

Progress in implementing the **New Zealand Injury Prevention Strategy**

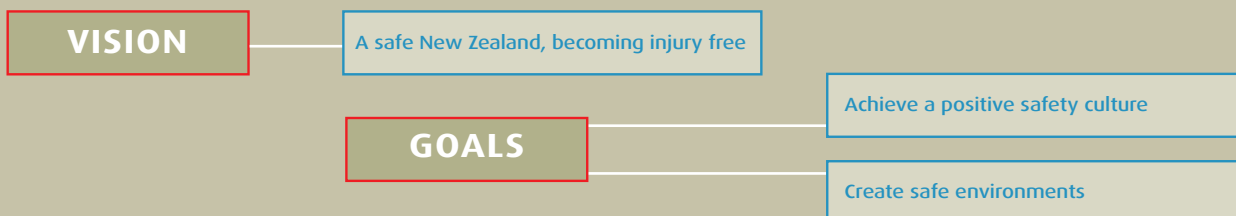
**NZIPS**  
for the period 1 July 2006 to 30 June 2007

**2007**

**REPORT**

**Report of the Minister for ACC to the House of Representatives**

# New Zealand Injury Prevention Strategy



# CONTENTS

<u>Minister's foreword</u>	2
<u>Message from the Stakeholder Reference Group (Chair)</u>	3
<u>New Zealand Injury Prevention Strategy – Annual Report</u>	4
<u>Key achievements for the Strategy in 2006/07</u>	7
<u>Serious injury trends</u>	9
<u>Safety culture</u>	11
<u>Issues for the future</u>	12
<u>Glossary of terms</u>	13
<u>Details of activity and results under the 2005/08 Implementation Plan</u>	14

# MINISTER'S FOREWORD

The Government welcomes publication of the third annual report on progress in implementing the New Zealand Injury Prevention Strategy (NZIPS). This report details progress made during 2006/07 within the framework of the Strategy's three-year Implementation Plan for 2005/08.

Considerable progress has been made on the key themes and issues outlined in earlier annual reports. Highlights include an increased commitment to, and leadership in, injury prevention among local authorities and community groups. Continuing growth in community capacity and capability is helping to create a culture that positively supports and values the prevention of injury. As noted last year, the trend for communities to adopt the 'Safe Communities' approach has continued, with Waimakariri District and Waitakere City successfully completing re-designation under the World Health Organisation Safe Community criteria.

Co-ordinating effort across the government sector remains a key to improving injury prevention outcomes. This aspect has been strengthened with the establishment of the Chief Executives' Injury Prevention Forum in February 2007. Made up of representatives from the Strategy's lead agencies, the Forum has a key role in aligning activities with national strategies and integrating agency efforts.

There were a number of achievements in the Strategy's injury priority areas during 2006/07. These included:

- The completion of new Implementation Plans for the Falls and Drowning Prevention Strategies. I congratulate all those involved in developing these Plans, as this is the first time these sectors as a whole have adopted a formal framework for reducing injuries  
The establishment of a Sexual Violence Taskforce, which will help in co-ordinating and providing leadership for the Government's commitment to addressing this critical social issue
- The establishment of a Workplace Health and Safety Council in April 2007. Through its employer, union and government membership, the Council will play an important role in leading and guiding the implementation of the Workplace Health and Safety Strategy for New Zealand to 2015
- The NZIPS serious injury outcome indicator chartbook which has been updated, and the publication of a new chartbook for Māori. The first population-based safety culture survey was undertaken in May 2007, with the results providing an important foundation for tracking changes in our safety culture over time. The survey's insights on people's understanding of the risks and consequences of injury provide a valuable resource to guide future initiatives.

It has been a productive year for the injury prevention sector, and this annual report illustrates the depth and breadth of injury prevention activities happening nationwide. As the new Minister for ACC I look forward to an improvement in sector integration and leadership, with all agencies continuing to work towards the Strategy's vision of 'A safe New Zealand, becoming injury free'.



Hon Maryan Street  
Minister for ACC

# MESSAGE FROM THE STAKEHOLDER REFERENCE GROUP (CHAIR)

The Stakeholder Reference Group (SRG) was established in 2003 to provide leadership within the non-government sector in support of the New Zealand Injury Prevention Strategy's (NZIPS's) goals and objectives.

We recognise that we now need to focus more on achieving better integration among the lead agencies. The establishment of the Chief Executives' Injury Prevention Forum is an important step – and in addition there have been two joint meetings with the Government Interagency Steering Group in the past 12 months to look at how government and non-government organisations can work together more closely to achieve the Strategy's aims. While members are pleased with progress, it is disappointing that some key government sectors are not yet involved. Collectively, the community will benefit if both government and community-based organisations work together on injury prevention initiatives that support and value community practices to improve the lives of others.

To move forward, we need to address three challenges that are hindering this process.

- Firstly, while acknowledging the NZIPS Secretariat's great work in improving its credibility and impact, the Secretariat now requires a mechanism or mandate to provide effective leadership within both ACC and the wider government sector. Otherwise, sectors may look upon it as 'just another part of ACC'. To achieve this, the resources provided to the Secretariat need to be reviewed.
- Secondly, in an era where we are emphasising the need for an evidence-based approach to injury prevention, we are severely hampered by our lack of timely and relevant data. Those working at the regional level find it difficult to access relevant data and it is disappointing that, even at the national level, the available fatality data is so out of date. How can communities demonstrate reductions in injuries and deaths, which are so important for credibility, without access to up-to-date, reliable and comprehensive injury data?
- Thirdly, we must all work together to ensure that the next NZIPS Implementation Plan is relevant for all sectors. The SRG is committed to ensuring that the NZIPS does not end up 'gathering dust on the shelf' but continues to be relevant for diverse sectors in the community as a framework for their injury prevention and community safety initiatives.

On a more positive note, the results of the survey of 'The General Public's Attitudes and Beliefs towards Injury in New Zealand' will help us to develop the positive safety culture that is essential to address New Zealand's injury burden.

As we move on to our next year, I'd like to thank those members whose time on the SRG has ended and welcome those who have returned and those who have joined us for the first time. Together, we can work to better inform the implementation of the NZIPS.



Dr Carolyn Coggan  
Chair, Stakeholder Reference Group

# NEW ZEALAND INJURY PREVENTION STRATEGY – ANNUAL REPORT

## Background

The New Zealand Injury Prevention Strategy (NZIPS) was launched by the Minister for ACC in June 2003. It provides a strategic framework for injury prevention activity in New Zealand, and a guide for action by a range of government agencies, local government, non-government organisations (NGOs), communities and individuals.

A second Implementation Plan for the NZIPS was released in July 2005, listing the key activities for the period 1 July 2005 to 30 June 2008. It builds on the progress achieved with the 2004/05 Implementation Plan, and includes activities relating to issues that were not specifically addressed previously, such as alcohol-related harm.

## Implementing the Strategy

During the third year of implementation, progress has been made on all the Strategy’s objectives. Issues and challenges identified in previous years have been addressed and this work is further outlined in the section on key achievements for the strategy on page 7.

Issues raised in Annual Report 05/06	Achievements in 2006/07 year
<p>Strengthen community injury prevention partnerships through increased inter-sectoral work and collaboration on, and the promotion of, programmes. This will require leadership and involvement from local government and community groups supported by central government agencies and NGOs such as the Safe Communities Foundation New Zealand (SCFNZ) and the Injury Prevention Network of Aotearoa NZ (IPNANZ).</p>	<p>The NZIPS Secretariat and the Ministry of Health (MoH) commissioned 15 regional forums in the North Island and three in the South Island during the year. The forums were attended by a diverse range of practitioners and identified several issues including the need for better information sharing, improved access to data and more effective co-ordination mechanisms.</p> <p>Waimakariri District and Waitakere City were re-designated World Health Organisation (WHO) Safe Communities in 2006/07, bringing the total designated Safe Communities in New Zealand to five.</p> <p>ACC established injury prevention agreements with 23 local authorities representing 31% of New Zealand’s councils.</p>
<p>Continue the injury prevention workforce development project, including uptake of the Foundation Certificate in Injury Prevention (Te Aho Tapu) and the development of postgraduate mid-level and advanced-level qualifications. Identify options to retain and enhance injury prevention research expertise.</p>	<p>Two Foundation Certificate courses were held during the year, with 44 practitioners awarded Certificates. An evaluation of the course in September 2006 showed that most participants were satisfied with the course delivery and content.</p>

Issues raised in Annual Report 05/06	Achievements in 2006/07 year
<p>Progress the effective implementation of the six NZIPS priority area strategies – workplace injuries, falls, drowning, suicide, assault and motor vehicle crashes. Implementation will need to address the improvement of education around injury prevention and the creation of safer designs for the future.</p>	<p>In 2007/08 the Steering Group for this project (comprising Land Transport NZ, ACC, MoH and the NZIPS Secretariat) will provide additional funding to IPNANZ for six half-day introductory training sessions on injury prevention.</p> <p>After extensive sector-wide networking and collaboration, implementation plans for the Falls and Drowning Prevention Strategies were released in 2006/07 and work is now underway on turning them into action.</p> <p>As part of implementing the ‘Safer Communities: Action Plan to Reduce Community Violence and Sexual Violence’ (Ministry of Justice [MoJ]), a sexual violence taskforce has been established to provide a way for government, NGOs and the judiciary to work together to address the social, health and economic impacts of sexual violence.</p> <p>As part of setting the Road Safety Strategy’s direction, a series of nationwide stakeholder forums were held in 2006. In December 2006 the Ministry of Transport (MoT) developed a detailed proposal to Cabinet on speed traffic offence management, penalty changes and young and novice drivers.</p>
<p>Enhance the co-ordination of injury prevention efforts across the government sector through the work of the NZIPS Government Inter-Agency Steering Group (GISG) and the non-government sector through the NZIPS Stakeholder Reference Group (SRG). A key action will be co-ordinating the groups’ combined work.</p>	<p>The GISG and SRG each met three times during the year - including at the first joint SRG/GISG meeting in Wellington, which aimed to identify opportunities to work together more effectively and address issues that could be affecting success and progress in reducing injuries.</p> <p>Key issues identified included: the need for more effective partnerships to achieve outcomes; the need for improvements in the sector’s capacity and capability; and the need to promote a safety culture through improved education.</p>
<p>Review the outcomes from the NZIPS formative evaluation, plus priority area strategy evaluations, to implement changes and to enhance future injury prevention effort.</p>	<p>Priority area strategies such as the Falls and Drowning Prevention Strategies include evaluation and monitoring frameworks comprising formative, process and outcome evaluation measures.</p>

Issues raised in Annual Report 05/06	Achievements in 2006/07 year
	<p>Arising from the work of the Chief Executives' Injury Prevention Forum the Strategy's Secretariat undertook a cross agency stocktake of injury prevention activity during March and April 2007. The stocktake involved the NZIPS lead agencies, Land Transport NZ, New Zealand Police, District Health Boards (DHBs) and key NGOs. It identified the safety-related/injury prevention programmes being delivered relating to child safety, falls prevention and the creation of a safety culture. This information was used to inform opportunities for improved agency alignment.</p>
<p>Ensure that injury rates are monitored effectively through regular updates of New Zealand's injury trends based on valid injury outcome indicators that cover both threat-to-life and threat-to-impairment injuries. Monitor changes in safety cultures and safe environments.</p>	<p>The chartbook of the NZIPS serious injury outcome indicators for 'all population' and 'children' was updated and will be published in the second quarter of 2007 (see page 9). In May 2007, the first chartbook of serious injury outcome indicators for Māori was published.</p> <p>In June 2007, findings from the first national population-based safety culture survey (see page 11) were released. The survey has established a baseline and will be conducted biennially to measure progress against the baseline.</p>

# KEY ACHIEVEMENTS FOR THE STRATEGY IN 2006/07

## **Government Agency Leadership**

In 2006/07 the Strategy's lead agencies took positive steps to improve their overview of injury prevention activities across government agencies. This included identifying opportunities for improved agency co-ordination and collaboration in information-sharing, planning, funding and decision-making.

The activities contributing to this included:

- The establishment of the Chief Executives' Injury Prevention Forum, which provides an important link between the GISG and the Injury Prevention Ministerial Committee. The Forum will provide strategic oversight and focus on opportunities for integrated, inter-agency activities to address injury priority issues
- The development, by ACC's Injury Prevention Group, of a strategy to prevent injuries with serious consequences
- The establishment of a Ministerial Committee on Sexual Violence in March 2007, to provide leadership and greater service co-ordination in this area
- Collaboration on data quality and analysis involving the use of hospitalisation, mortality and ACC injury claims data.

## **Progress in Priority Areas**

Significant developments in the Strategy's injury priority areas included:

- The development and launch of the Preventing Injury from Falls Implementation Plan 2006-2010
- The development and launch of an Implementation Plan for the Drowning Prevention Strategy (DPS). The Plan is the result of committed work throughout the water sector, which is mainly made up of NGOs operating with large voluntary workforces. This is the first time this sector has developed a formal collaborative framework
- Since the launch of the New Zealand Suicide Prevention Strategy, government agencies, researchers, mental health professionals and NGOs have advanced the development of an Implementation Plan. Additional government funding has also been provided for a range of new initiatives.

## **Development of Community Injury Prevention Activity**

In recent years consistent progress has been made in establishing sustainable, community-based injury prevention activities. The lead agencies supporting and driving this work are the local authorities, SCFNZ, ACC and MoH.

A number of activities have contributed to the development of community-based injury prevention activities:

- Waimakariri District and Waitakere City Councils have successfully achieved re-designation under the WHO Safe Community criteria. Currently five local authority regions in New Zealand have achieved this, representing a population base of more than 500,000. An additional three regions are on schedule for designation in the coming year

- 18 Community Injury Prevention forums were held throughout the country during the year, providing opportunities to strengthen regional alliances. In turn they provided clear direction from the community to the NZIPS Secretariat and other lead agencies
- A National Injury Prevention Programmes Database was developed. This online database of injury prevention initiatives and programmes will improve information-sharing and co-ordination between injury prevention providers and government, non-government and community sectors
- The New Zealand Community Safety and Injury Prevention Awards, held in August 2006, attracted 31 nominations – a significant increase on the previous year. There was a good level of representation from local authorities, including two of the eventual winners, indicating the strength of the injury prevention partnerships with which local authorities are involved
- ACC established injury prevention agreements with 23 local authorities. These partnerships foster improved workplace practices in health and safety and, through an increased involvement in community injury prevention, have the capacity to contribute to New Zealand's safety culture.

## Research

A number of notable developments in 2006/07 will affect injury prevention research in the future:

- ACC developed a research and development strategy and, via a national tender process, established three-year injury prevention research contracts with two New Zealand universities – an initiative that will help ACC to achieve its 2007/08 Injury Prevention Strategy strategic goal of having “injury prevention based on sound evidence”. The contracts provide a more structured, needs-based approach to ACC's research investment and go some way towards providing researchers with longer-term certainty of funding and direction
- ACC, through the Health Research Council of New Zealand (HRC), introduced Career Development Awards - grants that are awarded to students completing Masters and PhD degrees and postdoctoral research fellows to develop research capacity and capability in fields related to ACC's business
- In August 2006 MoT released the Transport Research Strategy, which sets out the transport sector's research needs in the short term. The Strategy addresses the key evidence challenges facing the sector and has a research work programme with priorities for the sector for the next five years.

## Monitoring Trends

It is critical to develop measures and indicators of injury prevention progress to ensure the sustainability of a sector with limited and contestable resources. To help achieve this:

- A national population-based safety culture survey was conducted in May 2007 to establish a baseline for measuring future changes in beliefs, values and attitudes that support the prevention of injury
- Two chartbooks comprising injury indicators to measure and track serious injury trends across 'all population' and 'children' were updated. A new chartbook to measure serious injury among Māori was published in May 2007.

# SERIOUS INJURY TRENDS

## Serious injury outcome indicators – for all population, children and Māori

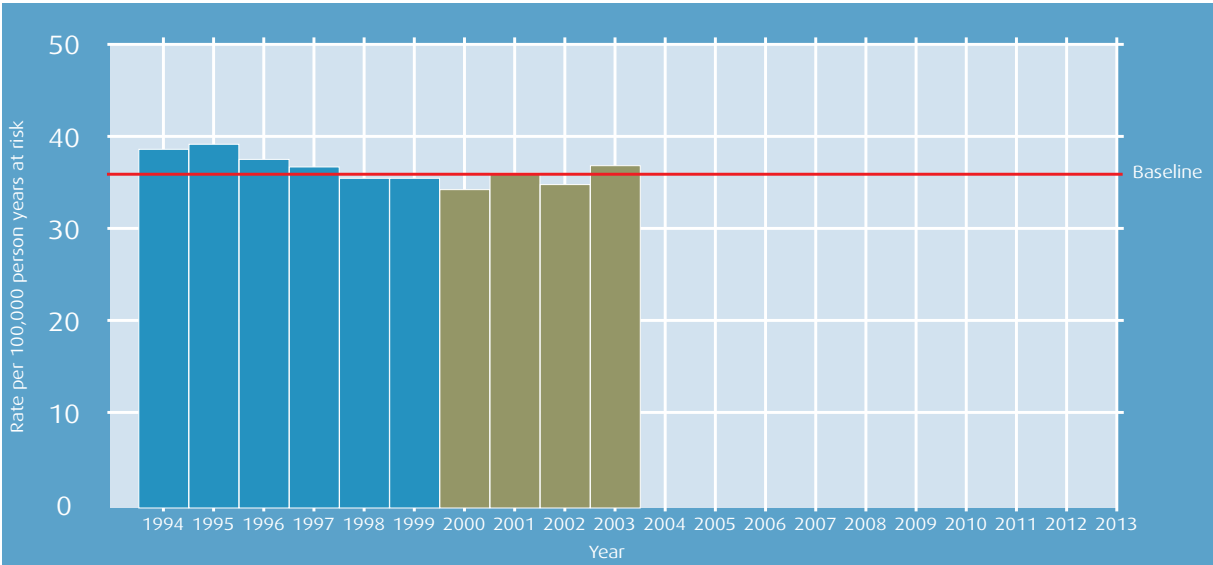
In February 2006 two chartbooks, developed to track the rate of fatal and serious non-fatal injuries among ‘all population’ and ‘children’ (aged 0-14 years), were published. The chartbook for all population includes 40 fatal and non-fatal serious injury indicators and presents trends for 1994-2004, with a baseline. The indicators are based on NZ Health Information Service (NZHIS) mortality and hospitalisation data.

