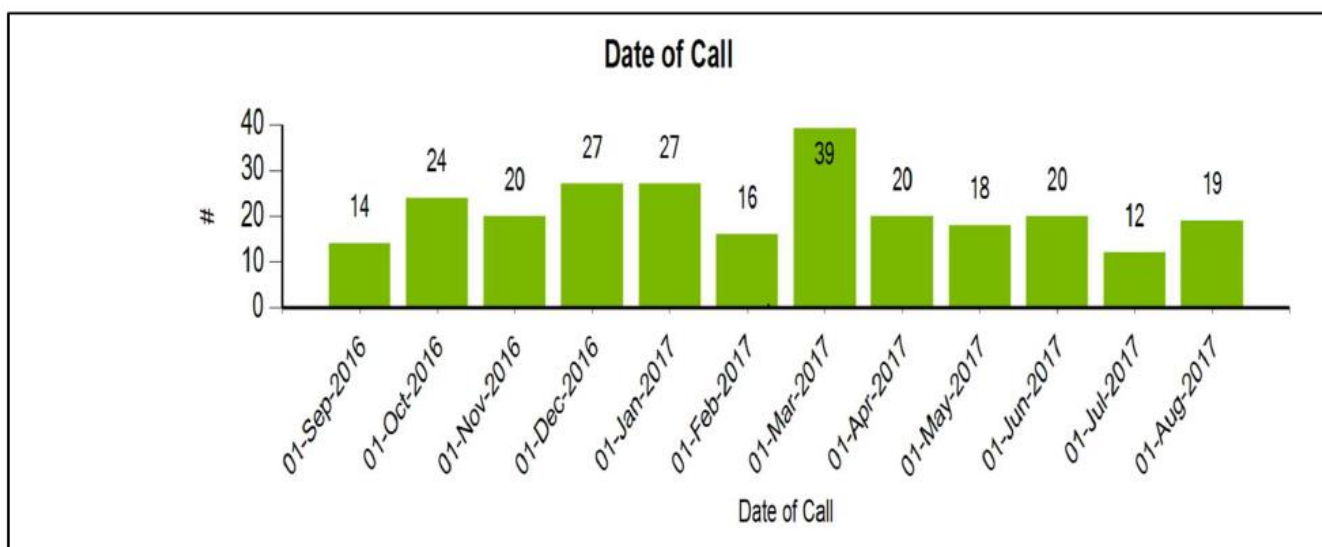
Graph 4: Marlborough District Alcohol Related Incidents by Month

Reference: Created by Planning & Development © 2017 St John New Zealand. All rights reserved.

Effective strategies

1. **Describe the range and reach of community safety activities (examples only)**
   (You are not required to present a full stocktake as in accreditation)
2. **How are your programmes/ initiatives aligned with established national/state/ regional/local strategies?**

Safety activity	Range	Reach	Strategic alignment Local, Regional, National
Cell phone Distraction project	Drivers using cell phones	All drivers	NZTA/ Cas data
Clued-up Kids programme (2006-2020)	Home safety, fire safety, rail safety, emergency response, cycle, cyber, boat & dog safety	10 – 11 year olds	Annual Evaluation Safety sets address key safety messages aligned to national strategies
Delaying Drinking project	Youth /parents	Community	MAGG/HPA strategic plans
Drink Less. Live More. Project	Midlife to older people	People 55+	MAGG/HPA strategic plans
Driveway safety programme	Early child services	0 - 10 years	Safe kids NZ
FASD project	Community	Pregnant mothers	HPA/ MoH strategies
First 1000 days	Parents	Children 0-2 years	Hauora Alliance of NZ
Get Fire wise programme	Schools	0 - 12 years	FENZ strategy
Good Homes Tool	Community promotions	Older adults	ACC Falls strategy
Health and Safety EXPO	Health & Safety	Community	Health and safety strategies
Health and Safety Forum	Best practice/ information	Community	Health and safety strategies
It's a no brainer' project	Delaying Drinking	Colleges/community	MAGG Strategic plan
KATOA project	Maori Wardens	Community	SAS@TT Strategic principles
Know your Limit Marlborough	Sale and supply of alcohol Community	Community	MAGG/HPA strategic plans
Learners Licence & mentoring project	Driver licensing support/Young people	Young Drivers	NZTA/Road to Zero/ Police Prevention First-Te Huringa o Te Tai
Marlborough Child Car Seat project	Children not restrained in car seats	Families of Maori and Pasifika children 0-5 years	NZTA Waka Kotahi strategy Road Safety Action Plan SAS@TT Strategic Plan
Marlborough Migrant centre	Community engagement	Community	New Settlers strategy
Men's 'Broker' project	Community /all males	Vulnerable men	He Ara Oranga inquiry into Mental Health
MVIP / Kiwi-can programme	Community	Primary schools	Graeme Dingle Foundation
Neighbourhood support	Community engagement	Community	Civil Defence Plan
Peer Support programme	Youth education/support	12- 18 years	Marlborough Youth Trust
REAP courses	Rural safety education Community	Rural families	REAP NZ Strategy/ ACC rural Injury strategies
Ride forever training & Dave Moss workshops	All motorcyclists	Motorcyclists	ACC Motorcycle safety Advisory Council Motorcycle Safety Strategy
River Launch Ramp map	River safety guidelines	River users	Maritime NZ Marlborough Harbours
Safer Summer promotions	Community	Families	MAGG strategic plan
Senior Driver workshops & staying safe & car fit courses	Older people	People 55+	NZTA/ Road to Zero/ Road Safety Action Plan
Strength and Balance programmes	Older people	People who have experienced falls	ACC Falls Prevention Strategy

Describe the identification and engagement with the high risk/vulnerable groups and environments in your community?

As previously outlined in our priority section, the Marlborough Matrix was designed with a cross thread of vulnerable groups woven into and across the six safety threads to address both demographic areas of high risk and identified need required to address and support these groups. Although just a guideline, they provide a visual reminder to include in discussions around vulnerability and high risk groups in our community. SAS@TT membership is represented on all groups below.   *Examples below*

Child and youth: (0-4) (5-12) (13-24)

Groups	Organisations	Activity
Early Child Opportunity Group (ECO) Marlborough Child Car seat group Well Child Group THRIVE young mums group	Nelson Marlborough Health, MDC, REAP Marlborough, Plunket, Te Piki Oranga, PHO, Pacific Trust, Kimi Hauora Wairau (PHO)	Networking Child car seats Health & Wellbeing First 1000 days
Marlborough Child Safety Group	FENZ, NMH, MDC - Roads, Harbours, Civil Defence, Agsafe, Kiwirail, Maataa Waka/dog control	Marlborough Clued up Kids (10 & 11 year olds)
Marlborough Youth Trust (MYT)	Marlborough Youth Trust members	MY SPACE - youth
Tū Hono service	Te Piki Oranga Maori Health provider	Wrap around support for tamariki & their whanau
Rural communities	REAP Marlborough	Rural safety courses

Older adults 55+

Groups	Organisations	Activity
Age Concern /Grey Power	ACC, group memberships	Falls prevention
Older Persons Forum	Marlborough District Council (MDC)	Senior EXPO
Maori Wardens	NMH, NMIT, HPA, TPO	KATOA /Kaumatua Ball
Positive Age Friendly Strategy	Marlborough District Council (MDC)	55+ older adults
Marlborough Alcohol Governance Group (MAGG)	MAGG membership groups	Drink Less/ Live More Know Your Limit 55+
Marlborough Road Safety Action Plan (RSAP) Group	RSAP /SAS@TT membership	Car fit /mobility scooter programmes
Tū Pono initiative	Te Puni Kōkiri	Reducing whanau harm

Emerging communities

Groups	Organisations	Activity
Former Refugees	Migrant Centre & NZ Red Cross	Resettlement support Multi-cultural Festival
Pacific Island Communities (Samoan, Tongan, Kiribati, Fijian)	Pacific Trust Ltd, NMH, MDC REAP Marlborough	Engagement in a variety of support groups

