



# Safe Communities Foundation New Zealand

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## Central Hawke's Bay

## Pacific Safe Community Application Report

June, 2012

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## Overview: Application and Site Visit Report

**Name of Community:** Central Hawke's Bay

**Date Application Submitted:** May, 2012

**Date of Site Visits/Designation:** June 6<sup>th</sup> 2012

**Accrediting Centre:** Safe Communities Foundation New Zealand (SCFNZ)

### Objective:

Review of application, supporting documents and conduct of site visit for Central Hawke's Bay, based on the World Health Organisation Safe Communities model, with the Pacific criteria adapted from this model by the Safe Communities Foundation of New Zealand.

### Application Review Process:

**Activity 1:** Appointment of New Zealand Peer Review and Site Visit attendees:

- Dr Carolyn Coggan, Director, SCFNZ, New Zealand.
- Tania Peters, National Programme Manager, SCFNZ, New Zealand.
- George Fairbairn, SCFNZ Trustee, New Zealand.
- Julie Chambers, Starship Trauma Service, New Zealand.
- Cathy Bruce, Project Manager Local Government, Alcohol Advisory Council of New Zealand.
- Tuini Hakaraia, SCFNZ Regional Advisor, Injury Prevention Consultant, New Zealand.
- Inspector Morris Cheer, Community Policing, New Zealand Police.
- Grant Hadfield, National Manager Farmsafe, New Zealand.
- Mike Mills, SCFNZ Regional Advisor.
- Noeline Holt, Executive Office, Rural Women New Zealand.

**Activity 2:** Preliminary review of all materials submitted and confirmation that the community is ready for a site visit.

**Activity 3:** Review of internet application summary. Minor changes required. Final version formatted for inclusion on SCFNZ website  
[www.safecommunities.org.nz](http://www.safecommunities.org.nz)

**Activity 4:** Review of application and supporting documents.  
Preparation of review report and finalisation of site visit activities.

**Activity 5:** Preparation for designation ceremony.

**Activity 6:** Conduct of site visit and designation ceremony

## **Designation/Site Visit Agenda:**

- Session 1:** Powhiri, introductions, initial questions and response session between site visit review team and members from Safer Central Hawke's Bay Partnerships.
- Session 2:** Site Visit 1: presentations and discussions related to Family Violence:  
⇒ Te Waireka  
⇒ Pleroma Social Services  
⇒ Dove HB  
⇒ CHB Family Violence Intervention Network
- Session 3:** Travel to Waipukurau:  
⇒ EPIC Ministries
- Session 4:** Lunch  
⇒ Lunchtime presentation by the NZ Fire Service.
- Session 5:** Site Visit 2: Vulnerable Group - Youth  
⇒ EPIC Ministries
- Session 6:** Travel to Waipawa – CHB District Council  
⇒ Panel deliberations
- Session 7:** Celebrating Success, feedback & conduct of Designation Ceremony

## Background

Central Hawke's Bay (CHB) covers an area of 3,200 square kilometers with a population of 12,957. It is situated in the Central eastern coast of the North Island. CHB economy is based on agricultural and horticultural industry. There are two main towns and five smaller villages, with just under half of the population living in an urban area. Three quarters of the population identify as New Zealand European and 21% as Maori. CHB population is expected to age significantly in the next 15 years (NZ census 2006).

The Pacific Safe Communities application and supporting documents for the Central Hawke's Bay, was of a high standard and provides a benchmark for communities going forward. The messages from the Mayor, Chair of Safer CHB and Safer CHB Partnerships members demonstrate very clearly support, expertise and enthusiasm for improving community safety within CHB. Following this the application outlines history dating back to early settlements, an important part of Central Hawke's Bay. It also outlines the current status of the district, by profiling data on, ethnicity, socioeconomic status, personal income, education, housing and dwelling statistics from the Statistics New Zealand Census 2006 data.