The indicators are a tool to judge progress in preventing serious injuries over the Strategy’s life, and will be updated annually. During 2006/07 the chartbook reports were updated using 2003 mortality and 2005 hospitalisation data. Also, in May 2007 a new chartbook was published to track the rate of fatal and serious non-fatal injury in the Māori population.

**Current injury trends:** It is too soon to assess the Strategy’s impact on injury trends, as implementation only began in June 2004. In addition, a change in the coding system used to classify injuries means it is not currently possible to compare the 1994-1999 period with 2000-2005 and the interpretation is restricted to the period starting in 2000. However, additional commentary on deviations from the baseline will be available in next year’s report

The following graphs depict the rate of fatal and non-fatal serious injury amongst all population.

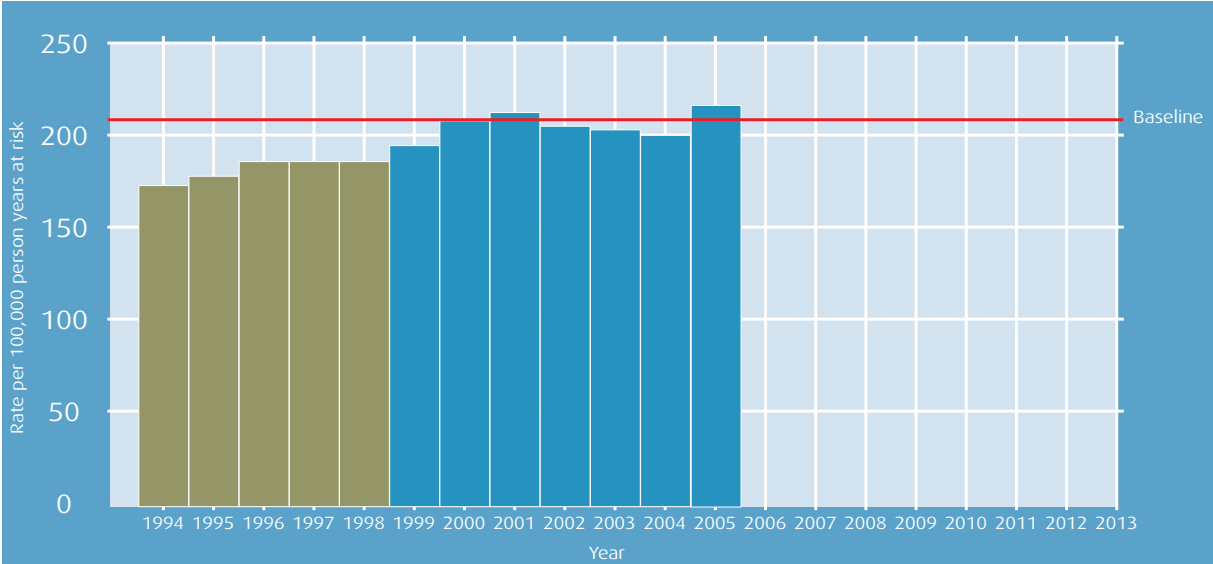
**Figure 1: All Fatal Injury – Age Standardised Rate**



Note: 2003 data are provisional.  
 Source: New Zealand Health Information Service, Mortality Collection and Statistics New Zealand.

**Fatal injury amongst all population:** The age standardised rate of fatal injuries among ‘all population’ in 2003 was 36.94 per 100,000 person years at risk. The rate has been stable since 2000. The frequency of fatal injuries has increased since 2000, with 1,481 fatalities resulting from injuries in 2003, compared to 1,315 in 2000.

**Figure 2: All Serious Non-Fatal Injury – Age Standardised Rate**



Note: 1999 data are affected by the changeover from ICD-9 to ICD-10. 2005 data are provisional.  
 Source: New Zealand Health Information Service, National Minimum Data Set and Statistics New Zealand.

**Serious non-fatal injury among all population:** In 2005 the age-standardised rate of serious non-fatal injuries was 211.85 per 100,000 person years at risk. This rate has remained stable since 2000. The frequency of non-fatal serious injuries has steadily increased with 8,814 serious non-fatal injuries in 2005, compared to 7,814 in 2000.

**Trends for NZIPS Injury Priority Areas (interpretation since 2000)**

Priority area	Non-fatal serious injury rate and frequency	Fatal injury rate and frequency
Assault	Too early to interpret trend	Too early to interpret trend
Workplace injuries <sup>1</sup>	Rate is stable; indication of an increase in frequency	No evidence of change
Falls	Rate is stable; increase in frequency	Increase in frequency and rate
Intentional self-harm	Little evidence of change	No evidence of change
Motor vehicle traffic crashes	Little change up to 2004, but an increase in frequency in 2005. The rate is variable for these years	Shows very little change. The Traffic Crash Report-based indicator seems to suggest the frequency and rate of fatal injuries have declined
<b>Frequency of drowning</b>		
<b>Drowning shows a decline</b>		

\* For more information on the charts as well as an explanation of the trends, please refer to [www.nzips.govt.nz](http://www.nzips.govt.nz)

1 The indicators are based on ACC and NZHIS mortality collection (available for 2003 only) data.

# SAFETY CULTURE

A national population-based safety culture survey was conducted in May 2007 to establish a baseline for measuring changes in beliefs, values and attitudes that support the prevention of injury. The survey involved a population sample of 1000, with overrepresentation from young males, Māori, Pacific Island and Asian populations.

The research findings include three key measures based on responses from those surveyed:

- ‘Everyone is at risk of injury and harm’ (baseline measure 29%)
- ‘Consequences of injury and harm are far reaching’ (baseline measure 80%)
- ‘Accidents and injuries are preventable’ (baseline measure 53%).

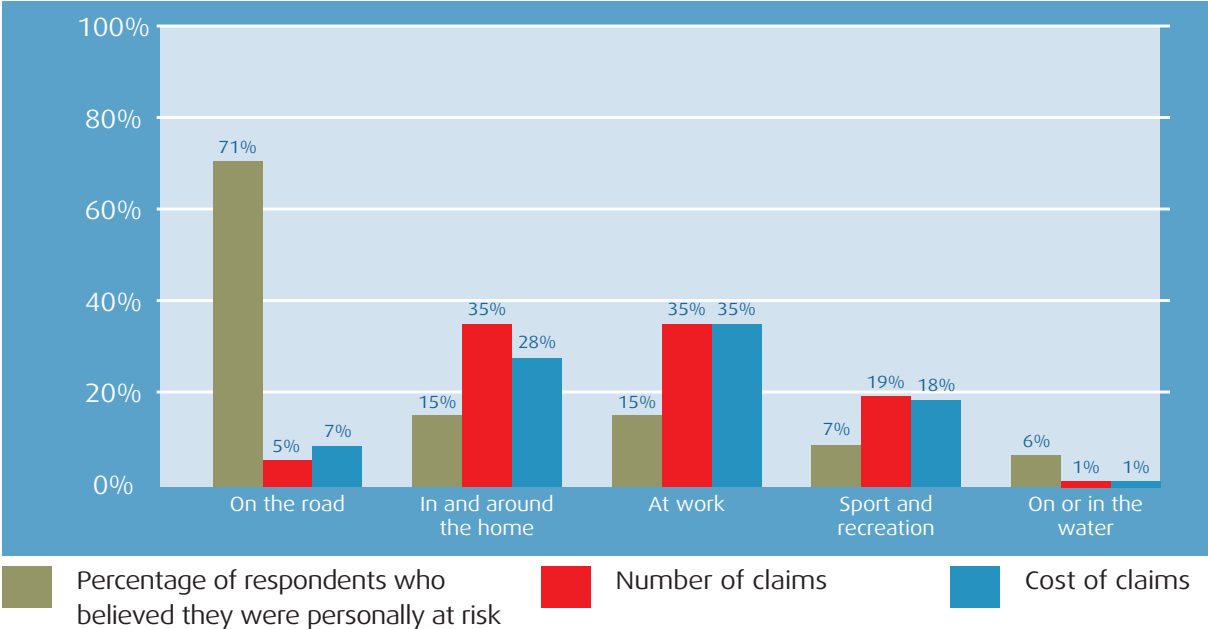
The Strategy’s 2005/08 Implementation Plan seeks a 10% increase in awareness of the above measures. A further survey will be conducted in two years to measure changes from the baseline.

The survey also revealed that:

- 72% of respondents believe people are most likely to be injured on the road, with the same percentage feeling they are personally at risk on the road
- 55% believe that people are at risk of an injury at home, but only 15% feel personally at risk in the home
- 54% believe that people are at risk of an injury in the workplace, but only 21% believed they are personally at risk.

The survey findings were compared to ACC injury claims data to establish any correlation between beliefs and actual injury claim numbers (see Figure 1). It indicated that people underestimate their risks in the home, workplace and sport and recreation areas and overestimate their risks on the road and in water.

**Figure 1: Perceptions of Personal Risk Compared to Percentages of New ACC Entitlement Claims, 2005/06**



The survey’s findings have been presented to the Strategy’s Government Inter-Agency and Stakeholder Reference Groups and will be disseminated and made available to the wider injury prevention sector. The findings will help in developing the Strategy’s implementation phase beyond 2008, and will be of similar benefit to other agencies involved in injury prevention and public safety activities.

## ISSUES FOR THE FUTURE

It is important to continue making progress in all six of the Strategy's injury priority areas in order to build on achievements to date and reach the Strategy's goals of achieving a positive safety culture and creating safer environments.

The following areas are critical in the next two years to the Strategy's overall success – including improving New Zealand's injury and community safety performance:

- The Chief Executives' Injury Prevention Forum and Injury Prevention Ministerial Committee continue to provide a mechanism for leadership and strategic direction. It will be critical to sustain this through integrated government agency projects and strengthened interaction between the GISG and the SRG
- Data quality and access need to be improved to enable community injury prevention practitioners to develop targeted initiatives. Credible indicators are the basis for measuring success in injury outcomes
- Priority area strategies need to continue to progress with effective delivery against implementation plans, particularly those relating to falls, drowning and suicide prevention. Wherever possible, opportunities to achieve common outcomes need to be identified and capitalised upon
- It is important to continue building a safety culture by influencing individuals through settings such as community coalitions led by local government, workplaces, the primary health sector, and recreation and education environments
- Community injury prevention capacity and capability need to be strengthened through integrated support from central and local government
- An NZIPS Implementation Plan beyond 2008 will need to be developed; embodying and supporting these focus areas.

# GLOSSARY OF TERMS

ACC	Accident Compensation Corporation
ALAC	Alcohol Advisory Council of New Zealand
BVKT	Billion vehicle kilometres travelled
CAA	Civil Aviation Authority
CPO	Controlled Purchase Operation
CPTED	Crime Prevention through Environmental Design
CPU	Crime Prevention Unit (Ministry of Justice)
DHB	District Health Board
DoL	Department of Labour
DPS	Drowning Prevention Strategy
ERMA	Environmental Risk Management Authority
FPS	Falls Prevention Strategy
GISG	Government Inter-Agency Steering Group
HRC	Health Research Council of New Zealand
HSE Act	Health and Safety in Employment Act 1992
HSNO	Hazardous Substances and New Organisms
ICB	Injury Control Bulletin
INZED	Injury NZ E-Directory
IPNANZ	Injury Prevention Network of Aotearoa New Zealand
IPRC	Injury Prevention Research Centre, University of Auckland
IPRU	Injury Prevention Research Unit, University of Otago
IPTED	Injury Prevention through Environmental Design
LGNZ	Local Government New Zealand
MfE	Ministry for the Environment
MoH	Ministry of Health
MoJ	Ministry of Justice
MSD	Ministry of Social Development
MoT	Ministry of Transport
MPIA	Ministry of Pacific Island Affairs
MNZ	Maritime New Zealand
NGO	Non-government organisation
NOHSAC	National Occupational Health and Safety Advisory Committee
NPiS	New Plymouth injury Safe
NRSC	National Road Safety Committee
NZIPS	New Zealand Injury Prevention Strategy
OEP	Otago Exercise Programme
Plunket	Royal New Zealand Plunket Society
SCFNZ	Safe Communities Foundation New Zealand
SPARC	Sport and Recreation New Zealand
SRG	Stakeholder Reference Group
WHSS	Workplace Health and Safety Strategy
WHO	World Health Organization
WSNZ	Water Safety New Zealand

# DETAILS OF ACTIVITY AND RESULTS UNDER THE 2005/08 IMPLEMENTATION PLAN



## Objective 1: Raise awareness and commitment to injury prevention

Key activity	Results achieved	Selected examples
<p>1.1. Raise awareness of and commitment to injury prevention by encouraging active and increased involvement in injury prevention activities by individuals, groups, communities and agencies.</p> <p>This activity also relates to activities 5.1, 5.2 and 10.2.</p>	<ul style="list-style-type: none"> <li>Several cross-community and agency projects were initiated or further strengthened to promote collaborative approaches to injury prevention activity, in areas such as falls, drowning, child safety and road safety.</li> <li>Several new web-based injury prevention tools were launched,</li> </ul>	<ul style="list-style-type: none"> <li>The annual Safekids NZ campaign, launched in October 2006, focused on preventing childhood falls and poisoning. Safekids NZ joined the Pharmacy Guild and Pharmacy Care to encourage pharmacies to promote medication safety to families. A national 'Paracetamol Poison Prevention Project', conducted with 16 centres nationwide, aimed to reduce unintentional paracetamol poisoning among children under five years.</li> <li>The North Shore City 'Make it a Safe Summer' campaign aims to reduce injuries in the City with a focus on drowning prevention in pools, safety at beaches and around dogs, drinking and boating, and driver fatigue. Launched in 2004, the campaign has led to strong community relationships between agencies such as WaterSafe Auckland, ACC, the Auckland Public Health Service, ShoreSafe, Surf Live Saving NZ, Maritime New Zealand (MNZ) and the local council.</li> <li>The Taskforce for Action on Violence within Families built a multifaceted and long-term 'Campaign for Action on Family Violence'. Led by the Families Commission and the Ministry of Social Development (MSD), the campaign aims to change attitudes to, and behaviours of, family violence by empowering individuals, families and communities to take action to create environments where family violence is not tolerated and where people know what they can do to stop it.</li> <li>The NZIPS Secretariat developed an online database of injury prevention initiatives, projects and programmes to improve collaboration between</li> </ul>

continued

## Objective 1: Raise awareness and commitment to injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p>1.1. (continued)</p>	<p>either aiding interaction and communication among injury prevention practitioners or informing and encouraging the general public on injury prevention matters.</p>	<p>injury prevention providers and inform the general public. The database is available at <a href="http://www.nzips.govt.nz/ipdatabase">www.nzips.govt.nz/ipdatabase</a>.</p> <ul style="list-style-type: none"> <li>The Injury Prevention Information Centre, based at the School of Population Health, University of Auckland, upgraded the Injury NZ E-Directory (INZED), which was last printed in 2003 as the National Injury Resource Directory. The INZED now lists details of more than 250 injury prevention practitioners, researchers and policy-makers, and provides information on people working in injury prevention with Māori, Pacific and other ethnic groups. <a href="http://inzed.fmhs.auckland.ac.nz">http://inzed.fmhs.auckland.ac.nz</a></li> <li>ActiveSmart is a new website that encourages New Zealanders to get active, get fit and avoid injury through tailored conditioning programmes. Launched in May 2007, the website's development was led by ACC and supported by Sport and Recreation New Zealand (SPARC) and Ministry of Health (MoH). <a href="http://www.activesmart.co.nz">www.activesmart.co.nz</a></li> <li>Safe2Go (New Zealand's national child restraint training programme supported by ACC and Land Transport NZ) developed and launched a new website. The site contains information for the public on how to choose, use and install child restraints, and contacts for extra help. It is also an information hub for Safe2Go trainers and technicians. <a href="http://www.safe2go.co.nz">www.safe2go.co.nz</a></li> <li>HabitAtWork is an ACC-developed web- and CD-based educational tool for employers, employees and health and safety consultants that promotes self-help and problem solving for preventing and managing discomfort, pain and injury in the office and industrial settings. <a href="http://www.habitatwork.co.nz">www.habitatwork.co.nz</a></li> <li>The National Poisons Centre 'Poisons Prevention' website was launched in October 2006 to coincide with the launch of the Safekids NZ poisoning prevention campaign. This website contains poisoning prevention and education information for children, teachers and the general public. <a href="http://www.poisons.co.nz">www.poisons.co.nz</a></li> </ul>

continued

## Objective 1: Raise awareness and commitment to injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p><b>1.1.</b> (continued)</p>	<ul style="list-style-type: none"> <li>Several communication tools specific to the injury prevention sector were developed or enhanced.</li> </ul>	<ul style="list-style-type: none"> <li>Four issues of the Injury Control Bulletin (ICB) were published and widely circulated. The ICB is published by the Injury Prevention Research Centre at the University of Auckland (IPRC) with funding support from ACC, and focuses on injury prevention research.</li> <li>The revised IP News e-newsletter was published five times and now has a circulation of 520, providing a web-based forum for individuals and organisations to disseminate their injury prevention activities. IP News is a joint publication of the NZIPS Secretariat, IPNANZ, SCFNZ and Sandra James.</li> <li>Safekids NZ emailed a bi-monthly KidsInfo Bulletin detailing new child injury prevention resources and research to more than 300 members of the injury prevention workforce.</li> <li>IPNANZ distribute a fortnightly newsletter to its membership which includes reports on Safety Lit abstracts of international literature provided by the Center for Injury Prevention Policy and Practice at San Diego State University in collaboration with the WHO.</li> <li>The Plunket Society sent Safety Update, a quarterly newsletter on child safety issues, to 1500 Plunket staff and volunteers.</li> </ul>
<p><b>1.2.</b> Identify and promote initiatives that encourage:</p> <ul style="list-style-type: none"> <li>Safety considerations being integrated into everyday activities and environments</li> <li>Social attitudes and behaviours to prevent injuries and injury-related harm.</li> </ul>	<ul style="list-style-type: none"> <li>Agencies such as ACC, the Department of Labour (DoL), and Land Transport NZ promoted initiatives to improve knowledge of health and safety and injury issues.</li> </ul>	<ul style="list-style-type: none"> <li>Workplace Safety Discounts aim to improve workplace safety by offering ACC levy discounts to small employers and self-employed people who can demonstrate capabilities in hazard management, staff training in safe work practices, and emergency readiness.</li> <li>The programme began in May 2007 and was initially offered to self-employed people and small business sectors with the highest number of work-related injuries, namely agriculture, forestry, fishing, construction, road freight transport and motor trades. Businesses and people participating in the programme are given a 10% discount on the work component of their levies.</li> </ul>