Emergency Preparedness

Groups	Organisations	Activity
Youth Emergency Services (YES)	MDC/Civil Defence	Preparing for Emergency
CDEM response group	Marlborough District Council (MDC)	Preparing for Emergency
Nelson Marlborough Health	EOC members	Preparing for Emergency
Marlborough Child Safety Group & Clued-up Kids programme	MCUK organisations - Survival Kit, the Shaky House, home safety.	Preparing young students for an emergency
Neighbourhood Support	MDC/ Civil Defence	Community preparedness

Provide a minimum of five case studies, using the attached template for your case studies. (6-8 case studies)

Case Study #1

Initiative/Programme Name: **Safety around water**

Issue Addressed: Education & promotion opportunities around river safety

Rationale: River drownings make up just under a third of all drowning fatalities in NZ. The number of deaths in 2016 is 60 percent higher than the five year average and a 1/3 higher than in 2015. Rivers generally are not patrolled and the absence of warning signage and ignorance of the dangers are likely factors. The two principal rivers of the Region are the Wairau and Awatere rivers which are fed by many smaller tributaries.

Goal: Improvement in the number of collaborative promotions around water safety

Partners: ACC Sport Tasman, Marlborough District Council (MDC), Rural Support organizations & REAP Marlborough, Water based activity users & organisations, Marlborough Water Safety Group, SAS@TT members, Child Safety group.

Describe how the programme/initiative is based on the proven or promising strategies?
i.e. Linked to National/state/regional strategies and/or have been evaluated through research OR is new/innovative i.e. basis for development
The Marlborough Region contains many rivers and streams that have assisted to mould and shape the landscape. The number of deaths around rivers has increased nationally over the past 5 years. People's attitudes to general river safety is casual. River safety promotions are not always available or apparent.

What did you do?	How well did you do it?	Is anyone better off?
Marlborough Water Safety Working Group meetings (2) have been held and are chaired by the Deputy Harbour Master to discuss both progressing the draft MDC water management plan (2007) and to progress campaigns - include river safety. Bi monthly Marlborough Child Safety Group (MCSG) meetings (8) held to progress the annual Marlborough Clued up Kids programme on 5-9th Nov 2018 Awareness around the importance of wearing lifejackets & what channel to use on the radio in an emergency are included as part of the safety sets. Local safety organisations (15) supported the MCUK programme - all agencies worked collaboratively during the week discussing all safety messages including water and boat safety	100% of students (700) attending the MCUK programme Nov 2018 answered questions around lifejackets and what channel to contact in an emergency. MCUK evaluation results indicate that after pre and post students surveys, there was a 20% positive change in lifejacket learnings and a 30% positive change in emergency awareness. A Marlborough water safety working group (8 members) has been recently formed to progress promotions around river safety including finalising the draft Wairau river management plan. SAS@TT support included secretarial support and attendance at meetings.	Outcomes from the inaugural water safety meeting included the formation of a working party to identify local initiatives to educate the community around river safety issues. Draft community water safety action plan has been tabled for discussion with water safety group. Launch Ramp map has been designed with designated areas for rowing, swimming, recreational sport, jet-skiing and is awaiting sign off from Maritime NZ. A promotional brochure for public use and especially recreational users of the Wairau River has been developed. A Marlborough District Council summer campaign promoted family safety around rivers. Social media competition results include 10 winners from 110 entries. Prizes made available by local community include: family swim passes 6) from Stadium 2000 and donated fishing rods (4) The Marlborough Clued-up Kids programme continues to indicate improved learnings around boat safety/life jackets with students (10 & 11 year olds) attending the programme.

Case Study #2

Initiative /Programme Name: Home safety for older people 65+

Issue Addressed: Increased injury (especially falls) for older people that occur at/or in the home

Rationale: 20% fractures happen in residential care - more women than men In 10-15 years' time, there will be more people over 65+ with injury issues - Referrals are generally managed locally by Age Concern - The ACC' in home' programme around strength and balance is gaining momentum - Clients need a medical referral 80% of falls are cause by intrinsic factors (e.g. osteoporosis, chronic conditions)

Goal: Reduce injury of older people in their homes

Partners: NZ Police, ACC, Nelson Marlborough Health Primary Health Organisation, Age Concern, New Zealand Fire Service, MDC, Safe Communities, AMI Insurance Red Cross

Describe how the programme/initiative is based on the proven or promising strategies?
i.e . Linked to National/state/regional strategies and/or have been evaluated through research OR is new/innovative i.e. basis for development Environment: e.g. "Good Home Project" - Lighting, steps, good maintenance, safe environmental design; driveway safety - Programmes: Falls and Fracture Prevention Programme - Community classes being held to promote, encourage and share falls prevention information (Upright and able/ Sit and be fit) Marlborough Senior EXPO – Health and Wellbeing focus

What did you do?	How well did you do it?	Is anyone better off?
Children's Team and FENZ discussed collaborative opportunity to provide smoke detectors and alarms in homes of vulnerable families along with supportive resources (potential support from Housing NZ) Senior 'mini health& wellbeing' Senior EXPO for older people was supported by professionals checking ears, eyes, flu vaccines, blood pressure, BMI and diabetes checks, falls prevention and healthy homes. SAS@TT members (7) involved. Strength and Balance flyer forwarded by ACC to be distributed to SAS@TT groups Neighbourhood Support coordinator attended SAS@TT meeting May 2019	Street Intensive programme will be refreshed and will more likely to be a small number of mini ones - Dates yet TBC Marlborough Senior EXPO (600 attendees) held early April 2019 with health checks, health and wellbeing information and promotional stalls (35) available to access. (E.g. Falls Prevention, healthy homes, asthma, oral health, smoke alarms…) Senior EXPO Evaluation suggests that the EXPO be held biennially with a focus on provision of free health checks, promotional displays, and informal talks	Health information and resources for older adults on falls and healthy homes has been delivered through Senior EXPO, Falls Prevention programme (upright and able) and SAS@TT networks, older age organisations /agencies Senior EXPO will now be held biennially allowing for consistent and updated messaging around health, safety and wellbeing safety in the homes. Community strength and balance stall and 'sit and be fit' sessions were undertaken at the Senior EXPO Potential to involve Neighbourhood Support when engaging wider community safety in and around homes Smoke alarm vouchers have been designed by SAS@TT and FENZ to raise awareness and support of smoke alarms in the community

Case Study #3

Initiative/Programme Name: **Child car seat restraints**

Issue Addressed: It's the law that all children under seven must be secured in an approved child restraint appropriate for their age and size. Children aged seven must be secured in an approved "certified" child restraint if one is available in the vehicle, and if not, in any child restraint or safety belt that is available It is strongly recommended that to keep babies and toddlers safe, they travel rear-facing until 2 years of age. Older children should stay in their forward-facing child restraint or booster seat until they outgrow it.

Rationale: Blenheim Plunket no longer rents or sells car seats. - Plunket is planning to train child restraint technicians who are able to provide advice on the installation and use of child restraints. - Local community groups, health providers and retailers such as Baby on the Move and Baby Factory hire car seats. - Baby on the Move visits Blenheim once a week on a Tuesday - Car seats can be purchased on-line or from retailers - Potential issues around correct certification of used child car seats - All child restraints must meet an approved standard. This ensures a restraint's design and construction are laboratory tested under crash conditions and provide the best protection when used according to manufacturer's instructions.