The appendix includes the Memorandum of Understanding (MoU) between CHB District Council and members of the Safer CHB Partnerships (25 signatories). This details the commitments made by these organisations as well as their agreement to work towards designation. The appendix also includes very positive letters of support from: Health Hawke's Bay, NZ Fire, NZ Police, Pleroma Social Services, DOVE (Domestic Violence Intervention & Education Project) Hawke's Bay; Age Concern; ACC; CHB Promotions; EPIC Ministries; Ministry of Social Development; Hawke's Bay DHB; and NZ Red Cross.

The Regional Outcomes are to be commended, and it is appropriate that Safer CHB Partnership aligns to these outcomes. The use of local services mapping and the strong community development and employment of a coordinator is a real strength.

The application for accreditation was extensively reviewed and it was determined that it adequately fulfilled the requirements for progressing to the next phase, designation and site visit. The CHB District must be congratulated as it has provided comprehensive safety, crime and injury prevention information, in an appropriate format that highlights the activities of a wide range of groups, collaborating effectively, to improve safety not only in the three highlighted work streams of falls, fire and family violence but throughout the Central Hawke's Bay District. An electronic version of both the full application and community outline can be found at [www.safecommunities.org.nz/sc/chb](http://www.safecommunities.org.nz/sc/chb).

The review team considered that, in both the application and visits, the time and effort that had gone into addressing safety was evident. Drawing on the review of the application the remainder of this report provides details related to how Safer Central Hawke's Bay addressed each of the six criteria developed for accreditation as a Pacific Safe Community.

## Criteria 1- Leadership & Collaboration:

### Demonstration of leadership by coalition or group focused on improving community safety.

- ⇒ As demonstrated in the application and during visits, excellent collaborative partnerships are effectively supporting the Safe Community programme within Central Hawke's Bay. As stated by the New Zealand Fire Service

*"Being a member of the Safer Central Hawke's Bay Partnership and its application for Pacific Safe Communities has helped our organisation to take stock of what we are doing, how well are we doing it and most importantly is it making a difference to our Communities. When we work in partnership to create common goals and overarching population outcomes it becomes clear that we are all working to achieve the same outcome and working in partnership with each other broadens our understanding of the issues that face our communities. I feel we are at the start of a shared vision for improved Safety outcomes for the whole Community of Central Hawke's Bay."*

- ⇒ Safer CHB Partnerships meet monthly and consists of 28 organisations working together to improve community safety. CHB has a wide range of community organisations as well as the support of relevant government and non-government agencies. The diagrams provided give a clear picture of the Safer CHB community partnerships and governance groups, including a list of the coalition partners, the coalition hub and the working streams.
- ⇒ The three working streams are Fire, Falls and Family Violence. The comprehensive list of the organisations involved in these streams is to be commended.
- ⇒ The adoption of a Memorandum of Understanding between the Central Hawke's Bay District Council and Safer CHB Partnership provided a clear basis moving forward through the designation process. However, it is noted that, at this stage, the MOU is only till December 2012. It will be important to ensure that regular meetings are on-going after 2012.
- ⇒ It is pleasing to note that the development of a strategic plan is to be undertaken once designation has occurred. This is important as it will set the direction for the work streams and provide context for the governance group.
- ⇒ Going forward, it would be good to see an acknowledgement of the role alcohol plays within the organizational structure and within the post accreditation work streams.
- ⇒ The high level of support was evidence in the messages from Safer CHB and the attached 12 letters of support (Appendix 2). They highlighted and demonstrated that the decision to seek recognition as a safe community had

prompted the formalising of existing relationships and opportunities for new relationships to be formed. This is the basis of the requirements for criteria one.

- ⇒ This criteria has been met. In the application a wide range of examples were provided which demonstrated how the groups were working in partnership to reduce injury and promote the safety of residents and visitors in the Central Hawke's Bay. All participants involved in Safer CHB partnerships are to be congratulated on what has been achieved.