continued

## Objective 1: Raise awareness and commitment to injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p>1.2. (continued)</p>	<ul style="list-style-type: none"> <li>Local authorities increased their involvement in community safety through initiatives such as the ACC/local government engagement programme and the SCFNZ WHO Safe Communities accreditation process.</li> <li>Each year national campaigns and partnerships affect everyday activities and attitudes towards injury prevention. The most prominent examples in 2006/07 addressed issues of road safety, mental health and alcohol.</li> </ul>	<ul style="list-style-type: none"> <li>SCFNZ has worked with local authorities to support their accreditation as Safe Communities. Five local authorities have adopted the Safe Communities model, with three others on schedule for designation in the next year. Wellington City, designated a Safe Community in June 2006, reported a 30% reduction in traffic crashes, a 60% reduction in burglaries and a 5.7% overall reduction in crime in the first 12 months. During 2006/07 the NZIPS Secretariat supported the development of a logic model to assess the benefits of this model for the New Zealand context.</li> <li>ACC established injury prevention agreements and action plans with 23 local authorities, recognising they are major employers with a leadership role in community planning, and are integral to community safety and workplace safety for their employees.</li> <li>Safekids NZ and the North Shore and Auckland City Councils collaborated in addressing district planning issues around child safety in private driveways. North Shore City has amended a proposed district plan change to take account of child safety concerns.</li> <li>In October 2006, MoH launched a 'National Depression Initiative', which included a multimedia campaign that aimed to reduce the impacts of depression by increasing awareness of effective interventions, and encouraging those experiencing depression to seek help. <a href="http://www.depression.org.nz">www.depression.org.nz</a></li> <li>MoH continued to fund and co-ordinate the 'Like Minds Like Mine' programme, with a new phase communicating that acceptance from friends, family and employers can help people to recover from mental illness.</li> <li>The ACC-sponsored Safety NZ Week in September 2006 was supported by 31 national partner agencies and featured almost 200 events promoting safety around New Zealand. ACC responded to more than 900 requests for resources to support Safety NZ Week initiatives.</li> </ul>

continued

## Objective 1: Raise awareness and commitment to injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p>1.2. (continued)</p>	<ul style="list-style-type: none"> <li>Injury prevention initiatives were integrated into education sector activities to influence the everyday safety attitudes and behaviours of education institutions and their communities.</li> </ul>	<ul style="list-style-type: none"> <li>The Alcohol Advisory Council of New Zealand (ALAC) made good progress with its social marketing campaign to change the drinking culture towards moderation. Monitoring showed a 96% total net awareness of the 'alter-ego' TV commercials, and the proportion of surveyed adults thinking about cutting back their drinking rose from 19% in 2005/06 (when the campaign began) to 27% in June 2007. Other stakeholder organisations are now promoting the need for drinking culture change.</li> <li>The Ministry of Pacific Island Affairs (MPIA) raised the profile of workplace health and safety as an important issue through its Pacific networks, i.e. media, Pacific radio and MPIA newsletters, which have a nationwide presence among Pacific communities. In June, the Ministry used the NiuFM Niue ethnic radio programme to raise awareness of the Workplace Health and Safety Strategy (WHSS).</li> <li>Murrays Bay School in North Shore City started a TravelWise programme in 2006. Supported by the Auckland Regional Transport Authority, North Shore City Council and the school community, the programme was the first of its kind in New Zealand, involving a whole-school and community approach to promoting safe, active and sustainable travel to and from school.</li> <li>ACC's ThinkSafe Education Programme has been in place since 2003. In 2006/07 it focused on a pilot programme delivered by Educating NZ. Working with 32 primary schools in four regions (Auckland, Waikato, Taranaki and Wellington), the pilot captured evidence-based learning (developing solutions based on identified safety issues affecting the school community) and determined defining moments, barriers and effectiveness indicators. An evaluation report on the programme due in August 2007 will provide guidance for the future.</li> </ul>
<p>1.3. Actively promote the Strategy: raise awareness of and commitment to</p>	<ul style="list-style-type: none"> <li>The Strategy, Implementation Plan and other NZIPS documents were actively promoted at workshops and conferences.</li> </ul>	<ul style="list-style-type: none"> <li>The NZIPS Secretariat and MoH commissioned a series of regional forums nationwide for community and regional groups. Participants were made aware of the Strategy and workshops were held explaining how it could support their work.</li> </ul>

continued

## Objective 1: Raise awareness and commitment to injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p>the Strategy as the framework for injury prevention in New Zealand. This activity also relates to activity 6.6.</p>	<ul style="list-style-type: none"> <li>The agencies for the six priority areas and some NGOs were involved in promoting the NZIPS and associated priority area strategies and action plans.</li> <li>There is evidence the NZIPS has been used as the framework and guide for action for a number of community injury prevention strategy documents.</li> </ul>	<ul style="list-style-type: none"> <li>The Secretariat was represented at the Australian Injury Prevention Conference in 2006 and conducted a successful workshop on challenges in implementing the NZIPS.</li> <li>MoT conducted a series of stakeholder forums 'See You There ... Safe As!' [www.safeas.govt.nz], which aimed to raise awareness of road safety issues and gain feedback on ongoing and emerging road safety issues.</li> <li>SCFNZ delivered 38 strategic leadership presentations throughout New Zealand to councils, government agencies, community groups and businesses. The presentations aimed to raise awareness of and commitment to injury prevention and the Strategy.</li> <li>The New Plymouth District Community Injury Prevention Needs Assessment document, North Shore's successful application for designation as a WHO Safe Community and the Hawkes Bay DHB's Injury Prevention Strategy - all used the NZIPS as a framework for development.</li> <li>WaterSafe Auckland used the Strategy as the foundation for a region-based approach to drowning prevention and linked it to community district plans.</li> </ul>



## Objective 2: Strengthen injury prevention capacity and capability

Key activity	Results achieved	Selected examples
<p>2.1. Strengthen existing injury prevention competencies in education and training programmes, including an understanding about injuries.</p>	<ul style="list-style-type: none"> <li>The Foundation Certificate in Injury Prevention (Te Aho Tapu) continued to be delivered. This Certificate is delivered by IPNANZ and funded by Land Transport NZ, the NZIPS Secretariat, MoH and ACC.</li> <li>The four-day course is based on four unit standards and includes assessments of each module and a workplace project assessment. Participants also receive ongoing support during this period.</li> <li>The inter-agency workforce development project involving ACC, the NZIPS Secretariat, MoH, Land Transport NZ and IPNANZ (Workforce Interagency Steering Group) met three times. The steering group considered improvements to the programme, including a new half-day introductory course and ongoing support for practitioners through a mentoring programme.</li> <li>Health and safety management capacity was strengthened through training initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>Foundation Certificate courses were held in Wellington and Hamilton, with 44 practitioners (including six extramural students) awarded Certificates. Their project plans covered a range of injury issues, injury settings and age groups, including back injuries in the workplace, recreational drownings in rivers and beaches, older adult falls at home and in public places, and child pedestrian and motor vehicle deaths.</li> <li>The new work programme for 2007/08 will continue with two Certificate courses per year and include six new half-day short courses.</li> <li>ACC, with the Road Transport Forum and the Tranzqual Industry Training Organisation, trained 521 industry drivers under the 'DriverSafe' programme – a nationwide 'out-of-cab' introductory health and safety training</li> </ul>

continued

## Objective 2: Strengthen injury prevention capacity and capability *(continued)*

Key activity	Results achieved	Selected examples
<p>2.1. (continued)</p>	<ul style="list-style-type: none"> <li>Four schools achieved designation as International Safe Schools by incorporating injury prevention and safety promotion into their school policies and procedures. Staff and students continued to promote safety within schools and through travel plans and travelling school buses.</li> </ul>	<p>programme for the road transport industry. DriverSafe training reduces the number of incidents resulting from out-of-cab hazards, with benefits for employers, operators and employees.</p> <ul style="list-style-type: none"> <li>SCFNZ, ACC and DoL initiated a project to promote and administer the 'Passport to Safety' programme. This web-based, self-paced learning and test programme, designed for young people preparing to enter the workforce, is currently being piloted and evaluated. To date, 800 young people (both in and out of school) have applied to participate. <a href="http://www.passporttosafety.com/newzealand">www.passporttosafety.com/newzealand</a>.</li> <li>FishSAFE, a partnership between MNZ, ACC and the fishing industry, developed guidelines for health and safety in the aquaculture industry. The Seafood Industry Training Organisation introduced workshops supporting the guidelines, and continued holding safety workshops for the inshore fleet, with more than 550 attendees. Both schemes are part of the ACC Workplace Safety Discounts programme.</li> <li>The New Zealand Sports Medicine Conference was held in Wellington in November 2006. ACC sponsored international keynote speakers whose presentations related to preventing and effectively treating and managing sport-related injuries. This sponsorship ensured a profile for injury prevention initiatives and gave the sport sector exposure to international best practice.</li> <li>Murrays Bay School and Murrays Bay Intermediate were accredited as Safe Schools of the International Safe Schools Movement in October 2006. Both have implemented programmes focusing on road, emotional, fire and water safety.</li> </ul>

continued

## Objective 2: Strengthen injury prevention capacity and capability *(continued)*

Key activity	Results achieved	Selected examples
<p>2.2. Promote wider collaboration and co-ordination of injury prevention training.</p>	<ul style="list-style-type: none"> <li>The results reported in 2.1 and the relevant examples all involved effective collaboration and co-ordination in training development and delivery.</li> <li>At least six established joint agency education programmes were offered. Each has achieved significant reach, which is strengthening injury prevention understanding and capabilities in workplaces, and sport and recreation settings.</li> </ul>	<ul style="list-style-type: none"> <li>RugbySmart training – RugbySmart is a partnership between the New Zealand Rugby Union and ACC that delivers rugby-specific coach and referee safety courses. It is an annual requirement for rugby’s 10,000 coaches and 2000 referees.</li> <li>FarmSafe – The FarmSafe training programme is operated by Agriculture ITO, Agriculture New Zealand and Telford Rural Polytechnic. A total of 3783 people attended 340 FarmSafe Awareness courses, 1303 attended 132 FarmSafe Plans courses, and 2597 attended 403 FarmSafe Skills courses. Since its inception in 2002, 30,319 people have attended 2895 FarmSafe training courses.</li> <li>Health and safety representative training – This joint initiative between the New Zealand Council of Trade Unions, Business New Zealand and ACC builds health and safety capacity within workplaces. Since its inception in 2003, 24,333 people have completed Stage One training. 8149 people have completed Stage Two since 2005 and 977 have completed Stage Three since its launch in March 2007.</li> <li>Site Safe training – Site Safe is a not-for-profit health and safety organisation set up by the construction industry with the aim of reducing construction site injuries and deaths. A key component is the ‘Passport’, a four-hour health and safety induction course. 42,170 construction workers trained in the programme during the year.</li> <li>The number of ‘Live Passports’ (valid Passports held in the industry at any point in time) has continued to climb steadily; there are currently 83,367 Live Passports in the industry.</li> </ul>

continued

## Objective 2: Strengthen injury prevention capacity and capability *(continued)*

Key activity	Results achieved	Selected examples
<p>2.2. (continued)</p>		<p>More than 2500 people attended one of Site Safe's higher-level one- and two-day health and safety courses, including courses on workplace safety, supervisor gold card, and working safely at height.</p>
<p>2.3. Strengthen and promote new Māori-focused injury prevention competencies in individual and organisational educational and training programmes.</p>	<ul style="list-style-type: none"> <li>Efforts were maintained to strengthen the capacity of Māori-focused programme providers.</li> <li>Lead agencies leading other priority area strategies implemented initiatives to improve Māori providers' capacity and capabilities.</li> </ul>	<ul style="list-style-type: none"> <li>The Foundation Certificate in Injury Prevention (Te Aho Tapu) course continued being promoted among Māori, Pacific and ethnic providers. Of the 44 people who undertook the course, 10 were Māori practitioners. Planning was undertaken for a new marae-based Certificate course in 2007/08.</li> <li>Suicide Prevention Information New Zealand (SPINZ) and Te Rau Matatini completed nationwide consultation on developing Māori suicide prevention resources.</li> <li>The National Collective of Independent Women's Refuges released a new Māori Development Strategy and employed three Māori development staff to disseminate information and education nationwide for whanau, hapu and iwi.</li> <li>MoH funds the Ngati Hau Hauora Trust 'Violence Free Hapu' programme. Five Trust-run workshops on local marae resulted in the establishment of whanau support panels in the marae. MoH has evaluated the programme and decisions on further investment in this and similar programmes are under review.</li> <li>The five ACC Safer Rohe Regions held community-based leadership forums as a way to consult their respective communities and gain direction for future initiatives. The leadership forums support capacity-building workshops and 'train the trainer' sessions.</li> <li>A 'Whanau Nui' programme established in 2005 provides free swimming and water safety skills to whanau in Counties Manukau. Through this partnership with Injury Free Counties Manukau, WaterSafe Auckland and local swim schools, whanau and kohanga reo participation more than doubled during 2006/07. Subsequently 25% of whanau enrolled for paid lessons.</li> </ul>

continued

## Objective 2: Strengthen injury prevention capacity and capability *(continued)*

Key activity	Results achieved	Selected examples
<p>2.3. (continued)</p>	<ul style="list-style-type: none"> <li>ACC's Safer Rohe team facilitated training for Māori providers and participants in several of ACC's 'mainstream' programmes.</li> </ul>	<ul style="list-style-type: none"> <li>Safe2Go, New Zealand's national child restraint training programme, now has a dedicated trainer for te kohanga reo. In September 2006 the ACC Safer Rohe team and Te Kohanga Reo National Trust signed a letter of agreement for the provision of child restraint workshops and Safe2Go technician training. 200 people from Te Kohanga Reo Trust have received Safe2Go training and 1200 restraints have been issued through the ACC-funded 'child restraints for low income families' project.</li> <li>Safer Rohe hosted a number of ACC's two-day tai chi 'train the trainer' workshops. 40 trainers from the five Safer Rohe regions qualified and the Safer Rohe tai chi providers reached 400 older adults.</li> </ul>
<p>2.4. Strengthen and promote new injury prevention competencies and development opportunities for Pacific peoples and other ethnic groups in appropriate individual and organisational educational and training programmes.</p>	<ul style="list-style-type: none"> <li>The Foundation Certificate in Injury Prevention course was promoted among Pacific and ethnic providers.</li> <li>A range of initiatives was developed between government agencies and NGOs and delivered in collaboration with community groups and churches.</li> </ul>	<ul style="list-style-type: none"> <li>IPNANZ began developing a Pacific injury prevention strategy and secured MoH funding to recruit a Pacific manager.</li> <li>WaterSafe Auckland released a multilingual educational DVD targeting Asian and new migrant communities, promoting and demonstrating 'best practice' water safety in four key areas – pool, beach, boat and rock fishing.</li> <li>Safekids New Zealand, Communities Living Injury Free and the Auckland Refugees as Survivors Trust worked collaboratively to develop a new settler's 'train the trainer' child injury prevention resource. The resource forms a teaching programme especially tailored to refugee communities. This project was recognised as excellent at the Auckland City Mayoral Safety Awards.</li> <li>Ola Fa'asaoina (to save lives) operates from the Henderson Samoan church community. To date the project has addressed driver licensing, child car restraints, safety belts, speed, alcohol and road safety awareness. Results include an increase in licensed drivers and restraint use by adults and children and the development of a road safety culture in the community. The project has been externally evaluated and is supported by Plunket, New Zealand Police, ACC and Land Transport NZ.</li> </ul>

continued

## Objective 2: Strengthen injury prevention capacity and capability *(continued)*

Key activity	Results achieved	Selected examples
<p>2.5. Encourage and support the further development of researchers with expertise in injury prevention.</p> <p>This activity also relates to activity 6.4.</p>	<ul style="list-style-type: none"> <li>As discussed on page 10 ACC has developed a research and development strategy which outlines an approach to sustain research knowledge.</li> <li>A planned update on research centres was not carried out owing to timing issues with the new National Injury Prevention Programmes Database. The research centres report will be updated in 2007/08.</li> </ul>	<ul style="list-style-type: none"> <li>ACC, in collaboration with HRC, supported three candidates studying for PhDs – two at the Injury Prevention Research Unit at the University of Otago (IPRU) and one at the IPRC. Their research fields covered:               <ul style="list-style-type: none"> <li>The work-related determinants of health, safety and wellbeing of New Zealand workers</li> <li>An intervention to lower the risk of alcohol abuse among students</li> <li>Preventing falls in the home in the 25 to 55-year age group.</li> </ul> </li> <li>The Transport Research Strategy sets out the transport sector’s research needs for the short term. The Strategy addresses the key evidence challenges facing the sector and has a research work programme with priorities for the sector over the next five years.</li> <li>The second update on research centres will be published in 2007 and made available at <a href="http://www.nzips.govt.nz">www.nzips.govt.nz</a>.</li> </ul>