Goal: Improve better access to appropriately fitted child car seats

Partners: Plunket, RSC/MDC, Public Health/health promotion, NZ Police, Community volunteers

Describe how the programme/initiative is based on the proven or promising strategies?
i.e . Linked to National/state/regional strategies and/or have been evaluated through research OR is new/innovative i.e. basis for development
Baby on the move' & Automotive Solutions' franchises - The proposed Plunket National Injury Prevention Plan includes the training of car seat technicians - Local SAS@TT child car seat survey undertaken (June 2018)

What did you do?	How well did you do it?	Is anyone better off?
SAS@TT meeting identified need to explore car seat needs and raise awareness via a campaign.	Working group formed (including agencies - SAS@TT, Police, REAP, Plunket) to both monitor car sear status and trending in Marlborough and investigate implementing a campaign to raise awareness of car seat access and support	Community survey identified car seat status and increase awareness of access and availability
SAS@TT coordinator organised the formation of a small car seat group to progress a car seat survey, stocktake and campaign.		Local campaign developed based on identified survey findings - stocktake completed
	Evaluation via a community survey to early child environments has been undertaken to identify local awareness and need. Marlborough Kindergarten Association supported the distribution of this survey (via survey monkey) through their networks.	Information sharing resource identified
Automotive Solutions and Baby on the Move been contacted (3) who have trained techs to offer car restraint checks and invoice Marl Road Safety/HPA funding.		Promotion of child car seat information resources will be targeted/ displayed at car seat point of sale (e.g. Kmart)
Create free-standing display for distribution of NZTA/Plunket - Midwives and Children's team contacted to start distributing vouchers Businesses contacted (3) to display 'CRiS' billboard.	Stocktake of car seat outlets and car seat certification status in Marlborough	Free car seat fitting vouchers made available for vulnerable families to access
	Displays created and will be set up at venues when confirmation received	
	Vouchers and Flyers distributed to 2 contacts and businesses carrying out checks advised. No uptake by April. Consider distribution to other groups	

Case Study #4

Initiative/Programme Name: **Community and Family violence**

Issue Addressed: Continue to support and build bigger partnerships with the Marlborough Violence Intervention Project (MVIP) re implementation of their strategies in their annual plan.

Rationale: An increase in reporting has continued in 2017 with reporting by community members largely responsible for the increase. This is positive and is seen as an indication that the community have a greater interest in helping to minimise the harm caused, with campaigns like "It's not OK" and recent publicity and community outrage relating to small children being the victims of family violence driving some of the reporting - Police continue to concentrate on recidivist families and using an inter-agency approach, have seen a further reduction in the numbers of these repeat family violence individuals coming to attention - There is an increased community awareness of who to contact. MVIP have more partners involved for a whole of a community approach to education around family violence.

Goal: Reduce in the number of reported victimisation offences

Partners: Police, MVIP, FVIARS, Oranga Tamariki , Women's Refuge, Service Providers including Barnardos, Maataa Waka, SF Marlborough, CAMHS, Probation, Corrections, Churches, plus potential partners, Neighbourhood Support, Colleges, Sports Clubs, every household.

Describe how the programme/initiative is based on the proven or promising strategies? i.e. Linked to National/state/regional strategies and/or have been evaluated through research OR is new/innovative i.e. basis for development
Marlborough Violence Intervention Project (MVIP) - strategic plan and actions - Targeted Police response to recidivist families - National community campaigns – to make it okay to get help, offer help & report Champions – key ordinary people in the community being profiled as a contact person e.g. Sports coach, business owner, workplace settings, play centre, Active Dads , MVIP agencies working together

What did you do?	How well did you do it?	Is anyone better off?
SAS@TT newsletter included in Neighbourhood Support newsletter (and vice versa) Pink Shirt Day promoted and supported by SAS@TT members involved in their respective community organisations (e.g. Marlborough Youth Trust & Public Health Service) MVIP meetings – SAS@TT members (3) attend these monthly meetings Age Concern held a display around Elder Abuse at the Senior EXPO (600 people) Community champions are still being promoted via billboards and social media Continue to promote the Kiwi-Can programme	Re-configuration of MVIP and their Strategic plan - completed MVIP Plan (2018) forwarded to SAS@TT group. Local campaigns continue to address violence intervention through a variety of community settings, organisations and collaborative campaigns (Speedway) Mates and Dates' programme is funded by ACC and all Marlborough colleges are already engaged in some capacity with this programme. MVIP workplace champions being organised and promoted Marlborough Social Service Directory has been completed by MVIP for those people affected by family violence. Kiwi-Can well established in Marlborough primary schools (50%). Further discussion held around investigating similar messages on relationships in the colleges using this values based approach.	The change in terms of new process, plans and activities of the MVIP group promotes consistent MVIP messages and further extends local relationships by prioritising issues and working alongside other established community programmes. (Festivals, Kiwi-can, Mates and Dates, Peer support). MVIP committee membership is still very strong with potential to include a wide cross section of the community. MVIP has six active working groups supporting their strategic plan – Relationships, Education/Training, Champions, Media and events, Governance. MVIP updates and trends are presented at SAS@TT monthly meetings.

Case Study # 5

Initiative/Programme Name: **Reduce level crossing injury / rail safety**

Issue Addressed: The Main North Line has re-opened between Picton and Christchurch following the Kaikoura earthquake in 2016. Some people in communities may become more complacent about the presence of trains.

Rationale: Technology around railway tracks is a major concern. Incidents between trains and vehicles are relatively rare and collision rates have continued to decline since the 1990s.

However, a motorist is 13.2 times more likely to die, and 3.4 times more likely to be seriously injured in a level crossing crash than a road crash. TrackSafe has launched a new heavy vehicle research project around level crossing crashes. Increasing trend - incidents involving pedestrians and cyclists at level crossings particularly in in urban areas.

The 2018 rail safety focus will be young pedestrians in urban areas, and male motorists (aged 40-65) in rural areas

Goal: Organisations need to work together in a coordinated approach to reduce risk around trains

Partners: Kiwi rail, Marlborough Child Safety Group, Tracksafe

Describe how the programme/initiative is based on the proven or promising strategies?
i.e . Linked to National/state/regional strategies and/or have been evaluated through research OR is new/innovative i.e. basis for development
Annual Rail Safety week Track-Safe are trialling ideas such as LED light features at high risk crossings. Current focus is on pedestrians in urban areas – Two Tracks, Two Trains - Rail safety set in Marlborough Clued-up Kids programme

What did you do?	How well did you do it?	Is anyone better off?
Clued-up Kids – 5-9 Nov 2018 (700 students go through rail safety set) **Local Media and Digital Advertising** Radio & Billboard (July, August) 1 Billboard up on SH1 **National Media and Digital Advertising** Week long campaign including digital , social media, radio, billboards, posters , signage and events	The radio station comments reached over 4,000 people and received 120 entries 7% of State Highway billboards had the key message of 'Expect a Train' All Marlborough households receive the Sun newspaper free so promotional opportunities to deliver rail safety messages were transparent Visit to the Marlborough Clued-up kids programme during the week by Kiwirail senior management where feedback received was really positive. Kiwirail continues to provide some funding for the free bus transport for schools, to and from the programme at Brayshaw Park, which in turn encourages and supports equitable engagement by all schools and their students.	Most primary school students will receive rail safety education and evaluations in Years 5/6 via the Marlborough Clued-up kids programme Through the radio competition listeners focus on rail safety issues Billboards are a reminder to road users that trains operate in our region (e.g. Expect Trains) Kiwirail has addressed a local level crossing issue in Marlborough after discussions with Marlborough Road Safety coordinator and Kiwirail Management

Case Study # 6

Initiative/Programme Name: **Marlborough Alcohol Governance Group (MAGG)**

Issue Addressed: Alcohol related harm

Rationale: There are an estimated 1,200 alcohol-related Emergency Department (ED) visits per year in the NMDHB. Signs of intoxication = best measure for monitoring trends. Last summer (2018) there were more "intoxicated" presentations to the ED than the previous summer period. This increasing trend applied to most age-gender groups. Peak ages for alcohol harm (seen by both ED and St John services):- females <25 years,- males 20-29 years. More likely to present to the ED rather than St John at younger ages. Over half the St John Ambulance alcohol-related call-outs are made to home locations.