## Criteria 2 - Programme Reach:

The range and reach of community safety programmes operating throughout your community/region, including an indication of the extent to which they are based on proven or promising intervention strategies.

- ⇒ The Internet Community Outline summary clearly showed that Safer CHB Partnership and the three work streams of falls, fire and family violence are not operating in isolation. It demonstrated the wide range of injury prevention and community safety initiatives underway in the CHB. The road environment, rural and workplace safety, home safety, school safety, sports and leisure environments as well as interpersonal violence and suicide prevention were covered with a total of 107 initiatives listed.
- ⇒ The Pacific Safe Community application highlighted community safety initiatives underway within the three work streams of falls, fire and family violence. In tabular form a total of 14 initiatives were covered. The table included clearly outlines the: programme title; demographic; outcomes and intervention strategy; and the developer and partners. As acknowledged in the application, this is not an exhaustive list.
- ⇒ Additionally three of these projects are show-cased in a very clear case study format highlighting: the initiative; target; issue addressing; description; key stakeholders; and evaluation. This provided an in-depth picture of the following particular initiatives:
  - Firewise
  - Falls Prevention through home safety
  - CHB Family Violence Intervention Network.
- ⇒ In addition the newspaper article relating to Firewise provided a good context of the benefits of community safety within Central Hawke's Bay.
- ⇒ Some reviewers considered that there could have been clearer details on reach of safety initiatives, for example, are initiatives equally spread or concentrated in the two main townships.
- ⇒ While acknowledging the need to focus on an achievable number of work streams, reviewers noted that with the exception of a liquor ban and work around drink driving there is not a lot of evidence around alcohol harm reduction work. Alcohol can play a part in all three identified priority areas.
- ⇒ Safer CHB Partnerships is to be applauded for recognizing the contributions that individual programmes make to the development of safer environments and a positive safety culture. Being resilience is important.
- ⇒ Some reviewers also commented that given the number of road crashes occurring in the area, providers of road safety initiatives in CHB could have been more clearly identified, particularly given that the development of a positive safety culture in one area can impact across a range of safety behaviours.
- ⇒ This criterion has been addressed as CHB has clearly demonstrated that they have a range of community safety programmes operating that are based on proven or promising injury prevention strategies.

### Criteria 3 – Priority Setting:

#### Demonstration of programmes that target and promote safety for high-risk/vulnerable groups and environments

- ⇒ Criteria two and three are really a continuum based on analysis of data. Vulnerable groups were identified within falls, fire and family violence with youth identified as being a high risk and vulnerable group for injury. Reviewers noted that often communities try to achieve too much in too short a timeframe and accepted that the prioritising three areas for the next three years was logical.
- ⇒ Reviewers were, however, unclear as to how the analysis of injury data was undertaken to identify key priority areas for community safety in CHB. It would have been good to see further explanation of particular groups or environments within these work streams that were identified as being of increased risk for injury.
- ⇒ In the application, 11 programmes were presented in tabular form. The table included clearly outlined the: programme title; demographic; outcomes and intervention strategy; and the developer and partners. Programmes presented include:
  - Party at Our Place- Fire
  - Marae Fire Safety
  - FAIP- Fire Awareness Intervention Programme
  - Fire Assessment reducing risk Programme
  - Fire Education- High risk domestic and commercial
  - Falls Prevention Through exercise- 55 years+
  - ACC falls Prevention Idea Nation
  - We're Okay in the Bay – We ask for Help- Family Violence
  - Youth Programmes
  - HB Youth Alcohol expo
  - Save-a-Mate - Youth
- ⇒ These were followed by three case studies which gave more insight into FAIP, Falls Prevention and We're Okay in the Bay. The information in these case studies highlighted the issue it was addressing, key stakeholders and evaluation.
- ⇒ However, despite Maori not being specifically highlighted as a high-risk group in criteria 3 of the application, the review team was pleased to note that many of the above-mentioned programmes are focused on providing integrated services to Maori. This is of significance as nationally Maori have higher rates of injury than non-Maori.
- ⇒ This criterion has been met. Overall the review team was pleased to note the emerging evidence of interagency collaboration occurring to address high-risk environments and groups.