### Objective 3: Design and develop safe environments, systems and products

Key activity	Results achieved	Selected examples
<p><b>3.1.</b> Identify and promote effective interventions and approaches that support resourcefulness, resilience and respect, responsibility for self and others, and the development of healthy social and physical environments.</p>	<ul style="list-style-type: none"> <li>Information on key interventions and approaches was identified and collected through avenues including government agencies and NGOs.</li> <li>Government agencies shared information via the GISG on developments with the priority area strategies and implementation plans. The ICB included descriptions of a number of interventions and methods and, in some cases, results. The NZIPS website and IP News also referenced the information. A number of websites, such as those of IPNANZ, SCFNZ, the NZIPS and other government agencies, included information on new and existing interventions.</li> <li>Other initiatives aimed at promoting healthy social environments focused on intentional and unintentional injuries across the Strategy's six priority areas.</li> </ul>	<ul style="list-style-type: none"> <li>ACC funding for the New Zealand Police Alco-Link initiative has enabled this comprehensive intelligence product to be developed, tested and integrated into Police practice. Alco-Link has the potential to improve Police responses to alcohol-related crime. A fund for community projects using Alco-Link data has been established, and ALAC, New Zealand Police and ACC are joint members of the supporting Project Management Group.</li> <li>The Environmental Risk Management Authority (ERMA), in response to a request from Safekids NZ, developed a new standard (adopted in June 2006) requiring that dishwasher formulations have a pH level of 12.5 or less – to reduce injuries caused by children ingesting caustic powders.</li> <li>The Ministry of Education's 'Student Well-being Mental Health Education Initiative' was implemented in 100 schools. It is now being evaluated by the University of Auckland before a decision is made on rollout to further schools.</li> <li>Wellington City Council launched 'Wellington's New Zealand Retailers Code of Practice – Sensible Selling: Reducing Volatile Substance Misuse' in May 2007 in an endeavour to prevent substance abuse through collaboration between the Council and retailers.</li> <li>Key government agencies are supporting a reduction in family and sexual violence through membership of the Taskforce for Action on Violence within Families and the newly established Sexual Violence Taskforce.</li> </ul>

continued

### Objective 3: Design and develop safe environments, systems and products *(continued)*

Key activity	Results achieved	Selected examples
<p><b>3.1.</b> (continued)</p>	<ul style="list-style-type: none"> <li>The NZIPS Secretariat developed the New Zealand Injury Prevention Programmes Database<sup>3</sup>. The Database will serve as a channel for gathering and making available information on injury prevention initiatives, in all regions and nationally. It has been available on the NZIPS website since July 2007, and will be updated regularly.</li> <li>NGOs such as Plunket and Safekids NZ made an impact on product and environmental safety with successful advocacy work.</li> </ul>	<ul style="list-style-type: none"> <li>Collaborative projects include: <ul style="list-style-type: none"> <li>The 'Community Action Toolkit to Prevent Family Violence', which has been distributed throughout New Zealand</li> <li>The 'All About Me' pre-school personal safety module, which is being rolled out through early childhood education centres</li> <li>The 'Child Witnesses of Violence' two-year pilot and evaluation, which achieved its objectives and informed the rollout of the MSD 'Child Advocates' project</li> <li>The start of a literature review to establish best practice criteria for schools' abuse prevention programmes and a research project to explore young women's experiences of jealousy and ownership in dating relationships.</li> <li>The 'Towards Well-Being' youth suicide prevention programme monitored up to 570 young people at any one time, with 805 referrals to the programme during the year.<sup>2</sup></li> <li>The maintenance of this Database will continue in 2007/08. The project will identify and consider existing databases and identify opportunities to collaborate with relevant government agencies, NGOs and community groups on collating and sharing information through the database.</li> </ul> </li> </ul>
<p><b>3.2.</b> Work with the relevant regulatory and standard-setting bodies to improve and strengthen</p>	<ul style="list-style-type: none"> <li>NGOs such as Plunket and Safekids NZ made an impact on product and environmental safety with successful advocacy work.</li> </ul>	<ul style="list-style-type: none"> <li>Plunket, in association with agencies such as ACC and Safekids NZ, is advocating for legislation to ensure that children over the age of five are restrained in appropriate child restraints. This advocacy work included making submissions to the revision of the AS/NZS standard 1754: 2004 'child restraint systems for use in motor vehicles'.</li> </ul>

<sup>2</sup> The Towards Well-being Suicide Consultation and Monitoring Programme is a risk assessment, consultation and monitoring process established to support social workers in assessing and responding to suicide risk among young people in contact with Child, Youth and Family.

<sup>3</sup> The New Zealand Injury Prevention Programmes Database went online in July 2007. Visit [www.nzips.govt.nz](http://www.nzips.govt.nz) to search or add information to the database.

### Objective 3: Design and develop safe environments, systems and products *(continued)*

Key activity	Results achieved	Selected examples
<p>products, systems, environmental designs and standards to prevent injuries, whether intentional or unintentional.</p>	<ul style="list-style-type: none"> <li>Government agencies promoted initiatives to improve environmental design and standards. For example, the Crime Prevention Unit (CPU) supported the creation of a safety culture by helping to fund 'Crime Prevention through Environmental Design' (CPTED) projects. These projects involve activities such as funding site assessments within local authorities and providing advice, training and guidance on CPTED.</li> <li>Standards New Zealand developed and published more than 100 new standards. Many were joint projects with Standards Australia and several related to injury prevention with the aim of keeping New Zealanders safer.</li> <li>Information on standards released during 2006/07 and other injury prevention-related standards can be found at <a href="http://www.standards.co.nz">www.standards.co.nz</a>.</li> </ul>	<ul style="list-style-type: none"> <li>In July 2006, as a result of advocacy work led by SafeKids NZ, the Government introduced a regulatory mechanism banning the sale of dishwasher powders with a pH equal to or greater than 12.5. This will go a long way to minimise injuries caused by ingesting dishwashing powders.</li> <li>ACC drafted a guideline for 'Injury Prevention through Environmental Design' (IPTED), aimed at improving pedestrian, road and water safety and preventing falls through incorporating safety features into public space designs. IPTED targets urban planners, especially within local government, and supports the Ministry for the Environment's (MfE's) 'Urban Design Protocol'.</li> <li>WaterSafe Auckland's 'Your Pool. Your Responsibility' campaign, which involved all seven local bodies, was a catalyst for stakeholder discussions on pool safety and fencing. Subsequent nationwide discussions led to the Department of Building and Housing, Water Safety New Zealand (WSNZ) and Standards New Zealand funding the development of a new standard for pool fencing</li> <li>New safety-related standards released included:             <ul style="list-style-type: none"> <li>Falls prevention: AS/NZS 3838:2006 – Helmets for horse riding and horse related activities. The Standard specifies requirements for protective helmets for horse riding and horse-related activities, and is intended to mitigate the effects of an impact to the head.</li> <li>Drowning prevention: NZS 8500:2006 – Safety barriers and fences around swimming pools, spas and hot tubs. The Standard helps people to avoid swimming pool-related drownings by detailing options to deny, delay or detect unsupervised entry to swimming pool areas. It is intended to become a compliance document under the Building Code for new pools and to be used by local authorities in developing safe solutions for existing pools.</li> </ul> </li> </ul>

continued

### Objective 3: Design and develop safe environments, systems and products *(continued)*

Key activity	Results achieved	Selected examples
<p>3.2. (continued)</p>	<ul style="list-style-type: none"> <li>Government agencies worked with industry sectors to promote and update guidelines for workplace health and safety systems, through channels such as training programmes and consultation with industry groups.</li> </ul>	<ul style="list-style-type: none"> <li>Workplace health and safety: AS/NZS 1891.1:2007- Industrial fall-arrest systems and devices – Harnesses and ancillary equipment.</li> <li>In December 2006, the Civil Aviation Authority (CAA) worked with several government agencies and industry bodies to publish safety guidelines for farm airstrips (Safety Guideline, Farm airstrips and associated fertiliser cartage, storage and application).</li> <li>MoT consulted the rail sector on safety targets and began developing a rail safety strategy. The strategy’s development and industry consultation are still underway, with a discussion document scheduled for release in early 2008.</li> <li>DoL worked with other agencies such as ACC to develop a number of industry and activity-based health and safety guidance documents, including guidelines for the inshore fishing industry and a sawmill health and safety guide. DoL and ACC began reviewing the ‘How to implement safer work practices’ resource and developed a range of training and other guidance material for WHSS priority sectors.</li> <li>MNZ developed and published health and safety guidelines for the passenger and non-passenger sectors of the maritime industry, along with a ‘Code of Safe Working Practice for Merchant Seamen’.</li> <li>Fatigue guidance material for the commercial maritime sector was developed in conjunction with industry and subsequently published.</li> <li>MNZ began work on improving outcomes from Safe Ship Management, the safety management system in force for domestic commercial ships.</li> <li>MoJ continued to distribute and promote its CPTED DVD, developed to sit alongside the CPTED guidelines. The DVD is designed mainly to help local authorities ensure public space design reduces opportunities for crime and violence, providing users with a one-stop shop for best practice, case studies and demonstrations on how to undertake CPTED site assessments.</li> </ul>

continued

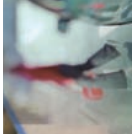
**Objective 3: Design and develop safe environments, systems and products (continued)**

Key activity	Results achieved	Selected examples
<p><b>3.3.</b> Promote and increase awareness of product safety through encouraging people to consider injury prevention impacts when making purchasing decisions</p>	<ul style="list-style-type: none"> <li>Approaches included public education, capability development, information dissemination through media training, safety awards, newsletters and websites.</li> <li>The water sector made several product safety improvements.</li> <li>A number of government agencies promoted the use of safe products, systems and standards through national and regional collaborations.</li> </ul>	<ul style="list-style-type: none"> <li>ACC and several national sporting bodies continued to promote the use of protective equipment in sport, for example mouth guards in rugby and wrist guards for snowboarders. ACC also worked closely with the Consumers’ Institute to test protective equipment and promote the use of safety equipment.</li> <li>ACC, in conjunction with DoL, commissioned an accredited ladder laboratory in Auckland to test 11 ladders based on the joint Australian/New Zealand Standard. Only four of the 11 ladders passed the safety tests, and as a result some manufacturers improved their ladder labelling and Kmart agreed to stop stocking the Sentinel SE10023 model.</li> <li>Dr Ian Calhaem developed and produced a flexible navigation flag with light plus reflective paddles to address the increasing number of collisions resulting from the low visibility of small craft at sea and in harbours.</li> <li>WaterSafe Auckland introduced secondary protection layers to the ‘Your Pool. Your Responsibility’ campaign, including the purchase of self-locking spa covers, pool alarms and pool covers. Retailers of pools and portable spa pools (particularly in the Auckland region) are promoting these safety products.</li> <li>In response to worldwide developments in vehicle safety technology, ACC began considering how this technology could reduce road injury trauma in New Zealand and how ACC could play a role in its uptake. ACC worked with Land Transport NZ, New Zealand Police and MoT to develop two campaigns to run in the 2007/08 year: a nationwide road show to encourage fleet owners to buy cars equipped with safety technology; and a television advertising campaign.</li> <li>The Family Violence Intervention Guidelines (launched in 2002) proved popular among primary care clinicians, including midwives, Plunket nurses and GPs. Additional staff have been trained in using the Guidelines and referrals for child and partner abuse have increased. In addition, the annual</li> </ul>

continued

### Objective 3: Design and develop safe environments, systems and products *(continued)*

Key activity	Results achieved	Selected examples
3.3. (continued)		<p>MoH audit of DHBs showed a 50% overall improvement in responsiveness to victims of family violence since the 2004/05 audit.</p> <ul style="list-style-type: none"> <li>The Department of Building and Housing released a second consultation document on a review of the Building Code. ACC consulted on this document as the code can have a major impact on reducing the incidence and severity of falls occurring in and around homes.</li> </ul>



## Objective 4: Maintain and enhance the legislative and policy framework supporting injury prevention

Key activity	Results achieved	Selected examples
<p><b>4.1.</b> Current safety-related law and other instruments, including legislation, regulations, standards and codes of practice, have been identified and information is updated and disseminated appropriately.</p>	<ul style="list-style-type: none"> <li>Agencies continued to review and enhance policies and safety-related law, where necessary, to improve safety outcomes. Information on this was widely promoted through agency websites and other channels.</li> </ul>	<ul style="list-style-type: none"> <li>The Unsafe Goods (Hot Water Bottles) Notice 2007 replaced the Unsafe Goods Notice (Rubber Hot Water Bottles) 2006, with new requirements including that hot water bottles supplied in New Zealand must comply with the British Standard for hot water bottles.</li> <li>New safety requirements for heavy vehicle brakes came into force. The Heavy-vehicle Brakes Rule aims to benefit all road users by improving the performance of heavy vehicle brakes and reducing crashes.</li> <li>New transport rules abolishing mandatory on-road driver licence testing for people aged 80 and over came into effect in December 2006. This was accompanied by an expansion to the 'Safe with Age' course, which is free for people aged 55 and over.</li> <li>Work on reviewing the Graduated Driver Licence Scheme and penalties for speeding, intersection and seat-belt-wearing offences will go before Cabinet in October 2007.</li> <li>As part of the Government's Quality Regulation Review, DoL, ACC, ERMA, MfE, CAA and MNZ are working together on a project to improve the interface between three key pieces of legislation: the Health and Safety in Employment Act 1992 (the HSE Act); the Hazardous Substances and New Organisms Act 1996 (the HSNO Act); and the Injury Prevention, Rehabilitation, and Compensation Act 2001 (the IPRC Act).</li> </ul>
<p><b>4.2.</b> Agencies provide practical and accessible guidance</p>	<ul style="list-style-type: none"> <li>New partnerships were established between government agencies, NGOs and community groups</li> </ul>	<ul style="list-style-type: none"> <li>ACC, ALAC and SPARC developed ClubMark, a sports club accreditation programme to promote effective infrastructures, with a focus on implementing effective health and safety practices, reducing sports injuries</li> </ul>

continued

## Objective 4: Maintain and enhance the legislative and policy framework supporting injury prevention (continued)

Key activity	Results achieved	Selected examples
<p>and advice with codes of practice, injury prevention standards etc.</p>	<p>to develop resources on injury prevention standards and codes of practice.</p> <ul style="list-style-type: none"> <li>Local authorities continued to administer initiatives to improve safety in their communities. Road safety initiatives were widespread and more in-depth initiatives on other injury settings were evident, particularly in areas operating WHO Safe Community models.</li> </ul>	<p>and reducing alcohol-related harm. ClubMark was implemented in 137 sports clubs in 2006/07.</p> <ul style="list-style-type: none"> <li>WaterSafe NZ redeveloped and updated the Guidelines for School Boards for the Safe Operation and Management of School Swimming Pools to educate boards of trustees on best practices in operating and managing school swimming pools.</li> <li>The CPU produced and actively promoted to local authorities a DVD that uses video interviews and site assessments to demonstrate CPTED principles and applications.</li> <li>Fatigue guidance material for the commercial maritime sector was developed in conjunction with industry and published. Trial seminars were held to train those working with the industry on developing and implementing fatigue management plans.</li> <li>Wellington's 'Courtenay Place Safety Programme' was developed to increase host responsibility and public safety within and around Courtenay Place. It focuses on encouraging 'bouncers' and other bar staff to take ownership of problems stemming from alcohol misuse.</li> <li>The 'South Dunedin Safer Streets' project (a winner in the 2006 New Zealand Community Safety and Injury Prevention Awards) improved access for pedestrians and cyclists in areas where they were at high risk of injuries. The project was jointly funded by Dunedin City Council and Land Transport NZ and involved 17 other community organisations.</li> </ul>
<p>4.3. Agencies promote and devote appropriate time and resources to enforcing their safety-related law and other instruments.</p>	<ul style="list-style-type: none"> <li>Government agencies' promotion and enforcement efforts were published and disseminated as required through websites, annual reports, newsletters and media statements. The NZIPS website is updated every two months, including</li> </ul>	<ul style="list-style-type: none"> <li>In February 2007 New Zealand Police launched the 'Speed Kills Kids' campaign, which enforced speed limits within 250 metres on each side of school boundaries. It was accompanied with a national media campaign.</li> <li>The National Road Safety Management Group proposed changes to legislation, with the introduction of demerit points instead of fines for speeding infringements. This will provide additional disincentives for speeding drivers, particularly young drivers.</li> </ul>

## Objective 4: Maintain and enhance the legislative and policy framework supporting injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p>4.3. (continued)</p>	<p>updates on agencies' promotion and enforcement work.</p> <ul style="list-style-type: none"> <li>There were several examples of improved safety practices across and within sector groups. Information on these was gathered through the GISG and SRG, the half-yearly reporting process, agency websites and newsletters such as ICB.</li> <li>Local authorities administered initiatives to improve safety in their communities. These included the ACC/local government engagement process and the CPU's promotion of the CPTED guidelines and DVD among local councils.</li> </ul>	<ul style="list-style-type: none"> <li>The Graduated Driver Licence Scheme and penalties for speeding, intersection and seat-belt-wearing offences were reviewed. These issues will go before Cabinet in October 2007.</li> <li>An HSE Act/HSNO Act/IPRC Act interface project jointly managed by DoL, ACC, ERMA, MfE, CAA and MNZ aims to make practical improvements to the way the Acts are administered and improve the interface between the agencies, thereby enabling businesses to better understand and comply with the Acts (see 4.1).</li> <li>The 'Just Another Fatigue Accident' project was launched in May 2005 and completed in April 2007, with the aim of reducing car fatalities along an 18-kilometre stretch of dangerous road between Pokeno and Mangatawhiri. The stakeholders were New Zealand Police, Transit New Zealand, ACC, Environment Waikato, Waikato District Council, Hauraki District Council, National Road Carriers, truck unions and the volunteer Fire Service.</li> <li>More information on these initiatives is provided under key activities in objectives 1, 5 and 9.</li> <li>ACC recognises that local authorities are major employers with a leadership role in community planning, and are integral to community safety and workplace safety for their employees. In 2006/07 ACC established injury prevention agreements and action plans with 23 local authorities representing 31% of New Zealand's councils.</li> <li>'Porirua Community Guardians' is an ongoing community safety programme that aims to make Porirua a safe city and reduce fear and crime through increased community ownership of public spaces. Activities include safety patrols (a team of 47 volunteers patrols an average of 100 hours a month) and crime prevention advice and education.</li> </ul>
<p>4.4. Agencies consider injury prevention</p>	<ul style="list-style-type: none"> <li>Agencies involved in injury prevention are aware of the NZIPS and receive updates from the NZIPS Secretariat.</li> </ul>	<ul style="list-style-type: none"> <li>Seven key agencies' accountability documents were reviewed to establish the extent of their reference to, and delivery of, particular responsibilities under their ascribed priority areas of the NZIPS. The review concluded</li> </ul>