Goal: Reduce alcohol related harm through a series of local, regional and national initiatives

Partners: Hospitality NZ , Marlborough District Council, NMDHB/Public Health, ACC, Health Promotion Agency HPA , NZ Police, St Marks Drugs and Addiction service, Department of Corrections, Industry representatives Colleges/schools/ Out of school agencies, Drug Arm

Describe how the programme/initiative is based on the proven or promising strategies?
i.e . Linked to National/state/regional strategies and/or have been evaluated through research OR is new/innovative i.e. basis for development

Community meetings during SASATT analysis recognised gaps - Agencies recognise a need to change - good support for the Marlborough Alcohol Governance Group and its strategic action plan (MAGG) - updates on the Alcohol Regional Data analysis (NMH, ACC, Police) - keep informed

What did you do?	How well did you do it?	Is anyone better off?
MAGG quarterly meetings Resource link and MAGG calendar developed	MAGG meetings consistently have more than 10 people attending	Marlborough Area Commander is Chair of MAGG. Good community agency coverage at MAGG meetings.
MAGG action plan (2017-2020) developed and agreed (July 2018).	Positive attendance at Marlborough Alcohol Harm Reduction Seminar (45 attendees). Seminar information and regional survey monkey distributed to all attendees (via email) with constructive ideas to follow up on. (5 local responses)	Current Alcohol Related Harm data is now available to support development of MAGG actions using comparative and current data.
HPA funding confirmed for MAGG to develop campaigns around 'social supply & delaying drinking". Pre and post surveys on social supply knowledge distributed to colleges.	Promotional opportunities using the SAS@TT developed KYL (Know Your Limit) billboard (10) which was well received in the community and some colleges.	MAGG strategic/ action plan has been progressed with accountable leads and activities tabled with quarterly progress updates for input into RBA plan.
Public Health Service organised an alcohol harm reduction seminar in Blenheim with speakers from HPA, Public Health and Alcohol Watch. MAGG members provided an overview of strategic action plan and campaigns(22/8/18)	'Here's to a safer summer' social media campaign undertaken during summer with 13,000 hits from Facebook, Instagram adverts Distribution of the SAS@TT developed 'Hard facts' social supply pamphlet (300).	HPA Funding submission to undertake an alcohol harm related campaign successful (July 2018) Pre and post survey evaluation in place
Middle age drinking culture emerging as high risk in all statistics.	Pre and post evaluation surveys received from colleges has indicated that 17% increase in the awareness of the KYL campaign, 4% increase in awareness of the Sale and supply Act, 6% increase in people who know what the law means and 24% increase in what people who know limiting alcohol is responsible.	Marlborough Mayor has agreed to bring the LAP discussion to the table with MDC councillors - date to be advised

Prepare a summary of key achievements in Safe Community Journey (examples)

Alcohol & other drugs

'Out and about' with KYL   (Know Your Limit)

The Marlborough Alcohol Governance Group (MAGG) was formed in 2016 as part of a collaboration gap recognised in the SAS@TT safe community accreditation process. The group consists of members from Marlborough District Council, Police, Nelson Marlborough Health, Licensees, St John, and Safe & Sound at the Top community and steering group members.

Strategic Plans (2017-2020) and (2020-2023) have been developed with a series of action points to address. For example: A community project sub-group of MAGG was formed and tasked with undertaking promotions to minimise the effect of harm from alcohol in Marlborough - under the agreed brand – Know Your Limits Marlborough. This eye catching cardboard display is aimed to advise parents on their legal requirements when providing alcohol to minors. The three large cardboard "men" was and still is displayed in different premises around Marlborough when required. (E.g. Crate Day)

He is locally referred to as KYL (Know Your Limit) and holds brochures on the legal requirements/responsibilities for parents to take away. Venues included Bottle stores, Supermarkets, Libraries, Alcohol Harm Reduction Forum, Marlborough Boys' College & the Emergency Department at Wairau.

'Safer Summer' flyers and cinema adverts were also developed for use over the summer season alongside promotions via Facebook. These have been continually used to remind community that having a good time is not all about drinking alcohol.

Safe Homes

Safe homes is addressed by a variety of local projects focussed on a broad population approach.
As many programmes are already in place and being held annually (e.g. Clued up Kids) the SAS@TT role is to keep up to date with what is happening, recognise what has changed and what can we do about supporting or addressing the changes. The development of a smoke alarm voucher has been very successful and used at Senior EXPOs or by other providers when on visits to older people's homes. With the wide spread impact on our community of the Kaikoura earthquake in 2016, there was much more emphasis on how to deal with such an emergency in your home. This was reinforced at a youth level with the 'Shaky House' and survival kit messages at the Clued-up Kids programme. Over 1200 students attend this programme over a two year period with pre and post surveys providing evidence of safety learnings.

Rural and outdoors
Water and boat safety
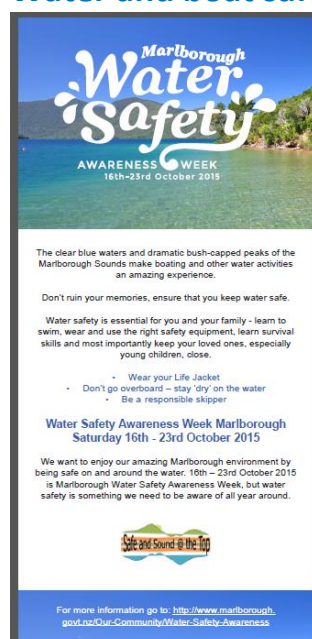
Marlborough claims 20% of New Zealand's coastline and as such, water safety is important and essential to our way of life. SAS@TT is very aware that this subject needs to remain on the agenda to ensure education around the wearing of lifejackets and safety around all recreational water environments is front and foremost. A number of promotional initiatives have been undertaken over the past few years that involve agencies working in the water safety area and with the wider community. These included summer water safety competition programmes and activities via social media sites (2018) input into the development of a Wairau river ramp map and a wider promotional programme around boat safety.


This included collaborative support from NZ Police, Maritime NZ, NZ Coastguard and MDC Harbours. Alcohol levels were checked after boating, locally developed pamphlets on best practice around water distributed.

Community and Family Violence
Health and Safety EXPO - collaborative approach

SAS@TT is a regular contributor to the Marlborough Health and Safety EXPO. In 2019, we shared a combined site with Marlborough Violence Intervention Project (MVIP) to promote both wellbeing in the workplace and at home. The EXPO had great presentations and while site numbers were low, there was good attendance from a range of individuals as well as industry. This was an ideal

opportunity to have conversations about community safety and it was pleasing to hear the number of agencies already providing support to staff and prioritising wellbeing for their greatest resource …. People!
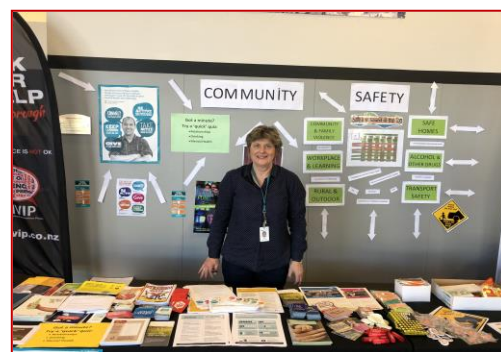
Workplace and Learning
Marlborough Health and Safety EXPO & Forum

Marlborough Health & Safety Forum

SAS@TT continues to support this Forum through occasional attendance at monthly meetings and organisational feedback from members. SAS@TT also has a promotional stall at the biennial Health and Safety EXPO in September.

Marlborough Health and Safety Forum is about keeping Marlborough employees safe and healthy by providing an opportunity for discussion, encouragement and support.

Monthly meetings, generally in members' workplaces, are held. Topics relevant to Marlborough workplaces are presented, followed by open discussion on any areas that members wish to discuss. It also acts as an email network, where members can share information and advice on a range of subjects

The Health and Safety Forum continues to evolve with members from a wide variety of organisations and industries.