## **Criteria 4- Data Analysis & Strategic Alignment:**

**Analysis of available safety (injury, violence, crime and perception) data for your community/region and how they align with established national/state/regional priorities and action plans.**

- ⇒ Criteria 4 is an important focus for the scientific approach of community safety promotion. It is also essential for sustainable development.
- ⇒ Good use has been made of nationally gathered statistics that include data on the Central Hawke's Bay region. Data relating to the work streams of Falls, Fire and Family Violence was collected from the following agencies:
  - NZ Health Information Services Data;
  - Police Family Violence Data;
  - ACC, claims and costs related to falls and falls from quad bikes;
  - Department of Labour relating to falls from quad bikes; and
  - NZ fire.
- ⇒ In addition to the above listed data sources, the Safer CHB Partnerships is to be commended for also presenting comprehensive data in their Community outline relating to road, and the wider Injury Profile of CHB. The information presented by the Safer CHB Partnerships have successfully documented the frequency and causes of injuries both unintentional and intentional in a meaningful and clear format.
- ⇒ As previously mentioned, the introduction section of the application contains comprehensive data on the demographics for Central Hawke's Bay.
- ⇒ Reviewers noted the data highlighting the number of road crashes and wondered why reducing road crashes was not a priority highlighted in the application.
- ⇒ The application also made reference to 19 National Strategies. These are grouped under the categories of Health; Fire; ACC; Family Violence; Youth; Road Safety; Mental Health and Iwi. Programmes listed in Criteria two and three are aligned with these national strategies. Alignment of local action with national priorities and strategies is important.
- ⇒ This criteria has been met. Overall, the review team were impressed that, in this application, data informed the establishment of priorities and also allowed agencies to be responsive to new and emerging situations. This is very commendable.

## Criteria 5 - Evaluation:

### Outline of expected impacts and how they are being measured or evaluated.

- ⇒ Under Criteria 5 two types of evaluation used for community safety initiatives within Safer CHB were outlined in detail including Logic Model, and Healthy Equity Assessment Tool (HEAT). Other forms of evaluation mentioned in other parts of the application were Impact Evaluation, Anecdotal Evaluation and Participant Evaluation/Survey Pre and Post evaluations. Evaluation is a key component in the implementation and sustainability of projects in Central Hawke's Bay and members of the Safer CHB Partnerships recognises its importance.
- ⇒ Key findings from some evaluation that were highlighted in the application included:
  - Increased awareness of fire safety by Youth as a result of Get Out Stay Out, Fire Wise and Party at our Place programmes.
  - Decrease in the number of home fires as a result of the Home Fire Safety Checklists.
  - Improvements in strength and balance in the 65+ age group as a result of the Modified Falls Prevention programme.
  - Increased awareness of Family Violence as a result of the White Ribbon Ride – Maori Fellas on Bikes.
  - Networking and sharing of information has increased as a result of the formation of the CHB Family Violence Intervention Network.
  - Increased awareness of youth drink driving crashes as a result of the Youth Alcohol Expo.
- ⇒ It was pleasing to note that Safer CHB Partnerships has recognized the benefits and plans to adopt the Results Based Accountability (RBA) framework. The two results cards given as an example provide a clear direction for evaluation of CHB Safe Communities and the work streams moving forward.
- ⇒ This criteria has been met. The review team was satisfied with the way Safer CHB Partnerships has adopted a continuous improvement model. As part of the adoption of the RBA approach Safer CHB Partnerships will need to establish benchmarks for their Safe Community programme and SCFNZ encourages Safer CHB Partnerships to utilise the strengths within the governance group to ensure that this happens as part of the planned development of the strategic plan.