continued

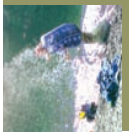
## Objective 4: Maintain and enhance the legislative and policy framework supporting injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p>implications (and NZIPS or priority area strategies) as part of their policy, legislative development and business planning processes.</p>	<p>During 2006/07 the NZIPS lead agencies' accountability documents were reviewed, and the findings presented to the agencies for their feedback. The report was tabled at the Injury Prevention Ministerial Committee meeting in February 2007.</p> <ul style="list-style-type: none"> <li>Each of the 11 organisations formulating the DPS Implementation Plan undertook to include the DPS in their strategic and business planning, and budgeting cycles.</li> <li>The DPS aims to enhance policy frameworks relating to water safety and drowning prevention.</li> <li>Several new policy-level 'plans' developed during the year used the NZIPS as a framework and provide direction for injury prevention activities.</li> </ul>	<p>that most agencies with lead responsibilities for delivering the NZIPS's six priority areas have suitable programmes to meet their responsibilities.</p> <ul style="list-style-type: none"> <li>The DPS featured in the strategic plans of key organisations such as WSNZ, Surf Life Saving NZ, WaterSafe Auckland and Swimming New Zealand, and is prominent in ACC's injury prevention strategic plan.</li> <li>MNZ and WSNZ undertook a mapping exercise on government and non-government policies and regulatory frameworks related to water safety.</li> <li>ACC developed an injury prevention strategic plan for 2007/08. It is based on the two NZIPS areas for which ACC is the lead agency, as well as other areas where injuries with serious consequences are apparent: at work, home, sport and on the road.</li> <li>Injury Prevention Waimakariri developed a business plan for 2007/08 outlining strategic goals with linked objectives and actions to the NZIPS that will form the framework for its injury prevention work in the coming year.</li> <li>Hawkes Bay DHB developed a strategy and action plan for preventing unintentional injury in Hawkes Bay. As a result, the DHB has identified injury priority areas and specific activities (both DHB and community based) that it can lead or to which it can contribute.</li> <li>In late 2006 ACC completed a Research and Development strategy to guide future research investment decisions.</li> </ul>

continued

## Objective 4: Maintain and enhance the legislative and policy framework supporting injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p>4.5. Review and identify the need for developing new injury prevention policy and safety legislation, where appropriate.</p>	<ul style="list-style-type: none"> <li>In February 2007, a Chief Executives' Injury Prevention Forum made up of representatives from the lead NZIPS agencies was established. At the Forum's first meeting, chief executives identified priorities for improving alignment and collaboration.</li> <li>The NZIPS Secretariat and GISG continued their work on reviewing options to improve the alignment of injury prevention policy.</li> <li>Work was done to streamline and clarify individual agencies' roles and responsibilities to ensure that safety-related legislation is being enforced appropriately.</li> </ul>	<ul style="list-style-type: none"> <li>A key driver was project work following the February 2007 Chief Executives' Forum Injury Prevention meeting, which sought to identify opportunities to improve planning, funding and delivery mechanisms between agencies in falls prevention, child safety and safety culture.</li> <li>The NZIPS Secretariat and Standards New Zealand began reviewing existing safety-related standards to identify gaps and development needs.</li> <li>Agencies collaborated and exchanged views on significant injury prevention policy developments, such as the ALAC strategic plan.</li> <li>The Quality Regulation Review, involving DoL, ACC, ERMA, MfE, CAA and MNZ (section 4.1) is a good example of agencies streamlining their roles and responsibilities.</li> </ul>



## Objective 5: Integrate injury prevention activity through collaboration and co-ordination

Key activity	Results achieved	Selected examples
<p>5.1. Strengthen existing and develop and implement new mechanisms for collaboration in and co-ordinating injury prevention activities at national, regional and community levels.</p> <p>This activity also relates to activities 1.1, 10.1 and 10.2.</p>	<ul style="list-style-type: none"> <li>Community and regionally-based injury prevention capacity was strengthened when the NZIPS Secretariat and MoH established a programme of regional forums and ongoing support for local providers. The programme will operate until June 2008 and involves 10 regions in New Zealand.</li> <li>This programme aims to establish and implement regional plans and improved mechanisms for collaboration and co-ordination.</li> <li>A range of best practice examples of cross-agency projects was identified and promoted via the NZIPS website and other organisations' websites and newsletters.</li> <li>SCFNZ worked with several local authorities engaged with</li> </ul>	<ul style="list-style-type: none"> <li>18 regional forums were held for practitioners involved in safety promotion and injury prevention. The 50 attendees at each forum represented government departments, DHBs, local authorities, Maori and Pacific organisations and voluntary organisations. Evaluations confirmed that attendees welcomed the opportunity to be updated on the NZIPS, how the Strategy could support their work, the Safe Community designation process, and injury prevention activities in their regions.</li> <li>A number of nationwide cross-agency projects were promoted through the NZIPS e-newsletter and website (<a href="http://www.nzips.govt.nz">www.nzips.govt.nz</a>). The initiatives described in this annual report further demonstrate the range of activities at community, regional and national levels to prevent and reduce the incidence of injuries.</li> <li>Designated Safe Communities demonstrate they have effectively established an infrastructure based on partnerships and collaborations, governed by a cross-sectional group. During the past 12 months SCFNZ has observed increased integration among Safe Communities, with the unintentional and intentional sectors working more collaboratively within the broader framework of community safety.</li> <li>North Shore City Council was New Zealand's sixth city to be accredited as a WHO Safe Community following a site visit in June 2006. The visit highlighted</li> </ul>

continued

## Objective 5: Integrate injury prevention activity through collaboration and co-ordination *(continued)*

Key activity	Results achieved	Selected examples
<p>5.1. (continued)</p>	<p>Safe Community accreditation – including communities well into the accreditation process and those still assessing their readiness for accreditation. SCFNZ is currently working with 19 local authorities including Christchurch, Tauranga, Rotorua and Porirua.</p> <ul style="list-style-type: none"> <li>The National Road Safety Committee (NRSC) continued to meet quarterly to coordinate the Government’s Road Safety to 2010 strategy and operations, and during the year considered and reviewed the effective implementation of road safety-related initiatives. The Committee comprises the chief executives of ACC, Land Transport NZ, Local Government New Zealand (LGNZ), MoT, New Zealand Police, the Ministry of Education and Transit New Zealand, with MoJ, MoH and DoL as associate members.</li> </ul>	<p>the gains made possible through a collaborative and committed approach from appropriate partners in reducing the burden of injury in a community. Activities that impressed the accreditation team included Rosmini College students’ demonstration of a positive safety culture through the ‘Playground Safety’ initiative and North Shore City Police’s approach to preventing crime and violence through which they have reduced their crime rate to one of the lowest in New Zealand.</p> <ul style="list-style-type: none"> <li>Waimakariri District was the first New Zealand city to be re-accredited as a WHO Safe Community in November 2006, with a programme incorporating injury prevention, crime prevention and road safety. The Waimakariri District Council presented its community development model at the February 2007 meeting of the Injury Prevention Ministerial Committee, which endorsed the model and agreed to it being promoted as an example of best practice in community engagement.</li> <li>Key activities included: <ul style="list-style-type: none"> <li>Establishing projects to increase vehicle buyers’ uptake of vehicle safety technology and better match injury data between agencies to improve policy and investment decisions</li> <li>Developing four new projects that will significantly improve road safety outcomes: infrastructure, vehicles including motorcycles, enforcement by Police in trial areas, and vehicle technology</li> <li>Reintroducing a working group to focus on motorcycle safety, with ACC as the lead agency</li> <li>Developing a sector-wide strategy for driver fatigue</li> </ul> </li> </ul>

continued

## Objective 5: Integrate injury prevention activity through collaboration and co-ordination *(continued)*

Key activity	Results achieved	Selected examples
<p>5.1. (continued)</p>	<ul style="list-style-type: none"> <li>The ACC Injury Prevention division forged significant new injury prevention partnerships.</li> </ul>	<ul style="list-style-type: none"> <li>ACC developed relationships with 15 DHBs to deliver joint injury prevention programmes, and sought advice and support from DHBs for the Falls Prevention Strategy (FPS).</li> <li>ACC partnered Plunket for the national delivery of the ‘Infant Safety Postal Pack’ initiative, which focuses on falls prevention and other key injury prevention messages for carers of children from birth to nine months.</li> <li>In August 2006, ACC and the New Zealand Fire Service signed a Memorandum of Understanding on injury prevention. As the first initiative, the organisations planned ‘Take Control’, a road-crash awareness project targeting young drivers and passengers in Hawkes Bay. The pilot project has direct links to existing skills-based road safety programmes such as ProDrive and Practice.</li> </ul>
<p>5.2. Strengthen existing and develop new mechanisms for collaboration in and co-ordination of injury prevention activities between Māori and other injury prevention partners at national, regional and community levels.</p> <p>This activity also relates to activities 1.1, 10.1 and 10.2.</p>	<ul style="list-style-type: none"> <li>The ACC Safer Rohe Partnership is based on establishing partnerships with Māori leaders and key organisations to increase the reach of successful interventions.</li> <li>IPNANZ continued to engage with organisations throughout the sector</li> </ul>	<ul style="list-style-type: none"> <li>The Māori Women’s Welfare League and other Māori organisations were engaged to deliver child falls prevention presentations to a minimum of 4,000 parents. The Māori Women’s Welfare League supported these presentations as a way of manaakitanga (caring ) for the most precious gift, their children.</li> <li>The Safer Rohe regions worked with road safety co-ordinators in promoting ACC’s ‘Drive to the Conditions’ messages by using speed trailers in and around Māori communities – kohanga reo, local marae and large employers. Companies such as Wiri Oil Services supported the project by using trailers on their campuses. Stakeholder feedback was positive.</li> <li>A contract between WSNZ and ACC enabled WSNZ to partner Māori in water safety initiatives. WSNZ provides a dedicated Māori Water Safety Strategy coordinator in Northland, Bay of Plenty and Waikato, responsible for informing and educating Māori, achieving tangible gains through consistent resource distribution and helping in getting children to learn to swim.</li> <li>‘Te Kupenga a Maui’, the IPNANZ Māori website, was launched and strongly endorsed by practitioners and others in the Māori community for the quality</li> </ul>

continued

## Objective 5: Integrate injury prevention activity through collaboration and co-ordination *(continued)*

Key activity	Results achieved	Selected examples
<p>5.2. (continued)</p>	<p>and disseminate information on issues relevant to Māori to enhance injury prevention programmes.</p>	<p>and range of information it provided.</p>
<p>5.3. Encourage collaboration in and co-ordination of injury prevention activity between Pacific groups, other ethnic groups, new migrants and other injury prevention providers at national, regional and community levels.</p>	<ul style="list-style-type: none"> <li>Forums in the Auckland region on 'prevention of drowning' involved Pacific communities through Pacific Injury Prevention Auckland and ACC's Pacific workforce. Asian communities were also part of this process through the Asian Network.</li> </ul>	<ul style="list-style-type: none"> <li>WaterSafe Auckland, supported by ACC funding and assisted by Injury Free Counties Manukau, led initiatives in drowning prevention awareness and education targeting Pacific peoples and Asian communities.</li> <li>A school-based pilot programme, also supported by ACC funding, developed aquatic safety skills and key competencies via classroom-based learning and practical application in a variety of aquatic contexts. The evaluation of this programme targeting years nine and ten Pacific and Asian youth, shows promise in areas of increased confidence, competence and critical thinking.</li> </ul>
<ul style="list-style-type: none"> <li>ACC worked in partnership with Asian and Pacific groups and workplaces to reduce injuries and raise participation in injury prevention activities in these communities.</li> </ul>	<ul style="list-style-type: none"> <li>ACC Injury Prevention Consultants worked with an Auckland car dealer to deliver road safety initiatives to the Asian community. These included child restraint clinics, workshops and large evening events to raise awareness and educate on road safety.</li> <li>During the year ACC and DoL worked with both Asian and Pacific groups on health and safety initiatives. These groups included the Asian residential construction sector in Auckland, and the Pacific Business Trust for the provision of health and safety training for small Pacific businesses.</li> <li>ACC Injury Prevention Consultants worked with Pacific health providers to improve their workplace health and safety. Health provider staff were provided with hazard identification and management training as well as Safe2Go child restraint training.</li> </ul>	<ul style="list-style-type: none"> <li>Drowning prevention initiatives in the Asian community included the development of a 'New Settler Water Safety' DVD, training courses and leadership kits for Asian youth. Teaching kits and resources were distributed to English for Speakers of other Language (ESOL) teachers at international and secondary schools.</li> <li>ACC Injury Prevention Consultants worked with an Auckland car dealer to deliver road safety initiatives to the Asian community. These included child restraint clinics, workshops and large evening events to raise awareness and educate on road safety.</li> <li>During the year ACC and DoL worked with both Asian and Pacific groups on health and safety initiatives. These groups included the Asian residential construction sector in Auckland, and the Pacific Business Trust for the provision of health and safety training for small Pacific businesses.</li> <li>ACC Injury Prevention Consultants worked with Pacific health providers to improve their workplace health and safety. Health provider staff were provided with hazard identification and management training as well as Safe2Go child restraint training.</li> </ul>

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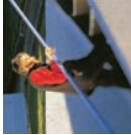
## Objective 5: Integrate injury prevention activity through collaboration and co-ordination *(continued)*

Key activity	Results achieved	Selected examples
<p>5.4. Identify and monitor improvements in collaboration and co-ordination between the injury prevention sector and other related sectors.</p>	<ul style="list-style-type: none"> <li>The GISG continued to identify and progress opportunities to improve collaboration between the intentional and unintentional injury areas.</li> <li>Information on activities and improvements in collaboration was published on the NZIPS website. Other channels included websites and newsletters of other government and non-government organisations such as Family and Community Services (MSD), SCFENZ and IPNANZ published by IPRC, the Safekids NZ, Family Violence Clearinghouse (refer page 50, activity 7.2) and Te Awatea Research Centre.</li> </ul>	<ul style="list-style-type: none"> <li>The NZIPS Secretariat presented at the Safer Communities Conference in August 2006, hosted by LGNZ and MoJ. The presentation focused on the links between intentional and unintentional injury.</li> <li>ACC and MSD's Family and Community Services worked together to redevelop the Community Action Toolkit to prevent Family Violence. The Toolkit was trialled in selected communities and feedback incorporated into the updated version. ACC engaged the CPU to ensure the IPTED resource complemented CPTED principles.</li> <li>ACC and MoH worked together on the 'Problem Solving Therapy' trial for suicide prevention in four New Zealand Emergency Departments. The three-month results from this research look promising, and discussions are underway on the project's future.</li> <li>MSD and NGOs collaboratively developed the 'SKIP' (Strategies with Kids, Information for Parents) programme. SKIP offers parents information on child development and appropriate ways to manage behaviour and different temperaments.</li> </ul>

continued

## Objective 5: Integrate injury prevention activity through collaboration and co-ordination *(continued)*

Key activity	Results achieved	Selected examples
<p>5.5. Strengthen existing and develop and implement new mechanisms for collaboration in and co-ordination of injury prevention research and evaluation.</p>	<ul style="list-style-type: none"> <li>• Arising from the implementation of new injury prevention strategies such as those relating to falls and drowning, research priorities and funding were identified.</li> <li>• The NZIPS Secretariat promoted research information through its website and IP News. The Secretariat will include information on injury prevention research and evaluation as part of its national database project.</li> </ul>	<ul style="list-style-type: none"> <li>• ACC developed a new Research and Development strategy that addresses its long-term priorities. The strategy aims to facilitate injury prevention research across government agencies with similar research needs/agendas.</li> <li>• In February 2007, ACC and MoH contracted the University of Otago to conduct 'Falls Optimisation Research'. This work investigates ways for ACC and MoH to optimise efficiency and effectiveness in funding future falls prevention programmes for older people. The results are due mid-2008.</li> <li>• Safekids NZ and IPRC published regular newsletters with information on national and international injury prevention research, projects and evaluations.</li> <li>• The School of Population Health at the University of Auckland continued to host IPLit, a database for references and links to books, reports, newsletters and journal articles of interest to New Zealand's injury prevention sector.</li> <li>• DoL worked with ACC to develop injury prevention programme evaluation models.</li> <li>• MfE and ERMA co-managed a research project on the potential for using measures of compliance with HSNO controls as a surrogate indicator for exposure to hazardous substances and the harmful effects that can result from such exposure.</li> <li>• ACC, HRC and DoL commissioned research on improving the control and management of noise in workplaces. This complements ACC research into the incidence and prevalence of noise-induced hearing loss.</li> <li>• SCFNZ produced an evaluation manual for injury prevention practitioners. Available on the SCFNZ website, the manual defines the purpose of evaluation, covers four evaluation types, includes a safe community logic model and provides a series of practical tools related to questionnaire design and analysis.</li> </ul>