Membership is free and open to anyone with an interest in Workplace Health and Safety.

www.marlboroughsafetyforum.com

Transport

Child car seats – collaborative project

There was concern in the community that with the demise of the Plunket car seat renting scheme, families who could not afford car seats would be forced to have children unrestrained in cars. There was also some concern from partners such as the Police and Midwives that with Plunket no longer having capacity to show new parents how to fit car seats, some car seats were being incorrectly fitted. Safe and sound at the Top (SAS@TT) safe community group decided to initiate supporting actions

- o Community survey
- o Investigate a scheme to offer at risk families free car seat fitting checks
- o Address some professional development
- o Develop and distribute a car seat fitting resource

A small working group was formed to progress the following actions. More child car seat promotion and education will be undertaken in early child services, use what is already an place and work alongside franchises to promote their services, organise free child car seat fitting workshops for agencies and organisations, work alongside Police to promote good practice and access to car seats, and raise awareness of the importance of using an appropriate and correctly fitted child car seat. A comprehensive action plan has been developed with a series of strategies to address this issue. This project is now underway in Marlborough.

Summary of key achievements

SAS@TT Facebook page

Establishing the MAGG group

MAGG Strategic plans implemented

RBA REPORTING AND STRATEGIC PLANS

Pan Pacific SCFNZ Webinar presentation

Being inventive and flexible to change

Meeting new organisations and networking opportunities

Adapting to changing political environments

SAS@TT presentations @ National Forum

NEW FRIENDSHIPS

Shared 'Facilitator' role at SAS@TT monthly meetings

Shared responsibilities in group

Implementing a 'Signing Chair'

Inviting Guest Speakers to monthly meetings

Project development support provided by MDC

MAGG community projects

Smoke alarm vouchers

Child car seat safety group and project

Monthly SAS@TT meetings

RBA development & training

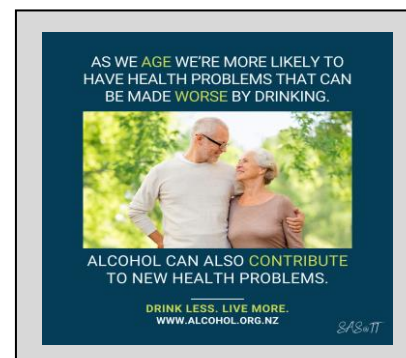Attendance at Annual SCFNZ National Forum

SCFNZ website development

Safe-Cities submission

Winner Marlborough Health and Safety EXPO award 2014

New SAS@TT logo and branding

Use of MDC committee room for SAS@TT meetings

Community engagement – show how your Safe Community interacts, with the community to investigate, implement, evaluate and continually improve processes related to injury prevention and safety promotion.

Tū Pono te Mana Kaha o Te Whanau o Te Tau Ihu

Tū Pono Te Mana Kaha o te whānau aims to bring individuals and communities in Te Tauihu together to find solutions to eliminate whānau harm.

At a strategic level, Tū Pono are working with Marae, Kura, NGO's and agencies across Te Tauihu, and implementing initiatives that will see better outcomes for whānau māori.

Tū Pono Te Mana Kaha are a promotional organisation which is focused on strengthening the message that whānau will accept nothing less than a zero tolerance to whanau harm.

An overview of Tū Pono te Mana Kaha o Te Whanau o Te Tau Ihu was provided to the SAS@TT Steering Group in early 2020 to outline the vision and objectives of this mahi aimed at a reduction of family/whanau harm in the community.

Te Tau Ihu intergenerational strategy

This is a new Regional Growth Fund/ Whakatu Inc initiative (2019) to develop a roadmap for Marlborough, Nelson and Tasman to reach their full potential of our whole region - coming together to identify and develop a long term shared strategy that focuses on wellbeing of our community.

SAS@TT members attended a series of local Community Hui on behalf of their organisations and provided input into its strategic development.
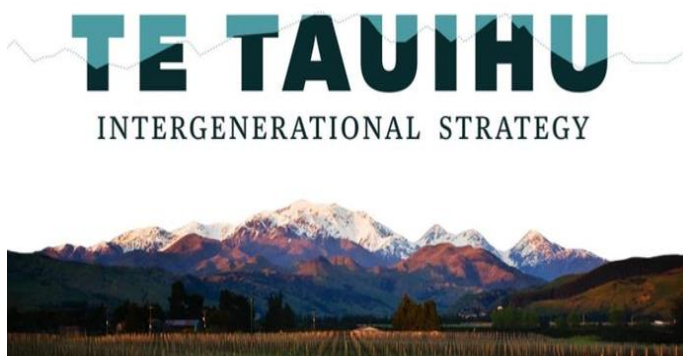
KATOA Project

The KATOA pilot project was a training workshop for Maori Wardens to achieve outcomes to improve the health of the Marlborough population by reducing the effects of alcohol related harm. Nelson Marlborough Public Health Service was the first District Health Board in New Zealand to implement an alcohol harm reduction strategy training programme for Maori Wardens in collaboration with other agencies and community groups.

The objective of this project was to enable Maori wardens to gain knowledge, confidence and skills to work collaboratively with other agencies and community groups that deal with harmful effects of alcohol within community groups they work with.

The population groups impacted will be primarily Maori and will include many young adults and mid-life adults who drink at harmful levels. Evaluation has recently been completed Dec 2019.
Supplementary support provided by the Marlborough Alcohol Governance Group (MAGG) included:

- Membership of the inaugural stakeholder group.
- Agreement to provide strategic alignment and priorities using the MAGG and SAS@TT principles and safety objectives.
- Supported the development of a Calendar of Events for Maori Wardens for their community activities.

Marlborough Clued-up Kids programme

A good example is the Marlborough Clued-up Kids programme which has been running for 15 years (2006 – 2020) and has received good community engagement during this time to include organisations from NZ Police, Marlborough District Council, FENZ, Agsafe Limited, NZ Red cross, Kiwirail, Civil Defence, ACC, MDC/ Harbours, Maataa Waka dog control, Nelson Marlborough Health, Roadtrips Marlborough, Baden Powell Scout Guild, community volunteer groups. Safety sets change if the focus of organisations change so it is a very flexible and reactive model to local safety need. Annual Evaluations (15)

Road Safety Action Plan Group

A new Road Safety Action Plan is currently being developed for the Marlborough District. It uses the framework of the national strategy, *Road to Zero: NZ's road safety strategy 2020-2030,* to enable road safety partners in Marlborough to consider the five focus areas' intervention indicators to jointly plan, implement, and report on our district's road safety activities in line with national objectives.

COLLABORATIVE APPROACH

All the Road Safety Action Plan partners are committed to achieving the target of a 40 percent reduction in death and serious injuries (from 2018 levels) by 2030.

This plan, while managed by the Road Safety Coordinator, is owned by all the road safety partners involved including NZ Police, ACC, Road Safety Engineers, Marlborough District Council, and Public Health.

The group will meet regularly to review progress against this plan and update as necessary.

THE PLAN

Using the national strategy intervention indicators together with a Marlborough situation analysis, actions will be developed that look to achieve national strategy objectives that relate to the safety of Marlborough road users. Targeted issues will identified through the SAS@TT annual action plan meeting and a report will be presented at each SAS@TT meeting.

One of Marlborough's target areas has been to reduce young driver death and serious injury crashes. Partner agencies contribute to a Young Driver Licence programme that focuses on young drivers at risk. CAS data shows that interventions are working.

Figure 1. % of at-fault drivers aged 15 to 24 in a Marlborough DSI crash

2017	2018	2019
26.7%	21.4%	20.0%

Figure 2. % of at fault drivers in a Marlborough DSI crash on a Learners or Restricted licence

2017	2018	2019
20%	7.1%	0.0%

Kaikoura earthquake - 2016

Here are some photos of earthquake damage to Marlborough's roads and rails. Our beautiful Kaikoura coastline and rural provinces were severely affected.Some of the roads through Seddon and Ward to Kaikoura are still not fully repaired today and huge delays are still being experienced by road users along this part of Highway 1.