## **Criteria 6 – Communication & Networking:**

**Demonstration of community engagement with relevant sectors of your community/region and ongoing participation in local, national and Pacific Safe Communities networks is required**

- ⇒ Representatives from the Safer CHB Partnerships have demonstrated ongoing participation in national Safe Communities through participation in SCFNZ national forum days.
- ⇒ Safer CHB Partnerships is also part of the wider Regional Safe Communities of Hawke's Bay. This consists of Safer CHB Partnerships, Napier Safe Communities, Wairoa (under preparation) and Hastings (under preparation). These communities as described on page 29 of the application *"look at a regional collaborated approach to safety throughout Hawke's Bay and look for opportunities for joint projects, for example, Hawke's Bay Joint Alcohol Strategy, regional training opportunities and peer support."* Reviewers were really pleased to see that CHB is linking with their neighbouring councils. This is to be highly commended.
- ⇒ Additionally, one reviewer commented that with new alcohol legislation on the horizon there will be opportunities for local authorities to work together around various parts of the Act and it will be important that in smaller communities there is a consistent and coordinated approach on things like hours of opening, location and density of outlets.
- ⇒ In addition to the strong regionally network the Safer CHB Partnerships has extensive national safety networks as described in the table with 10 networks listed and the role they play comprehensively described.
- ⇒ This criterion has been met. Safer CHB Partnerships has provided excellent documentation of the local, regional, national networks that they are part of. More importantly, Safer CHB Partnerships has demonstrated a willingness to continue to work collaboratively to support local community partnerships and to continue to build their relationships with Safe Communities networks in order to share the lessons learned from participation in Safe Community networks at the local, national and regional level.

## Concluding Comments

The 'Safer Central Hawke's Bay' Pacific Safe Community application is a good example of a community that began by building on the existing effective partnerships that existed throughout the district. It then focused on identified best practice programmes, reviewed data sources and incorporated appropriate processes to identify more key stakeholders to participate in the Safer CHB Partnerships. Finally, the key agencies involved in the working group and tasks groups produced a comprehensive application. It illuminates the way that the Safe Communities model has drawn together government and non-government agencies to work collaboratively to enhance community safety starting with a focus on falls, fire and family violence within Central Hawke's Bay. Reviewers were particularly impressed with the huge contribution that the Fire Service was making within the strategic plan and by being on the CHB Partnership group. Reviewers also noted the significant contribution made by Dennise Elers on behalf of CHB District Council. Congratulations to all those involved.

In undertaking the review of the CHB Safe Community application for designation as a Pacific Safe Community, the review team considered that the follow points could further assist Safer CHB in its continuous-improvement approach to community safety.

- ⇒ Given that a particular strength of Safer CHB Partnership efforts is the excellent collaboration between large numbers of agencies/groups, it may be necessary in the future, to consider how best to maintain momentum of such a large group.
- ⇒ That consideration is given to ensuring that members of the Central Hawke's community are kept both informed and engaged in Safe Community initiatives. For example, having regular articles in the local newspaper to ensure that the small towns and rural communities remain engaged/consulted.
- ⇒ That Safer CHB continues to analyse the injury profile and community survey of the whole district to ensure that they are responsive to new and emerging situations, and that the Safer CHB continue with the development of a strategic plan as planned.
- ⇒ That Safer CHB continue to actively participate in national and regional forums to allow for the exchange of ideas and the sharing of best practice with other designated Safe Communities throughout New Zealand and the Pan Pacific Region.
- ⇒ Safer CHB will need to complete the annual report in line with Safe Community requirements to maintain their designation status.

On 6<sup>th</sup> June 2012, Central Hawke's Bay was designated by SCFNZ as a Pacific Safe Community. The ceremony was officiated by Mr George Fairbairn, Trustee, Safe Communities Foundation NZ. However, while Central Hawke's Bay has reached this important milestone, this is only the beginning and the hard work of maintaining this impetus now starts and will need to be continued. Given the excellent foundation achieved so far, this bodes well for future community safety efforts in CHB.