## Objective 6: Advance injury prevention knowledge and information

Key activity	Results achieved	Selected examples
<p><b>6.1.</b> Ensure that information on the social and economic cost of injury is disseminated. This activity also relates to activity 8.1.</p>	<ul style="list-style-type: none"> <li>Information on the social and economic costs of injuries for priority areas was made available by government agencies and advisory groups. Subjects included road traffic crashes, occupational diseases, deaths by drowning, the impacts of fall-related injuries on the ACC Scheme, the health sector and at-risk individuals (especially older people).</li> </ul>	<ul style="list-style-type: none"> <li>Statistics New Zealand's annual release on work-related injury statistics, Injury Statistics: Claims for Work-Related Injuries (2005) was released in October 2006. The report is based on ACC claims statistics across industries and occupation groups.</li> <li>Safekids NZ emailed a bi-monthly KidsInfo Bulletin detailing new child injury prevention resources and research to more than 300 members of the injury prevention workforce, and hosted an 'Information and Resource Centre' database at <a href="http://www.safekids.org.nz">www.safekids.org.nz</a>.</li> <li>The IPNANZ Kaiwhakahaere National Manager Māori has a specific focus on addressing the social determinants of health in relation to injury and injury prevention for Māori. This information was disseminated through IPNANZ Update, a fortnightly electronic newsletter and Te Kupenga a Maui, the IPNANZ Māori website.</li> <li>To promote the FPS, ACC approached the chief executives of the 21 DHBs to profile the burden of falls on the ACC Scheme and the health sector.</li> </ul>
<p><b>6.2.</b> Improve injury surveillance systems, including the provision of quality ethnicity data.</p>	<ul style="list-style-type: none"> <li>After reviewing ethnicity measurement in 2004, Statistics New Zealand promulgated a new data standard and worked with agencies throughout the official statistics sector to implement it. This standard is now the official standard for agencies.</li> <li>The New Zealand Injury Prevention Strategy: Chartbook of Serious</li> </ul>	<ul style="list-style-type: none"> <li>The Asian Health Chart Book 2006 was one of a series of monitoring reports produced by MoH's Public Health Intelligence Unit on the health of ethnic groups – the first to provide comprehensive information on the health of Asian New Zealanders.</li> <li>In accordance with data protocols with Statistics New Zealand, the Public Health Intelligence Unit progressed work on adopting a 'Total Response' method for calculating ethnicity rates for health-related data.</li> <li>This report is the third in a series of chartbooks released by the NZIPS Secretariat to track the rate of non-fatal serious injuries in the life of</li> </ul>

continued

## Objective 6: Advance injury prevention knowledge and information *(continued)*

Key activity	Results achieved	Selected examples
<p>6.2. (continued)</p>	<p>Injury Outcome Indicators for Māori 1995-2004 was published in May 2007.</p> <ul style="list-style-type: none"> <li>The NZIPS Secretariat and IPRU began developing indicators to measure and classify less serious injuries, e.g. those that are a threat to impairment.</li> <li>The Injury Information Manager (Statistics New Zealand) is developing an integrated approach to the dissemination of injury information. Over the next year, the reporting programme will increase to cover hospitalised non-fatal injury (based on the NZIPS Serious Injury Indicators Chartbook). In the next three years, further information on fatal injuries and all six NZIPS priority areas will be combined into a single annual report.</li> <li>A whole-of-government project began to improve occupational disease surveillance and the coordination of occupational injury data. Co-led by DoL and MoH, the project also involves ACC, MNZ, CAA, MoT, ERMA, MfE and Statistics New Zealand.</li> </ul>	<p>the Strategy. In February 2006 the Secretariat released two chartbooks<sup>4</sup> depicting the fatal and serious injury rates of 'all population' and 'children'. The two chartbooks are being updated using 2005 hospitalisation and 2003 mortality data (see page 10 for more information). <a href="http://www.nzips.govt.nz">www.nzips.govt.nz</a></p> <ul style="list-style-type: none"> <li>The project will continue during 2007/08 and further review the feasibility of using ACC lump sum data as a basis for developing the indicators.</li> <li>Statistics New Zealand has, for the past five years, published an annual report on work-related injury statistics based on ACC data and reports on claim numbers for work-related injuries. The report covers characteristics such as injured workers' gender, occupation and industry.</li> <li>Other agencies regularly publishing and disseminating injury-related statistics via websites included ACC, Land Transport NZ, IPRU and MoH.</li> <li>This work aims to improve the analysis of data from existing systems, with the information leading to improved reporting and prevention. The next major step is consultation with key stakeholders, including medical experts and government agencies.</li> </ul>

<sup>4</sup> The Chartbook of NZIPS serious injury outcome indicators 1994 – 2004 and the Chartbook of NZIPS serious injury outcome indicators for children 1994 – 2004

continued

## Objective 6: Advance injury prevention knowledge and information *(continued)*

Key activity	Results achieved	Selected examples
<p><b>6.2.</b> (continued)</p>	<ul style="list-style-type: none"> <li>The National Occupational Safety and Health Advisory Committee (NOHSAC) published a report on the “surveillance and control of workplace exposures in New Zealand” stressing the importance of an effective surveillance system for improving New Zealand’s performance in preventing work-related diseases and injuries.</li> </ul>	<ul style="list-style-type: none"> <li>The new report built on and complemented a previous NOHSAC report on the “surveillance of occupational disease and injury in New Zealand”, which recommended a major emphasis on measuring workplace diseases and injuries.</li> </ul>
<p><b>6.3.</b> Information on the injury burden, risk factors and interventions is identified to inform the further development and implementation of national strategies</p>	<ul style="list-style-type: none"> <li>Information on the burden of injury, risk factors and interventions was identified and disseminated by agencies such as ACC, DoL, IPRU and IPANZ.</li> <li>A project aimed at promoting rock-fishing safety education and determining the effect of this education on Auckland’s west coast fishers’ safety practices and beliefs was completed in December 2006. It was conducted jointly by WaterSafe Auckland, Surf Life Saving Northern and the Faculty of Education at the University of Auckland.</li> <li>The above agencies together with Faculty of Education Research Committee, University of Auckland were also involved in a project on the water safety-related supervision of young children at beaches.</li> </ul>	<ul style="list-style-type: none"> <li>IPRU’s online ‘National Injury Query System’ helps to generate statistics on specific injury issues such as intent, age groups and mechanisms. IPRC and agencies such as Safekids NZ and SCFNZ also disseminate regional and national information on the injury burden and interventions through their newsletters and websites. Safekids NZ has commented positively on the value of the IPRU online system.</li> <li>The 2006 West Coast Rock Fishing Safety Report identified the risks of rock fishing on the Auckland region’s west coast. Key findings in the 2006/07 report included improved perceptions of the risk of drowning (a 20% increase from the 2006 research) and an increase in awareness that lifejackets make fishing a lot safer (up by 9% from 2006). The 2006 West Coast Rock Fishing Safety Report and 2007 follow-up report are available at <a href="http://www.watersafe.org.nz">www.watersafe.org.nz</a>.</li> <li>The research on supervising young children at beaches aimed to observe supervisory behaviours, ascertain the water safety skills, knowledge and perceptions of caregivers and make recommendations for strategies to enhance caregiver understanding of, and practice in, the supervision of young children.</li> </ul>

continued

## Objective 6: Advance injury prevention knowledge and information *(continued)*

Key activity	Results achieved	Selected examples
<p>6.4. Provide information to inform the development and implementation of injury prevention initiatives and focus research strategies on key injury issues.</p> <p>This activity also relates to activities 2.5, 7.2, 7.4 and 7.5.</p>	<ul style="list-style-type: none"> <li>ACC continued to fund injury prevention research, including specific research on occupational safety and health issues, through the Joint Research Portfolio with DoL and HRC.</li> <li>Many of the other GISG agencies supported research into injury prevention and safety matters.</li> </ul>	<ul style="list-style-type: none"> <li>ACC has for the past three years purchased its core injury prevention research via dedicated centres at the University of Otago (IPRU) and University of Auckland (IPRC). Major IPRU programmes included 'A brief child safety intervention: Reducing injury among the under 5s', and 'Identification of risk factors for non-submerston swimming injury'. The major IPRC study aimed to identify risk factors for falls in the home that result in hospitalisations in the 26 to 60-year age group.</li> <li>ACC, DoL and HRC co-fund research programmes to reduce the incidence of occupational injuries and diseases. The current research programme delivered by the IPRU is: 'Effective occupational health interventions in agriculture: key characteristics of their development and implementation in New Zealand'. The funders have agreed to commit all their funding for the next three years (\$1.7 million) to research into the epidemiology and prevention of work-related noise-induced hearing loss.</li> <li>The noise-induced hearing loss research aims to establish a knowledge base that will identify the nature and extent of the problem in New Zealand in both work and non-work environments, and enable the development of effective interventions. The research is in its early stages; a report will be completed by March 2008.</li> <li>To inform the implementation of the DPS, ACC convened a sector-wide group to identify research priorities for the Strategy.</li> <li>ALAC and New Zealand Police are funding a joint research project to evaluate ways to maximise the effectiveness of Controlled Purchase Operations (CPOs) – an important enforcement and monitoring tool to ensure that premises licensed to sell alcohol comply with the minimum legal purchase age.</li> <li>DoL is working on a literature review highlighting the links between health, safety and productivity, and will promote it through a series of videos to be produced and completed by June 2007.</li> </ul>

continued

## Objective 6: Advance injury prevention knowledge and information *(continued)*

Key activity	Results achieved	Selected examples
<p>6.4. (continued)</p>		<ul style="list-style-type: none"> <li>Youth 2007 is a whole-of-government initiative that aims to survey 10,000 young New Zealanders about their experiences and attitudes with an emphasis on health and wellbeing. It is a follow-up to Youth 2000, which surveyed almost 13,000 students from 114 New Zealand schools. Data collection is underway and due to be completed by the end of the 2007 school year.</li> <li>New Zealand Police was involved in the funding and key research phase of the Multi-Agency Liquor Enforcement study, which was trialled in three New Zealand locations. The study looked at the roles of multi-agency enforcement in reducing alcohol-related harms.</li> </ul>
<p>6.5. Identify and monitor methods to measure changes in safety cultures and safe environments.</p>	<ul style="list-style-type: none"> <li>The NZIPS Secretariat undertook a national population-based safety culture survey in May 2007 to establish a baseline for measuring future changes in beliefs, values and attitudes that support the prevention of injury.</li> </ul>	<ul style="list-style-type: none"> <li>The safety culture survey involved a sample of 1,000 people, with overrepresentation from young males and Māori, Pacific peoples and Asian populations. The research findings included three key measures: 'Everyone is at risk of injury and harm' (baseline measure 29%); 'Consequences of injury and harm are far reaching' (baseline measure 80%); and 'Accidents and injuries are preventable' (baseline measure 53%). The Strategy's 2005/08 Implementation Plan seeks a 10% increase in awareness of the above measures. A further survey will be conducted after two years to measure changes from the baseline.</li> <li>MoT published its annual Public Attitudes Survey, which has been undertaken periodically since 1974 and annually since 1994. It evaluates attitudes to road safety issues, primarily alcohol-impaired driving and speed. <a href="http://www.transport.govt.nz/2006-survey-2/">www.transport.govt.nz/2006-survey-2/</a></li> </ul>
<p>6.6. Identify appropriate avenues for disseminating injury and injury prevention information to a range of stakeholders. This activity also relates to activity 1.3.</p>	<ul style="list-style-type: none"> <li>The NZIPS Secretariat and other agencies disseminated injury-related information through forums such as IPNANZ workshops, regional forums, website updates, newsletters (NZIPS and ICB) and conferences.</li> </ul>	<ul style="list-style-type: none"> <li>The NZIPS website has links to more than 200 external sites. The Secretariat provided support and resources for various forums, workshops and newsletters during the year, including Safety NZ Week, ICB and IP News.</li> <li>SCFNZ informed individuals, groups, communities and agencies of the need to address the injury burden through 42 fact sheets highlighting injury statistics and injury prevention models and approaches. <a href="http://www.safecommunities.org.nz">www.safecommunities.org.nz</a></li> </ul>



## Objective 7: Develop and implement effective injury prevention interventions

Key activity	Results achieved	Selected examples
<p>7.1. Review data to identify risk and protective factors on a regular basis to inform evidence-based models of best practice injury prevention, across and within the six injury prevention priority areas.</p>	<ul style="list-style-type: none"> <li>Community agencies such as New Plymouth Injury Safe (NPIS) and agencies involved with road safety, falls prevention and intentional injuries commissioned research on risk and protective factors to inform the development of best practice initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>The 'South Waikato and Taupo Target 2010' project was initiated to reduce the severity of crashes on a section of State Highway 1. There were 803 reported crashes on the 200-kilometre stretch of road from Piarere to the Desert Road summit between 1998 and 2002, of which 118 were fatal or serious. A multi-agency team including New Zealand Police, Transit New Zealand, Land Transport NZ, ACC, Environment Waikato, the University of Waikato and road safety co-ordinators evaluated the situation and found that a key cause was driver deviation from lanes. The project implemented improvements such as significant lengths of audio-tactile edge lines and centre lines. Since its completion in March 2006, fatal and serious crashes have significantly reduced and the annual social costs have reduced from \$34 million (2002-2006) to \$12 million in 2006/07.</li> <li>In 2006 the Taranaki DHB Health Promotion Unit commissioned (for NPIS) the New Plymouth District Community Injury Prevention Needs Assessment. The Needs Assessment aimed to compile relevant statistical and qualitative information on injuries in the New Plymouth district. NPIS will use the information to monitor progress in reducing the incidence and severity of injury and identify future injury prevention priorities and strategies.</li> <li>Victoria University of Wellington completed a literature review of research on the health impacts of violence, including sexual violence, for the MoH.</li> <li>ACC funded IPRC to investigate non-fatal falls in the 25 to 60-year age group that occur in the home and result in hospitalisation. The study found a relationship between three factors and the risk of an unintentional fall:             <ul style="list-style-type: none"> <li>– Two or more prescribed medications</li> <li>– Not having enough regular exercise</li> </ul> </li> </ul>

continued

## Objective 7: Develop and implement effective injury prevention interventions (continued)

Key activity	Results achieved	Selected examples
<p>7.1. (continued)</p>	<ul style="list-style-type: none"> <li>The ALAC website has information and reports on what, when and how people drink, along with data on the serious consequences of drinking (including injuries).</li> </ul>	<ul style="list-style-type: none"> <li>Drinking in the previous six hours – the study showed that risk increased with the number of drinks consumed.</li> <li>The British Medical Journal published the results of research into the elimination of serious spinal injuries in rugby. The study showed that the number of permanently disabling spinal injuries in New Zealand rugby has markedly decreased following the introduction of RugbySmart and demonstrated the need for comprehensive surveillance systems for evaluating such initiatives in sport.</li> <li>The Alco-Link database, established in 2005, is a nationally consistent system for collecting, collating, analysing and disseminating information on the link between alcohol and offending. Alco-Link's success depends on partner agencies using the enhanced data to minimise alcohol-related harm.</li> <li>In 2006, ALAC published a Review of Workplace Based Alcohol and Other Drug Interventions, which identified international best practices in workplace early intervention. The review highlighted the potential for delivering alcohol and other drug early intervention programmes via channels such as occupational health nursing. <a href="http://www.alac.org.nz">www.alac.org.nz</a>.</li> </ul>
<p>7.2. Identify, develop, implement and fund proven and promising initiatives within and across the six injury prevention priority areas and other emergent injury areas.</p> <p>This activity also relates to activities 6.4 and 8.2.</p>	<ul style="list-style-type: none"> <li>A number of proven and promising interventions were delivered across the six priority areas. The examples presented in this report are indicative of the wide range of activities happening throughout the sector.</li> <li>Lead agencies provided updates to the Secretariat through the annual reporting process and the half-yearly reports presented to the Injury Prevention Ministerial Committee.</li> </ul>	<ul style="list-style-type: none"> <li>Safe2Go (New Zealand's national child restraint training programme supported by ACC and Land Transport NZ) trained 1,042 Safe2Go technicians, successfully trialled a new way for experienced technicians to re-certify, and increased its reach. The programme achieved its 2006/07 target of improving child restraint wearing rates by at least 1%.</li> <li>Launched in May 2006, FishSAFE aims to reduce the high rate of injuries in the small commercial fishing industry. Initiatives include safety guidelines, hazard management training workshops for inshore fishermen and a mentoring programme. Mentors help to co-ordinate local workshop training and provide one-to-one follow-up and support. FishSAFE was developed by the fishing industry in conjunction with MNZ and ACC.</li> </ul>

continued

## Objective 7: Develop and implement effective injury prevention interventions (continued)

Key activity	Results achieved	Selected examples
7.2. (continued)	<ul style="list-style-type: none"> <li>Information on proven and promising initiatives being implemented was collected and published in forums such as the NZIPS website, IP News and on the websites of lead agencies such as Land Transport NZ. Other communication channels included ICB, the New Zealand Family Violence Clearinghouse website and e-newsletter and injury prevention conferences.</li> </ul>	<ul style="list-style-type: none"> <li>MINZ began work on improving the outcomes of Safe Ship Management, a safety management system for domestic commercial ships that has a heavy focus on health and safety. Guidelines to help owners write their own safety management plans are to be launched in the 2007/2008 year and a supporting mentoring scheme is being developed.</li> <li>The Violence Intervention Programme, which supports early intervention in DHB services, will receive additional funding support from 1 July 2007 to appoint family violence co-ordinators. The programme includes resources and an upgraded website at <a href="http://www.moh.govt.nz/familyviolence">www.moh.govt.nz/familyviolence</a>.</li> <li>MoH continued to provide funding for community injury prevention programmes such as Communities Living Injury Free (Auckland City), falls prevention programmes and iwi-based child restraint loan schemes.</li> <li>MoH funded the 'Postvention Support Initiative' for those who are bereaved by suicide or affected by suicide attempts. Delivered by Clinical Advisory Services Aotearoa and Victim Support, it is currently in the planning and establishment phase.</li> <li>The New Zealand Family Violence Clearinghouse is the national centre for collating and disseminating information about domestic and family violence. Its website (<a href="http://www.nzfvc.org.nz">www.nzfvc.org.nz</a>) is the central access point for the latest information on effective family violence prevention and has links to current initiatives and events, funding and training opportunities, and research and evaluation news.</li> </ul>

continued

## Objective 7: Develop and implement effective injury prevention interventions *(continued)*

Key activity	Results achieved	Selected examples
<p><b>7.3.</b> Enable communities to build their capacity to develop behavioural and environmental approaches to minimising the risk of alcohol-related injuries.</p>	<ul style="list-style-type: none"> <li>ALAC's social marketing campaign for changing the drinking culture towards moderation progressed well. Monitoring showed excellent progress, with 96% total net awareness of the 'alter-ego' TV commercials. Initiatives such as the Christchurch Central City Alcohol Accord, which targets alcohol consumption, are having a positive effect on reducing alcohol-related harm.</li> <li>The ALAC toolkit 'Planning for Alcohol in the Community' was launched. It was extensively promoted to local authorities and supported by community-related alcohol activity sponsored by ACC.</li> </ul>	<ul style="list-style-type: none"> <li>The proportion of surveyed adults thinking about cutting back their drinking rose from 19% in 2005/06 (when the campaign began) to 27% in June 2007. Other stakeholder organisations are now promoting the need for drinking culture change.</li> <li>Introduced in October 2006, the Christchurch Central City Alcohol Accord aimed to stop the migration of alcohol-affected individuals and groups between bars and areas within the central city, which had resulted in a disproportionately high rate of serious offending such as common assaults and sexual assaults. An independent evaluation of the Accord by ALAC and ACC showed that the number of serious offences – grievous assaults, sexual attacks and robberies – fell during the six-month trial period from October 2006 to March 2007, by as much as 21% compared with the same period in 2005/06.</li> <li>More than 274 toolkits were provided to local communities. ALAC created a new Project Manager position to work with district councils and local authorities in developing local alcohol strategies.</li> <li>ACC continued work on an alcohol programme to reduce entitlement claims emerging from substance-related harm. Local projects were developed with community stakeholders to support the ALAC culture change programme, e.g. projects targeting licensed and off-licensed premises, compliance with the Sale of Liquor Act and education and enforcement activities and supporting a focus on the whole population with special consideration for young people and Māori and Pacific peoples.</li> </ul>
<p><b>7.4.</b> Identify, develop, implement and fund culturally appropriate injury prevention programmes which respond to the needs of Māori across and within the six injury</p>	<ul style="list-style-type: none"> <li>Lead agencies such as MSD, MoH, MoJ and ACC continued to grow and develop injury prevention initiatives and programmes responding to the needs of Māori. Initiatives included strategy development, partnerships and programme delivery.</li> </ul>	<ul style="list-style-type: none"> <li>The Māori Reference Group advised the Taskforce for Action on Violence within Families on all aspects of its work. The Taskforce agreed to expand membership to include a member of the Māori Reference Group.</li> </ul>