Rail was severely affected but it is now operating with both passenger and commercial trains to Christchurch. Re-learning the importance of rail safety after a hiatus of two years was one of the issues facing our community.

With trains not working, complacency around level crossings and rail safety meant a change in its dangers. The well established Road Safety Action Plan (RSAP) group recognsied these issues and implemented an action plan to raise awareness via social media options using community advertising opions.
(radio, newspapers, facebook, billboards)

Marlborough male room project

Most men don't talk about their feelings and emotions and often don't ask for help. Major life stressors such as relationship breakdowns, loss of children following separation or divorce, unemployment or retirement, physical or mental health problems, impact on their overall wellbeing. Over the past five years Marlborough has experienced the loss or reduction of relationships services. This has impacted on community being able to find and access appropriate support services for men.

This concern was raised by members of the group during a SAS@TT annual plan workshop June 2019. It was identified as a priority project and imbedded as an indicator to feedback on progress. This local project was also supported through the development of a discussion document provided by a staff member of Te Puni Kōkiri.

Demonstrate that you are using evaluation as a tool to achieve continuous improvement (reports attached as hard copies if required)

Community Evaluations

- Marlborough Clued-up Kids programme Annual reports (2006-2020)
- Senior EXPO evaluations (2018 – 2019)
- Health & Safety EXPO evaluations (2014 – 2019)
- MAGG project evaluations & surveys (2018-2020)
- Local surveys – e.g. child car seats, community survey around alcohol related harm

Commissioned Reports

- MAGG/ Taylor Report on Alcohol Related Harm - December 2017

Annual local, regional and national reports

- Local - SAS@TT RBA Annual reports (2014-2020)
- Regional - TOSIF & ACC reports - as required or requested
- National - SCFNZ self-assessment feedback reports (2014-2020)
- National - SCFNZ coordinator reports (2014-2020)

Describe the communication modes that you utilise

Webinars

SAS@TT members try to attend and are regularly provided with information around available webinars of interest

SAS@TT Webinar to Pan Pacific Safe Communities on 16th August 2019 around how we work as a safe community especially with our combined coordination role `It's not what happens – it's how you deal with it',

SAS@TT Web-link   https://www.marlborough.govt.nz/our-community/international-safe-community

SAS@TT Gmail account   safeandsoundatthetop@gmail.com

SAS@TT social media

SAS@TT supported projects (Safer Summer, Delaying Drinking, Water safety, Know your limit Marlborough) are promoted via social media forums associated with SAS@TT member organisations (E.g. Police, MDC/ NMH, REAP)

Being a small community allows for information to be made available via a wide range of other mediums and opportunities (E.g. Cinema, stuff, local newspapers, bulletins, promotions)

SAS@TT membership email & contact lists

Social media is regularly utilised to disseminate information on a regular basis both for immediate response and SAS@TT discussion at monthly meetings. Member distribution lists are varied and canvas a wide area of community groups and populations.

SAS@TT newsletter

The SAS@TT newsletter is collated as required for profiling new projects, personnel and general updates via our Project Development Support member based out of and supported by the Marlborough District Council.
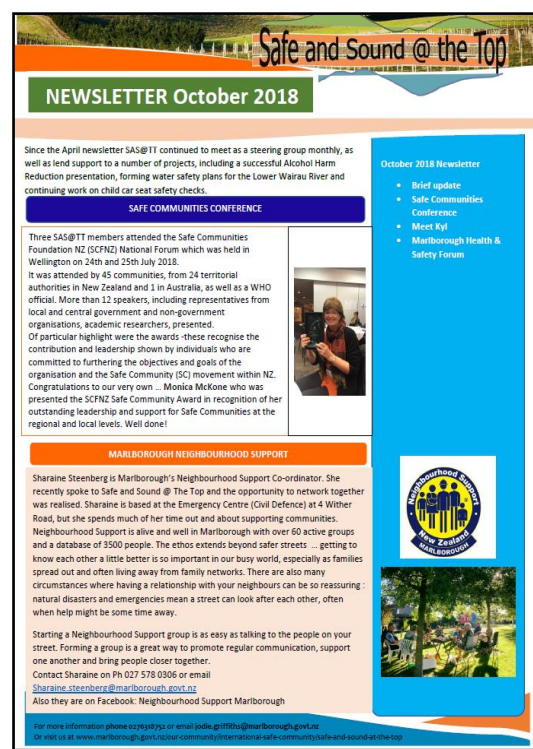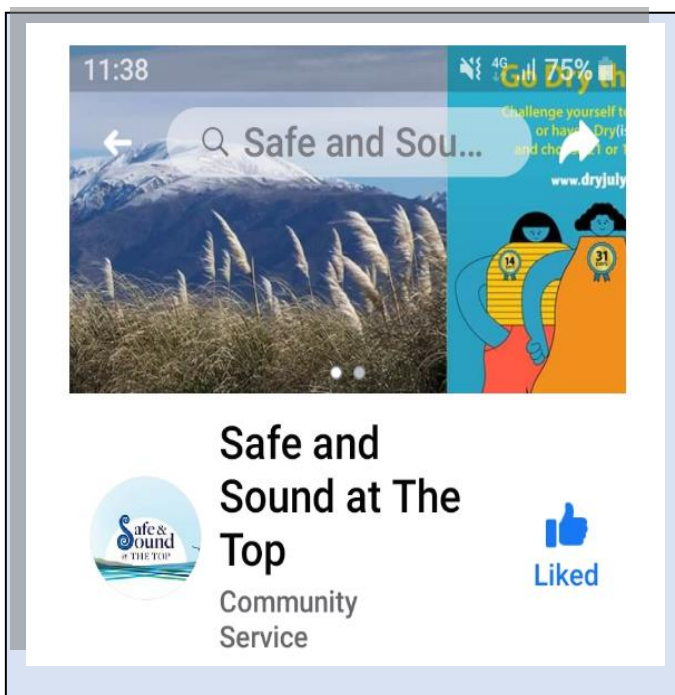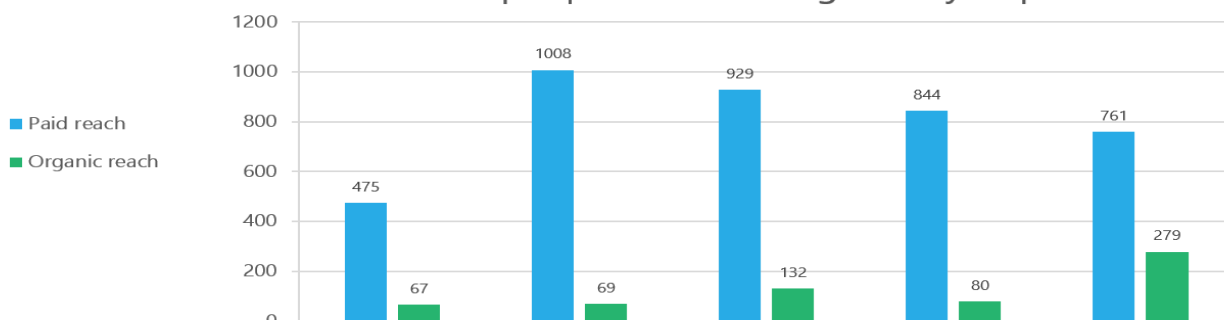
Safe and Sound @ The Top Facebook page

In February 2020, SAS@TT employed a part-time Social Media Coordinator to set up Facebook Page, facilitate, input relevant safety information and organise a designated platform for safety information in our community .

This strategy has been very effective in raising both the SAS@TT profile and awareness of current and key safety messages to a wider audience.

FB report June 2020 suggests that the posts are reaching up to 1420 people. On average, a post (organically) reaches 210 people 72% of our total likes (much higher than the average of 6.4% quoted in this article) When we take into account the effect of paid ads (or "boosted posts"), we're reaching between 475 and 1008 more people!

Number of individual people reached: organically vs paid

		9th May	23rd May	31st May	10th June	17th June
	Post title	Tips on working from home with your wellbeing in mind	RESOURCE for HEALTH & SAFETY	If you dry your washing inside, remember...	ACC has prepared some advice for everyone returning to sport...	Be Bright, Be Seen
	Link	https://bit.ly/2C3Z0re	https://bit.ly/2ZsAnwA	https://bit.ly/31FWIJN	https://bit.ly/2BYqhvk	https://bit.ly/2ZCkIuR
	Date completed	09-05-20	23-05-20	31-05-20	10-06-20	17-06-20
	Amount spent	$6.00	$10.00	$10.00	$10.00	$10.00
	Total days	2	3	3	3	2
	Amount per day	$3.00	$3.33	$3.33	$3.33	$5.00
	Paid reach	475	1008	929	844	761
	Organic reach	67	69	132	80	279
	Post engagements	26	7	52	44	38
	Cost per post engagement	$0.23	$1.43	$0.19	$0.23	$0.26
	Work stream	Workplaces and Learning Environments	Workplaces and Learning Environments	Safe Homes	???	Transport and Roading
	Topic	Organisational Health and Safety	Organisational Health and Safety	Fire prevention	Sport - preventing injuries	Cycle safety
Seen on	News feed on FB app	52.4%	90.4%	50.8%	57.2%	35.8%
	Instagram feed on app	41.6%	6.0%	42.7%	38.5%	60.6%
	News feed on mobile web	3.3%	3.3%	4.5%	2.5%	2.3%
	News feed on computers	2.7%	0.3%	2.0%	1.8%	1.4%
Seen by	Women	65.7%	63.9%	57.2%	52.7%	54.9%
	Men	34.3%	36.1%	42.8%	47.3%	45.1%
	13-17	39.0%	8.0%	46.0%	43.0%	56.0%
	18-24	4.0%	4.0%	4.0%	9.0%	7.0%
	25-34	6.0%	11.0%	8.0%	12.0%	7.0%
	35-44	5.0%	17.0%	6.0%	11.0%	6.0%
	45-54	10.0%	22.0%	10.0%	11.0%	7.0%
	55-64	15.0%	20.0%	11.0%	8.0%	8.0%
	65+	21.0%	18.0%	15.0%	6.0%	9.0%

Note: The main objective of this ad was link clicks, whereas the others were primarily meant to get engagement

Describe your efforts to date to share your experiences, explaining the relationship and interaction with local/regional network with safe communities at the international levels.

Power point templates of SAS@TT presentations *(can be provide on request)*
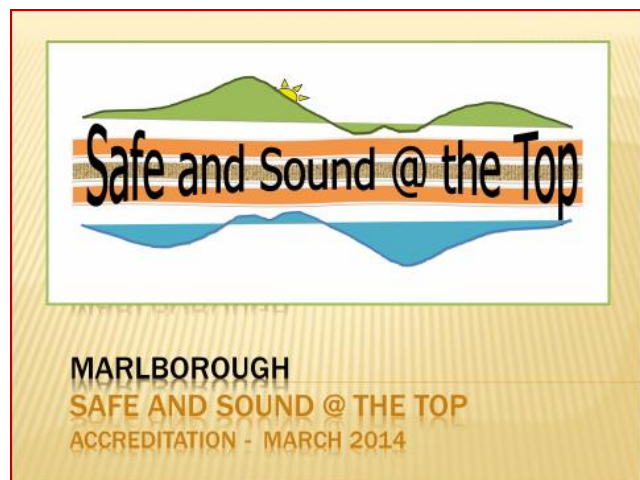
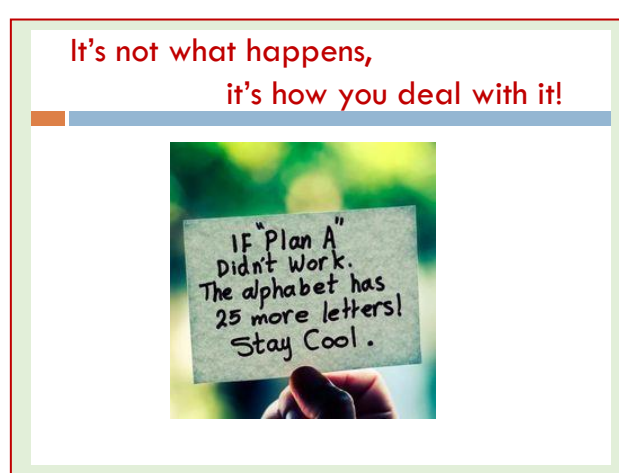**SCFNZ National Forum 2014**

Marlborough Health & Safety EXPO 2014

Marlborough Health & Safety EXPO 2014

SCFNZ National Forum 2016

SCFNZ National Forum 2017

SAS@TT Webinar to Pan Pacific Safe Communities - 2019

Safe Cities Submission

Feedback from submission to Healthy Cities Recognition 2016 for Violence and Injury Prevention (Safe Cities).

We would like to thank you for your interest in and application to the World Health Organization Western Pacific Regional Office (WPRO) Healthy Cities Recognition 2016 for Violence and Injury Prevention (Safe Cities).

The submissions reflected a variety of approaches in the field of violence and injury prevention and were reviewed with thorough consideration. The selected recipient of this year's recognition were announced at the 7th Global Conference of the Alliance for Healthy cities in Wonju City, Republic of Korea. The list of recipients for the 2016 recognition has been posted on the Alliance for Healthy-Cities website (http://www.alliance-healthycities.com/htmls/awards/index_awards.html) and will also be posted on the WHO WPRO website.

In this instance, Marlborough was not successful, however we highly commend your city for the commitment to and investment in protecting and promoting the health of urban populations in the region. We look forward to receiving updates on your work and innovations into the future.

Thank you and best regards
Jonathon Passmore
Technical Lead
Violence and Injury Prevention (VIP)
Division of NCD and Health Through the Life-Course
World Health Organization | Regional Office for the Western Pacific | Manila, Philippines
Tel: +63 2 5289856 | Mobile: +63 908 8945541 | E-mail: passmorej@who.int | Web: http://www.wpro.who.int

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SCFNZ National Safe Community Award

SAS@TT members (3) attended the Safe Communities Foundation NZ (SCFNZ) National Forum which was held in Wellington on 24th and 25th July 2018. It was attended by 45 communities, from 24 territorial authorities in New Zealand and 1 in Australia, as well as a WHO official.

More than 12 speakers, including representatives from local and central government and non-government Organisations and academic researchers presented.

Of particular highlight were the awards - these recognise the contribution and leadership shown by individuals who are committed to furthering the objectives and goals of the organisation and the Safe Community (SC) movement within NZ.

One of our SAS@TT members was presented the SCFNZ Safe Community Award in recognition of outstanding leadership and support for Safe Communities at the regional and local levels.

ABOUT SAFE COMMUNITIES

Safe Communities was established in New Zealand over 20 years ago, with 22 communities covering 70% of the NZ population currently accredited. These inter-agency collaborative governance coalitions create shared strategies and actions with their communities to improve community safety and wellbeing. They are supported by the Safe Communities Foundation NZ and based on an internationally-recognised model.

PROJECT BACKGROUND

In 2018, ACC sponsored a project to help unlock the potential of Safe Communities. This engaged over 160 Safe Community participants in 17 Safe Community coalitions through interviews, a survey and community meetings, plus two events with potential national partners in Wellington.

The Unlocking the Potential of Safe Communities plan has been designed to encourage a greater collective approach to making our communities safer. The plan is designed to be supported by an Oversight Group of partners and network representatives monitoring the implementation of its aspirations. Contributions to the Oversight Group and the project opportunities within the plan will be key to its success.