continued

## Objective 7: Develop and implement effective injury prevention interventions *(continued)*

Key activity	Results achieved	Selected examples
<p>prevention priority areas.</p> <p>This activity also relates to activities 6.4 and 8.2.</p>	<ul style="list-style-type: none"> <li>The launch of the New Zealand Suicide Prevention Strategy 2006-2016 in June 2006 required the 'Kia Piki Te Ora O Te Taitamariki' programmes to transition from having a youth focus to taking an all-ages approach. This work is underway, with the transitioned services to be known as 'Kia Piki Te Ora Public Health Suicide Prevention Programmes'.</li> <li>ACC's Safer Rohe programme works in partnership with iwi groups, marae committees, employers, community organisations and government agencies to deliver injury prevention initiatives to the community, targeting the Māori population. The programme covers the Far North, South Auckland, Waikato, Gisborne East Coast and Wairarapa.</li> <li>GISG agencies such as MoJ, Te Puni Kokiri and ALAC developed culturally appropriate programmes targeting Māori youth and alcohol-related harm.</li> </ul>	<ul style="list-style-type: none"> <li>As a component of 'Kia Piki Te Ora O Te Taitamariki', MoH funds nine providers to deliver suicide prevention services. In 2006 two further sites were established.</li> <li>ACC's entitlement claims are on the rise for Māori in both the road and home environments. ACC and the community work together on interventions to reduce these injuries. Key projects implemented in 2006/07 related to road fatigue, adult and child restraints, falls prevention and alcohol focusing on the Māori Warden 'Ready Response' pilot.</li> <li>CPU provided funding to identify and develop a culturally appropriate sexual safety programme for Māori youth. The programme aims to increase taiohi Māori awareness and knowledge of offending behaviours, sexual safety and models of healthy relationships.</li> <li>Te Puni Kokiri is funding 'Te Ara Poka Tika – Project Walkthrough', a programme developed by ALAC to help Māori Wardens in their role in preventing alcohol-related harm. The programme has been well received and evaluated. ALAC remains an active partner in the project.</li> </ul>

continued

## Objective 7: Develop and implement effective injury prevention interventions *(continued)*

Key activity	Results achieved	Selected examples
<p>7.5. Identify, develop, implement and fund culturally appropriate injury prevention programmes which respond to the needs of Pacific peoples and other ethnic communities across and within the six injury prevention priority areas.</p> <p>This activity also relates to activities 6.4 and 8.2.</p>	<ul style="list-style-type: none"> <li>Work continued on developing and using culturally appropriate programmes for Pacific peoples and other ethnic communities. Implementation plans for the new Falls and Drowning Prevention Strategies included a focus on Pacific peoples and other ethnic communities.</li> </ul>	<ul style="list-style-type: none"> <li>The Pacific Advisory Group advised the Taskforce for Action on Violence within Families on all aspects of its work. The Taskforce agreed to expand membership to include a member of the Pacific Advisory Group.</li> <li>The multilingual 'New Settler Water Safety' DVD promotes water safety to Asian and new migrant communities in four key areas – pool, boat, beach and rock fishing. It demonstrates best practice water safety, such as the correct safety equipment to wear and use. This is a project between WaterSafe Auckland, WSNZ and ACC.</li> <li>WaterSafe Auckland, ProCare Health, Sport Auckland and the Somalian Community Association developed a swimming and water safety programme for Muslim women. Results include better mental and physical health, an appreciation of the value of learning how to swim and acknowledgment.</li> </ul>



## Objective 8: Ensure appropriate resource levels for injury prevention

Key activity	Results achieved	Selected examples
<p><b>8.1.</b> Ensure that appropriate resourcing is allocated at the government level for evidence-based injury prevention, primarily within and across the six injury prevention priority areas.</p> <p>This activity also relates to activity 6.1.</p>	<ul style="list-style-type: none"> <li>Increased funding was allocated to initiatives in priority areas such as suicide and falls prevention.</li> </ul>	<ul style="list-style-type: none"> <li>The Government committed \$23.1 million to suicide prevention programmes between 2007 and 2011. This includes funding for Emergency Department guidelines and pilot suicide prevention co-ordinator positions, and support for the 'National Depression Initiative'.</li> <li>The Government also announced an investment of \$5.9 million over the next four years in a social marketing campaign to raise awareness of the risks of taking drugs and in an online drug evidence-based database to support this initiative.</li> <li>ACC invested more funding to increase the reach of evidence-based interventions targeting at-risk older adults, and funded a research project to determine the optimal mix of falls interventions to the older-adult target group.</li> <li>Under the FPS, ACC increased its funding of falls prevention by expanding the reach of proven interventions. ACC also encouraged DHBs to get more actively involved in falls prevention, and new partnerships and pilot projects are emerging as a result.</li> <li>Objective three of the DPS focuses on maximising the effectiveness of existing funding and ensuring adequate funding sector-wide. A new Drowning Prevention Council to be established in 2007/08 will undertake an economic analysis to inform recommendations for future resourcing.</li> </ul>
<p><b>8.2.</b> Ensure sustainable funding arrangements are in place to support</p>	<ul style="list-style-type: none"> <li>Overall, the level of resourcing for injury prevention, across the government sector, was sustained and new expenditure was allocated</li> </ul>	<ul style="list-style-type: none"> <li>ACC invested \$40 million in all injury prevention activities, including programme development, delivery, research and promotional activities. This included a focus on road, sport, home and workplace injuries.</li> </ul>

continued

## Objective 8: Ensure appropriate resource levels for injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p>effective injury prevention efforts at national and community levels. This activity also relates to activities 7.2, 7.4 and 7.5.</p>	<p>in some areas, such as family violence and suicide prevention. Local government expenditure on injury prevention was particularly evident in areas recently designated as WHO Safe Communities.</p>	<ul style="list-style-type: none"> <li>As a first step to putting the non-government sector on a sustainable footing, Budget 2006 invested \$9 million over four years in services working to prevent family violence.</li> <li>MSD worked with government and non-government agencies to develop 'Pathway to Partnership', a five-year plan with the aim of building effective and sustainable community-based child and family services, including services that focus on preventing family violence, child abuse and neglect. Budget 2007 provided \$20.4 million for Pathway to Partnership over the next two years as an important first step to supporting the community sector's work with children and families.</li> <li>The 'Mauri Ora Framework' was developed to enable Māori to address whanau violence in a culturally appropriate and meaningful way. Budget 2007 invested \$2 million over the next year in training and supporting people working to prevent violence in Māori whanau and communities. The new funding will see ongoing training support, resources and services for 60 family violence prevention practitioners, including those delivering Mauri Ora training.</li> </ul>



Objective 9: Develop, implement and monitor national injury prevention strategies for priority areas

Key activity	Results achieved	Selected examples
<p>9.1. Support the further development and implementation of the national injury prevention strategies within the six priority areas.</p>	<ul style="list-style-type: none"> <li>• <b>Motor Vehicle Traffic Crashes – Road Safety to 2010 Strategy (MoT).</b></li> <li>• The 2006 road toll of 392 was the lowest since 1960. A series of stakeholder engagement ‘See You There ... Safe As!’ workshops was held around the country in 2006 to discuss road safety issues with communities. The feedback and ideas were used to develop detailed proposals for consideration by the Government and will inform the future development of the Road Safety Strategy. The ‘Safe As’ website was launched and the output from the workshops posted on the site.</li> <li>• <b>Assault – New Zealand Family Violence Prevention Strategy (MSD)</b></li> <li>• To advise the Government on how to improve the way family violence is addressed the Taskforce for Action on Violence within Families was established in 2005. It reflects the principles of, and builds on, Te Rito – the New Zealand Family Violence Prevention Strategy (2002).</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation continued of the Government’s Road Safety to 2010 strategy. Policy options for reducing the crash rate among young and novice drivers were developed, as were policy options for targeting speed, red light and other intersection and seat-belt offences. Legislation to make New Zealand’s drug-driving legislation more robust was also developed, while work to establish a policy framework for driver fatigue is ongoing.</li> <li>• The NRSC identified and initiated projects in other key road safety priority areas, such as infrastructure, vehicle safety technology, serious injury data and the establishment of trial areas for road safety initiatives. It also published the ‘Road Safety Education Strategic Framework’.</li> <li>• Highlights of the Taskforce’s work included: <ul style="list-style-type: none"> <li>• MSD (Family and Community Services) and the Families Commission leading the development of the Taskforce’s ‘Campaign for Action on Family Violence’. The Campaign is based on evidence that everyone in society has to promote a culture of non-violence if we are to achieve the Taskforce vision. 33 community groups were funded to develop local projects to prevent family violence</li> </ul> </li> </ul>

continued

## Objective 9: Develop, implement and monitor national injury prevention strategies for priority areas *(continued)*

Key activity	Results achieved	Selected examples
<p>9.1. (continued)</p> <ul style="list-style-type: none"> <li> <b>Assault - Safer Communities: Action Plan to Reduce Community Violence and Sexual Violence (Moj)</b> </li> </ul>	<p>The vision of the Taskforce for Action on Violence within Families is that all families and whanau have healthy, respectful, stable relationships, free from violence.</p> <ul style="list-style-type: none"> <li>The Taskforce for Action on Sexual Violence was established in July 2007 for a two-year period. Its role is to lead and coordinate inter-agency action to prevent and respond to sexual violence.</li> <li>The 'Alcohol Related Violence' and 'Violence in Public Places' priority areas of the Action Plan were completed.</li> <li>The 'Sexual Violence' and 'Attitudes to Violence' priority areas are underway, including oversight of the 'Sexual Violence' priority area by the inter-agency Sexual Violence Project Team, established in May 2006.</li> </ul>	<ul style="list-style-type: none"> <li>Police, MSD (Child, Youth and Family) and the National Collective of Independent Women's Refuges designed and implemented the 'Family Violence Interagency Response System', a collaborative case management approach to responding to all events of family violence</li> <li>As part of the 2006/07 Taskforce work programme, Police developed and rolled out a mandated training package for frontline Police on family violence investigation and risk assessment.</li> <li>MoH, MSD and other Taskforce agencies developed a mechanism for examining family violence-related deaths systematically so that government agencies, service providers and communities can better understand how and why deaths occur. This will inform attitudes, systems and practices to prevent further deaths.</li> <li>The Taskforce for Action on Sexual Violence comprises the chief executives of the Ministries of Justice, Women's Affairs, Social Development, Health, Education and Pacific Island Affairs, ACC, New Zealand Police, the Department of Corrections and Te Puni Kōkiri, four representatives from the sexual violence NGO sector and a member of the judiciary. The Taskforce meets quarterly.</li> <li>'Project CARV' (Curbing Alcohol-Related Violence) is a two-year MoJ-led demonstration programme that aims to reduce alcohol-related violence and involves partnerships and collaborations between local authorities, New Zealand Police, DHBs and ALAC. The project is being undertaken in Queenstown, Hastings/Napier and Rotorua.</li> </ul>

continued

## Objective 9: Develop, implement and monitor national injury prevention strategies for priority areas *(continued)*

Key activity	Results achieved	Selected examples
<p>9.1. (continued)</p>	<ul style="list-style-type: none"> <li>• <b>Falls - Preventing Injury From Falls: The National Strategy 2005-15 (ACC)</b></li> <li>• Cabinet approved the FPS's five-year Implementation Plan in December 2006, and it was released in March 2007.</li> <li>• ACC's main leadership initiative involved engaging DHBs directly in falls prevention, especially targeting older adults. 18 of the 21 DHBs (86%) formally endorsed the FPS Implementation Plan. The number of DHBs participating increased from four in July 2006 to 14 as at 30 June 2007.</li> <li>• <b>Drowning - Drowning Prevention Strategy: Towards a Water Safe New Zealand 2005-2015 (ACC)</b></li> <li>• Cabinet approved the DPS's four-year Implementation Plan in June 2007.</li> <li>• This work was recognised with an award at the Australian Water Safety Conference in August 2006, which was instrumental in generating Australian interest in the NZIPS approach to drowning prevention.</li> <li>• The Plan's initial priorities are being progressed, including: agreeing to establish a Drowning Prevention</li> </ul>	<ul style="list-style-type: none"> <li>• The FPS, and especially its Implementation Plan, has helped to establish a broader focus on falls, indicating the emergence of a falls prevention sector (see 5.4).</li> <li>• Two-thirds of New Zealand's DHBs are now active in falls prevention, demonstrated by referring at-risk patients to local providers of proven interventions or delivering the Otago Exercise Programme (OEP) to patients in-house. Falls delivery models are also being trialled for potential use by other DHBs and a national procurement process has been undertaken to increase the reach of ACC's OEP and tai chi interventions.</li> <li>• The chief executives of six NGOs worked intensively with government agencies and specialist groups over 18 months to develop the DPS Implementation Plan and agree its leadership framework. The sector has established a shared vision of goals and priorities, and developed a road map to achieve the Strategy's eight objectives.</li> <li>• A strategic leadership review commissioned in July 2006 recommended a leadership structure for water safety and the DPS. As a result of Phase I of the review, sector leaders have agreed to establish a Drowning Prevention Council and four specialist advisory committees.</li> </ul>

continued

## Objective 9: Develop, implement and monitor national injury prevention strategies for priority areas *(continued)*

Key activity	Results achieved	Selected examples
<p>9.1. (continued)</p>	<p>Council (a board-type structure to provide leadership for the Strategy and the broader sector); commissioning research to inform new initiatives; mapping existing legislative and policy frameworks; and developing a communications plan by which the DPS will be promoted.</p> <ul style="list-style-type: none"> <li>• <b>Workplace injuries (including occupational diseases) - Workplace Health and Safety Strategy to 2015 (DoL)</b></li> <li>• The first WHSS annual report was published in November 2006, presenting a snapshot of key achievements against the actions outlined in the 2005/06 WHSS action plan. The report also outlined implementation priorities for 2006/07. (<a href="http://www.whss.govt.nz">www.whss.govt.nz</a>) Significant progress has been made against these priorities. Highlights for the year included the establishment of the Workplace Health and Safety council and ratification of ILO 155 on occupational health and safety and the working environment. Another notable development was the increased number of joint projects indicating an increased level of co-ordination, accelerating progress towards the Strategy aims.</li> </ul>	<ul style="list-style-type: none"> <li>• There have been several significant projects that have been completed during the year to progress the WHSS. This includes the establishment of the Workplace Health and Safety Council (refer next section) and the Workplace Health and Safety Implementation Road Map.</li> <li>• Good progress has been made on a range of strategic joint projects including an inter-agency project to improve the surveillance of occupational disease and injury (co-led by the Department of Labour and the Ministry of Health) and the development of a joint HSNO compliance and enforcement strategy (Ministry for the Environment, ERMA New Zealand, Department of Labour).</li> <li>• The DoL has completed research about how preventive safety culture influences safety performance and productivity.</li> <li>• The Department has also completed research on summer fatalities. This research highlighted areas where industry can champion improvements in their health and safety culture, systems and practices.</li> <li>• An airborne substances programme has also been initiated at a strategic level to look at what can be done to set some priorities for work on airborne substances, and will consider ways to improve management and control of airborne substances hazards in workplaces.</li> </ul>