THE VALUE OF THE NETWORK

The Safe Community network enables community safety and wellbeing through collaborative community-led action guided by a measurable wellbeing framework.

UNLOCKING THE POTENTIAL

Opportunity 1: Demonstrate wellbeing outcomes
Strengthen how wellbeing outcomes are demonstrated.

Opportunity 2: Communicate the value
Tell the story of Safe Communities better to strengthen new and existing partnerships.

Opportunity 3: Partner with Māori
Build on existing partnerships with Māori and focus on equitable outcomes.

Opportunity 4: Resources, capacity and capability
Adequate resources, and network capacity and capability, to deliver the value of Safe Communities.

Commissioned by ACC, in association with SCFNZ and Safe Communities. *Engagement by Business Lab.*

STRENGTHS OF SAFE COMMUNITIES

The strength of Safe Communities is the structure for local collaboration that's supported nationally. Each Safe Community is built on local relationships and provides a structured way for agencies and communities to work together to improve safety and wellbeing in their area.

The key strengths that participants highlighted in this project were:

Sustainability of action
Grass roots innovation channel
Reduce government dependency
Platform for local collaboration
Reduced duplication
Community ownership
Increased reach

OPPORTUNITIES

1. DEMONSTRATE WELLBEING OUTCOMES

Actions	
1. Overall framework:	Adopt a network wellbeing framework that Safe Communities and agencies can align with
2. Metrics:	Develop metrics that demonstrate contributions to the national wellbeing framework

2. COMMUNICATE THE VALUE

Actions	
1. Centralised approach:	Resource the capture and sharing of stories that demonstrate the impact and value of Safe Communities
2. Advocacy:	Create a network advocacy plan to increase investment and participation.

3. PARTNER WITH MĀORI

Actions	
1. Increase Māori participation:	Invite Māori participation in governance at all levels of the Safe Community network
2. Reducing inequities of outcomes:	Identify and show reductions in inequities for Māori communities

4. RESOURCE THE MODEL

Actions	
1. Advocate for localised data:	Advocate for access to localised data that is collated nationally
2. Coordinator funding:	Advocate for the creation of sustainable coordinator funding model
3. Build capacity and capability:	Increase access to professional development opportunities across the network
4. Project funding:	Advocate for the creation of contestable project funds
5. Adapt Oversight Group:	Adapt the Oversight Group to support actions on this plan

SAS@TT interaction with networks 2014-2020

Year	SAS@TT Activity	Network audience
2014	SAS@TT bi monthly newsletters	Marlborough /SCFNZ/SAS@TT organisations
	Talking Heads reports	Talking Heads Governance Group
	ACC quarterly reports	ACC national group
2015	SAS@TT newsletters	Marlborough/SCFNZ/ SAS@TT organisations
	Talking heads reports	Talking Heads Governance Group
	ACC quarterly reports	ACC national group
	Presentation at SCFNZ national forum	All Safe Communities NZ
2016	SAS@TT newsletters	Marlborough/SCFNZ/ SAS@TT organisations
	Talking heads reports	Talking Heads Governance Group
	ACC reports	ACC national group
	Presentation at SCFNZ national forum	All Safe Communities NZ
	Safe Cities submission	Western Pacific Health Cities
2017	SAS@TT newsletters	Marlborough/SCFNZ/ SAS@TT organisations
	ACC reports	ACC national group
	Presentation at SCFNZ national forum	All Safe Communities NZ
2018	SAS@TT newsletters	Marlborough/SCFNZ/SAS@TT organisations
	ACC reports	ACC national group
	MAGG presentation	Alcohol Related Harm (43 attendees)
	Member of Safe Communities 'Oversight Group' to unlock potential of safe communities/national project	SCFNZ ACC Government & non-government agencies
2019	SAS@TT newsletters	Marlborough/SCFNZ/ SAS@TT organisations
	MAGG presentation	HPA South Island Managers
	Member of Safe Communities 'Oversight Group' to unlock potential of safe communities/national project Presentation and support	SCFNZ ACC Government & non-government agencies
	Participation at SCFNZ National Forum	All Safe Communities NZ
	SAS@TT/ Pan Pacific Webinar "It's not what happens, it's how you deal with it"	Pan Pacific Safe communities
	SAS@TT report to TOSIF Request an invite to speak at SAS@TT	Top of the South membership (Nelson, Tasman, Marlborough)
2020	SAS@TT newsletters	Marlborough/ SCFNZ/ SAS@TT organisations
	SAS@TT Facebook & Gmail accounts	Marlborough Community
	Presentation to the Top of the South Impact Forum (TOSIF) Group	PP organised but deferred because of COVID-19
	Presentation to the Marlborough Mayor	Marlborough Mayor John Leggett

Have we made a difference and is anyone better off?

Collaborative Governance

Our current SAS@TT Steering Group is made up of a broad range of organisations involved with local safety initiatives & programmes in the community. Group membership has changed slightly but there remains a strong core of agencies/ organisations from SAS@TT's initial accreditation. By intentionally working with existing groups and networks, 'Safe and Sound @ the Top' brought together different sectors to look at ways of addressing community safety issues and seeking to find solutions. This programme continues to form strong relationships across organisations and provides a robust forum for the development of ongoing safety programmes. It remains a constant link between local safety groups, SCFNZ and the Top of the South Impact Forum (TOSIF) Governance Group. Reports are forwarded as required and organisations have access to these reports if requested. Regular monthly meetings identify current activities and trends which are then added into the comprehensive annual report to provide a running sheet of what is happening, who is doing what and whether anyone is better off.

Priority Settings

Every year in June, the SAS@TT Steering Group holds a special strategic planning meeting to discuss Results Based Accountability (RBA) reports for the previous and the following year. The safety areas have remained the same since accreditation with local gaps/issues identified using safety indicators and actions to address the priority areas which are then inputted into our RBA annual report. Identifying priority settings is achieved by using both anecdotal information and evidence based data to guide the direction and delivery of projects. SAS@TT member organisations contribute into the discussion and are allocated various tasks to follow up on. RBA templates are then populated with evidence based data and deliverables for working groups to action. These reports are living documents that continue to be adjusted during the year. The relationship between safety indicators and wellbeing was also discussed this year and it was agreed to include a community resilience and wellbeing component to umbrella the safety areas (within the Marlborough Matrix) and both acknowledge and raise awareness of the importance of diversity, resilience and wellbeing as a priority area in our community.

Effective Strategies

Working well as a team is crucial to developing effective strategies in the community. The SAS@TT team has needed to adjust to changes as we have employed four coordinators between 2014 -2020 but each bringing with them a diverse range of skills and experience. We have benefited from their individual expertise with some folk remaining on the SAS@TT group in their new roles and capacities. SAS@TT partners are already involved in a wide range of safety projects and members regularly feedback information to and from meetings/ settings which in turn feeds into the bigger collective picture. This process enables the dissemination of consistent information to flow to and from the community with the added ability to discuss issues of concern or celebration. Sharing the load between SAS@TT group members has already helped raise awareness of what is involved at an operational level, provides a better understanding of what is needed to be sustainable and promotes the importance of ongoing organisational support. Being resilient around change in both structure and operational capacity has been one of our most productive strategies as it has enabled flexibility and fluidity in our working environment.

Shared learnings

SAS@TT members have been actively involved at local, regional and national events including; presentations at SCFNZ National Forums; involvement in strategic planning for SCFNZ; organising and presenting at a Pan Pacific Safe Communities webinar; collating local newsletters; email distribution to community contacts; establishing the SAS@TT Gmail account and recently the SAS@TT Facebook page. We have continued to adapt to change by using a variety of social media and collaborative options to leverage our safety messages to a wider audience.

Thank you…
To all the organisations who have contributed to the development of SAS@TT
(2014 - 2020)