## Objective 9: Develop, implement and monitor national injury prevention strategies for priority areas *(continued)*

Key activity	Results achieved	Selected examples
<p>9.1. (continued)</p>	<ul style="list-style-type: none"> <li>In 2006 Cabinet approved the establishment of a Workplace Health and Safety Council comprising business and union leaders to advise the Minister for Labour and ACC on implementation of the WHSS.</li> </ul>	<ul style="list-style-type: none"> <li>The Department's vulnerable workers programme has focused on better understanding who our vulnerable workers are. The research has indicated that older men, Māori and Pacific men in high risk industries, and children and youth workers are all at increased risk.</li> <li>A more detailed list of activities is available in the WHSS Snapshot of progress report at <a href="http://www.whss.govt.nz">www.whss.govt.nz</a>.</li> <li>The Council was formally approved by Cabinet in November 2006 and Council members were appointed in March 2007. It held its first meeting in May 2007.</li> <li>A vital part of the Council's role involves connecting with existing employer, employee and professional networks, as this will help the Council to drive coordinated health and safety actions and information into workplaces and the wider community.</li> <li>Over the next year, the Council will focus on advising on the best ways to implement the WHSS in the medium to long term and improve the interface between government agencies and how they implement key pieces of health and safety legislation.</li> <li>MoH established a Suicide Prevention Action Plan Taskforce, including a Māori Caucus, to develop an action plan to implement the New Zealand Suicide Prevention Strategy. Pacific, DHB and other expert advisors were involved in this process.</li> </ul>
<p>9.2. Ensure appropriate co-ordination and collaboration between the Strategy, six related strategies and any existing or</p>	<ul style="list-style-type: none"> <li><b>Suicide and deliberate self-harm New Zealand Suicide Prevention Strategy 2006-2016 (MoH)</b></li> <li>The Strategy's advisory groups (GISG and SRG) met as outlined in section 10.4. Advisory and official working groups for the workplace, falls, drowning and suicide priority areas met regularly to work on developing the new implementation plans.</li> </ul>	

continued

## Objective 9: Develop, implement and monitor national injury prevention strategies for priority areas *(continued)*

Key activity	Results achieved	Selected examples
<p>new strategies that impact on them. This activity also relates to objective 10.</p>	<ul style="list-style-type: none"> <li>The Injury Prevention Ministerial Committee met twice, in July 2006 and February 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Key issues presented at the Ministerial Committee meeting included the promotion of community development models such as WHO Safe Communities, workplace health and safety issues, international comparisons of injury rates, and findings from the review of lead agencies' accountability reports.</li> </ul>
<p>9.2. (continued)</p>	<ul style="list-style-type: none"> <li>Chief Executives' Injury Prevention Forum – ACC leads a Chief Executives' forum aimed at gaining traction on injury prevention priorities among the key lead agencies involved in the NZIPS. The Forum held its first meeting in February 2007.</li> <li>Partnership agreements between ACC and local government entities are ensuring a greater emphasis on community safety in many cities. This is directly supported by a contract between SCFNZ and ACC that helps communities to become accredited as Safe Communities under WHO criteria.</li> <li>The NRSC met quarterly to co-ordinate the Road Safety to 2010 strategy. It is supported by the National Road Safety Management Group, which meets monthly. See activity 4.3 for more information.</li> </ul>	<ul style="list-style-type: none"> <li>The Chief Executives' Injury Prevention Forum provides strategic integration across the injury prevention sector and enhances collaboration through sponsoring joint initiatives by government agencies. It creates a mandate and drive for greater integration and coherency across injury prevention objectives and helps, guides and contributes to the Ministerial Committee's agenda setting.</li> <li>At its first meeting the Forum identified three key areas where agencies could seek to improve outcomes by strengthening their strategic integration and programme delivery: child safety; falls prevention; and developing a safety culture.</li> <li>The NZIPS Secretariat conducted a stocktake of initiatives in the three areas among lead agencies, and will present options for inter-agency action to the Forum in early August.</li> <li>ACC's formal agreements with 23 local authorities focus councils' leadership and participation in workplace and community safety. SCFNZ is helping many of these communities to work towards WHO Safe Communities accreditation with five communities having achieved this status. ACC and SCFNZ are contributing to the NZIPS by encouraging communities to focus on falls prevention, road safety, drowning prevention and/or workplace health and safety. ACC, SCFNZ and local government are closely aligned in their engagement in community safety, with direct links to the NZIPS.</li> </ul>

continued

## Objective 9: Develop, implement and monitor national injury prevention strategies for priority areas *(continued)*

Key activity	Results achieved	Selected examples
<p>9.3. Review and evaluate the Strategy's six national injury prevention priority areas.</p>	<ul style="list-style-type: none"> <li>The agencies leading the falls prevention, drowning prevention and road safety strategies are reviewing injury data to inform ongoing and future implementation priorities.</li> </ul>	<ul style="list-style-type: none"> <li>ACC's Injury Prevention team collects and analyses injury trends on a monthly basis and reports to the Minister for ACC quarterly. The falls data ACC uses is based on hospitalisation data, and the drowning data is based on WSNZ's drown-base data.</li> </ul>
<p>9.3. (continued)</p>	<ul style="list-style-type: none"> <li>The NZIPS Secretariat published a chartbook of injury indicators (see page 9 for more information).</li> <li>The NZIPS Secretariat is working with Statistics New Zealand to identify mechanisms to improve the quality of injury data.</li> </ul>	<ul style="list-style-type: none"> <li>An evaluation of the road safety outcomes achieved by the implementation of the Road Safety Strategy, to 2005 (the mid-point of the strategy) was completed in April 2007. It identified that:             <ul style="list-style-type: none"> <li>Compliance outcomes, i.e. speed, drunk driving incidence and use of restraints, had improved substantially. Adjusted for billion vehicle kilometres travelled (BVKT), fatalities fell by around 30% and hospitalisations (of more than one day) and total hospital bed-days by around 20%</li> <li>The social cost per BVKT had reduced by around 22%. While fatalities per BVKT fell 30%, the reduction in reported serious injuries per BVKT, and particularly in reported minor injuries per BVKT, was lower.</li> <li>Along with increased road safety enforcement expenditure, the analysis concludes, on the available information, that road engineering safety improvements and vehicle crashworthiness improvements have made significant contributions to road safety outcomes, particularly in reducing the number of road fatalities and serious injuries between 1997/99 and 2005.</li> </ul> </li> <li>ACC, MoH and Statistics New Zealand have agreed to a tripartite approach to improving the overall quality of New Zealand's injury data. In 2007/08 the group will consider high-level concepts and approaches to improve data quality.</li> </ul>

continued

## Objective 9: Develop, implement and monitor national injury prevention strategies for priority areas *(continued)*

Key activity	Results achieved	Selected examples
<p>9.3. (continued)</p>	<ul style="list-style-type: none"> <li>In developing the evaluation framework for the FPS, the methods for collating quality fall-related data and establishing evaluation frameworks improved.</li> <li>Drowning prevention research initiatives included a proposal to review and make recommendations on the current scope and quality of rescue and injury-related data collection in New Zealand and on improving collection quality and consistency across agencies.</li> </ul>	<ul style="list-style-type: none"> <li>The FPS's evaluation and monitoring framework was completed (see <a href="http://www.fallsstrategy.govt.nz">www.fallsstrategy.govt.nz</a>). The future development of falls prevention initiatives will rely on access to data as well as improving data quality. Several projects are underway to achieve this, including the collection of ethnicity data in ACC's two major older adult falls initiatives, modified tai chi and the OEP. This data will be collected during the interventions' assessment and screening phases.</li> <li>Analysing and improving data quality was included in a formal Request for Proposals process in June 2007.</li> <li>Following the Implementation Plan's approval by Cabinet in June 2007, the monitoring framework will be placed at <a href="http://www.drowningstrategy.govt.nz">www.drowningstrategy.govt.nz</a>.</li> </ul>



## Objective 10: Foster leadership in injury prevention

Key activity	Results achieved	Selected examples
<p><b>10.1.</b> Identify injury prevention champions and sector leaders at national and community levels.</p> <p>This activity also relates to activities 5.1 and 5.2.</p>	<ul style="list-style-type: none"> <li>Information on injury prevention champions and sector leaders continued to be collected and promoted through channels such as the New Zealand Community Safety and Injury Prevention Awards and ACC Safety NZ Week.</li> </ul>	<ul style="list-style-type: none"> <li>Osteoporosis New Zealand, in association with SPARC and ACC, presented the 'You Deserve a Medal' awards – an annual event and an integral part of Osteoporosis Awareness Week in October each year. 'You Deserve a Medal' applauds ordinary New Zealanders in their senior years who lead active and productive lives and inspire members of their community, regardless of their age – people who inspire others by their examples.</li> </ul>
<p><b>10.2.</b> Encourage, promote and recognise injury prevention champions and their achievements and successes.</p> <p>This activity also relates to activities 1.1, 5.1 and 5.2.</p>	<ul style="list-style-type: none"> <li>The IPNANZ Te Manaia Leadership awards and the Mayor of Auckland's Community Safety Awards are examples of injury prevention champions and community groups being acknowledged or rewarded for their valuable contributions to the injury prevention and safety sector.</li> </ul>	<ul style="list-style-type: none"> <li>The IPNANZ Te Manaia Leadership awards recognise and honour outstanding commitment and contribution to injury prevention in New Zealand and to IPNANZ. The awards were instituted in 2006 and in the first year went to five individuals – Margaret Devlin, Sandra James, Helen McCracken, Molly Pardoe and Jean Simpson - for their contributions to the sector and outstanding contributions as longstanding members of the IPNANZ Committee.</li> <li>The Mayor of Auckland's Community Safety Awards were instituted in 2005 to recognise the many individuals, groups, organisations and businesses that promote and carry out valuable community safety, injury prevention, road safety and crime prevention work in their communities. In 2006 the winners included:             <ul style="list-style-type: none"> <li>the Auckland Somali Community Association for its training of Somali women with limited English speaking skills to sit for their learners' and restricted driver licence tests</li> </ul> </li> </ul>

continued

## Objective 10: Foster leadership in injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p>10.2. (continued)</p>	<ul style="list-style-type: none"> <li>The New Zealand Community Safety and Injury Prevention Awards have recognised best practices in community-based injury prevention and safety promotion in New Zealand since 2005. The Awards are open to groups or organisations with excellent and/or promising safety or injury prevention initiatives, and to individuals who have made significant contributions to creating a safer community.</li> <li>Agencies such as ACC, the Road Safety Trust, Land Transport NZ, the NZIPS Secretariat, DoL, SCFNZ and Communities Living Injury Free (Auckland City Council) continued to support the sponsorship and promotion of community and safety awards as a way of recognising achievements and innovations in injury prevention and workplace and community safety.</li> <li>The New Zealand Workplace Health and Safety Awards, managed by Safeguard Magazine and supported by DoL, were presented in May 2007.</li> </ul>	<ul style="list-style-type: none"> <li>the Royal New Zealand Foundation of the Blind for the considerable work it has done with a wide variety of stakeholders to eliminate footpath hazards for people with disabilities in Newmarket, Auckland.</li> <li>In 2006, the Community Safety and Injury Prevention Awards recognised initiatives such as:             <ul style="list-style-type: none"> <li>The 'South Dunedin Safer Streets' project, jointly funded by Dunedin City Council and Land Transport NZ. The project aims to improve access for pedestrians and cyclists in communities where they are at a high risk of injury</li> <li>The Brain Injury Association for its 'Thinkfirst' injury prevention programme for teens and adults</li> <li>Cosgrove Primary school for its 'Cool choices' programme, which promotes health and safety as a priority for the school and its community.</li> <li>Other winners included NPIs, Shell Todd Oil Services and New Plymouth District Council.</li> </ul> </li> <li>The New Zealand Workplace Health and Safety Award winners in 2007 included cable logging company Ribbonwood Yarding Systems, which developed a radio check-in system to alert frontline staff if a feller is in trouble. The initiative was commended as an excellent example of frontline</li> </ul>

## Objective 10: Foster leadership in injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p><b>10.2.</b> (continued)</p>	<p>The Awards acknowledge individuals and agencies that demonstrate commitment and achievement in improving health and safety in the workplace.</p> <ul style="list-style-type: none"> <li>The Road Safety Innovation and Achievement Awards recognise innovation in road safety and encourage individuals and organisations in the road transport industry, business sector and community to pursue innovative practices to improve road safety. The Awards are funded by the Road Safety Trust and administered by Land Transport NZ.</li> </ul>	<p>workers taking the initiative to deal with their own safety issues, as well as producing resources for the industry.</p> <ul style="list-style-type: none"> <li>Plunket won the Premium Award in the 2007 Road Safety Innovation and Achievement Awards for its Car Seat Rental Scheme, which was launched in 1981 when poor child restraint use was identified as a major well child issue. The programme has a 91% take-up rate, with 250 co-ordinators nationwide promoting the programme and more than 25,000 infant and child restraints available for hire. The Scheme is recognised as a blueprint for other schemes worldwide.</li> <li>ACC promotes health and safety champions and their achievements through sponsoring specific category awards. The ACC ThinkSafe Workplace Safety Award recognises excellence in workplace safety practices and is one of the 11 categories in the Wellington Region Gold Awards that recognise business enterprise and excellence. The Awards were held in May 2007, with Steel and Tube winning the workplace safety category. ACC also sponsors the ACC Workplace Safety Award as part of the Westpac Regional Business Excellence Awards.</li> </ul>
<p><b>10.3.</b> ACC continues to support and sustain the NZIPS Secretariat activities to enable it to lead work under the Strategy's Implementation Plan.</p>	<ul style="list-style-type: none"> <li>ACC continued to host and fund the NZIPS Secretariat. The Secretariat supported the work of the Strategy's advisory groups as well as the Injury Prevention Ministerial Committee and the newly established Chief Executives' Injury Prevention Forum.</li> </ul>	<ul style="list-style-type: none"> <li>Details of the various work programmes – including the development of the Injury Prevention Programmes Database, the baseline safety culture survey, ongoing work on the injury indicators, the Chief Executives Injury Prevention Forum, IP News and website management – are detailed in other sections in this report.</li> </ul>

continued

## Objective 10: Foster leadership in injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p>This work also relates to all of the Strategy's objectives.</p>		
<p><b>10.4.</b> Ensure the continued involvement of the NZIPS advisory groups with the implementation of the Strategy.</p>	<ul style="list-style-type: none"> <li>In July 2006 the Secretariat convened the first joint meeting of the GISG and SRG. The meeting aimed to identify opportunities to work together more effectively and address issues that could be impacting on the success of, and progress in, reducing injuries in New Zealand.</li> <li>The GISG met three times, in July and December 2006 and April 2007.</li> <li>The SRG met three times, in July and November 2006 and May 2007.</li> </ul>	<ul style="list-style-type: none"> <li>The first meeting identified key factors that had contributed to the Strategy's success as well as issues that needed to be addressed – from a community and government perspective – to help achieve the Strategy's objectives. These issues included the need for more effective partnership to achieve outcomes, the need to improve the sector's capacity and capability and the need to promote a safety culture through improved education. The groups were also asked to provide possible solutions to the issues.</li> <li>The GISG meetings focused on mechanisms to further strengthen inter-agency co-ordination and action to achieve outcomes. The Group considered its existing terms of reference, and agreed that they should be strengthened to reflect its role in providing ongoing guidance on priorities for the Strategy and identifying opportunities for co-ordinated work.</li> <li>The SRG held a second meeting to identify ways to progress the issues identified in the first joint SRG/GISG meeting. The Group reiterated the need for more inter-agency action and the identification and promotion of good community development models.</li> </ul>
<p><b>10.5.</b> Government agencies provide injury prevention leadership at the national level for:</p>	<ul style="list-style-type: none"> <li>The establishment of the Workplace Health and Safety Council, the Taskforce for Action on Violence within Families, the Family Violence Ministerial Team and Sexual Violence Ministerial Group and Taskforce will provide leadership and improve the co-ordination among agencies in</li> </ul>	<ul style="list-style-type: none"> <li>The Workplace Health and Safety Council was formally approved by Cabinet in November 2006 and Council members were appointed in March 2007. It held its first meeting in May 2007.</li> <li>A vital part of the Council's role will involve connecting with existing employer, employee and professional networks, as this will help the Council to drive co-ordinated health and safety actions and information into workplaces and the wider community. Over the next year, the Council will focus on advising on the best ways to implement the WHSS over the</li> </ul>

continued

## Objective 10: Foster leadership in injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p>- National injury prevention policy and legislative activities (see objective 4)</p> <p>- National injury-related strategies (see objective 9).</p> <p>The Strategy's three advisory groups provide a leadership role for injury prevention activity.</p>	<p>delivering services and providing information to community groups.</p>	<p>medium to long term and improve the interface between government agencies and how they implement key pieces of health and safety legislation.</p> <ul style="list-style-type: none"> <li>The Taskforce for Action on Violence within Families is a collaborative group of Chief Executives from government and non-government agencies, members of the judiciary and independent commissioners. While providing leadership at the national level, the Taskforce recognises that leadership is needed at all levels and across all communities in New Zealand if attitudes and behaviours that contribute to family violence are to be changed. It is therefore continuing to encourage and support local, regional and community leadership to address family violence in this country. Current membership of the Taskforce can be found at <a href="http://www.msds.govt.nz/work-areas/families-whanau/action-family-violence/taskforce-info.html">www.msds.govt.nz/work-areas/families-whanau/action-family-violence/taskforce-info.html</a></li> <li>The Sexual Violence Ministerial Group was established, supported by an expert taskforce, to provide leadership and greater co-ordination of services, reinforcing the Government's commitment to combating sexual violence. The Group comprises the Ministers of Justice, Women's Affairs, ACC and Police. It will be supported by a taskforce comprising the chief executives of relevant departments, independent crown entities and NGOs and the Chief Justice or their representative.</li> <li>DoL is developing a Government Leadership Programme to involve government agencies as leaders and champions of health and safety practice and procurement in their operations. To date DoL has provided preliminary advice to the Minister of Labour on options to progress responsible contracting across government, including health and safety in procurement. The Department is currently consulting with partners on the best ways forward.</li> <li>As part of the Ongoing Programme of Action, key agencies of the Taskforce for Action on Violence within Families are developing family violence-free workplace policies to raise awareness of family violence and to provide support for all staff who may have experience of family violence in the lives.</li> </ul>

continued

## Objective 10: Foster leadership in injury prevention *(continued)*

Key activity	Results achieved	Selected examples
<p><b>10.6.</b> NZIPS Secretariat to co-ordinate reporting against the Strategy and Implementation Plan.</p>	<ul style="list-style-type: none"> <li>The second annual report, Progress with Implementing the New Zealand Injury Prevention Strategy for the Period 1 July 2005 to 30 June 2006, was tabled in Parliament in early 2007.</li> </ul>	

# APPENDIX 1

## Membership of the Stakeholder Reference Group (for the period 1 July 2006 to 30 June 2007)

Dr Carolyn Coggan	Chair
Kevin Bryant	Training and education
Janferie Bryce-Chapman	Older persons
Sue Campbell	Child safety
Nettie Cullen	Suicide prevention
Kitch Cuthbert	Road safety
Cr Carolynne Stone	Local Government
Metua Faasisila (until Dec 06)	Pacific peoples
George Fairbairn	Road safety
Dr Janet Fanslow	Violence prevention
Corrina Gage	Injury prevention for/by Māori
Erik Greenslade	Workplace injury prevention
Dr Ian Hassall	Child abuse prevention
Paul Jarvie	Workplace injury prevention
Gary Moller	Sports injury prevention
Alan Muir	Water safety
Tom Mulligan	Injury prevention for/by Māori
Don Nicholson	Workplace injury prevention/Agriculture
Val Norton	IPNANZ
Alan Parsons	Injury prevention practitioners
Dr Bruce Scoggins	Injury prevention research funding
Amanda Stephens	Workplace injury prevention
Justin Zeng (until Dec 06)	New migrants
Ben Taufua (from Feb 07)	Pacific peoples
Saras Nair (from Feb 07)	New migrants

## APPENDIX 2

### Membership of the Government Inter-Agency Steering Group (for the period 1 July 2006 to 30 June 2007)

Accident Compensation Corporation  
Alcohol Advisory Council of New Zealand  
Civil Aviation Authority  
Department of Labour  
Maritime New Zealand  
Ministry of Consumer Affairs  
Ministry of Health  
Ministry of Justice  
Ministry of Pacific Island Affairs  
Ministry of Social Development  
Ministry of Transport  
Ministry of Women's Affairs  
Ministry of Youth Development  
New Zealand Police  
Sport and Recreation New Zealand  
Te Puni Kokiri  
Statistics New Zealand  
New Zealand Fire Service  
New Zealand Police

### NZIPS Secretariat

Geoff Wilson  
Bhama Rajiv Kumar  
Megan Bly (until April 2007)  
Dee Young (from May 2007)  
Diana Pedlow (from May 2007)

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