

New Zealand Injury Prevention Strategy
Rautaki Arai Whara o Aotearoa

Action Plan for July 2010 - June 2011



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The New Zealand Injury Prevention Strategy

In New Zealand, injuries are the leading cause of premature death and disability. However, most injuries and their consequences can be prevented, and injury prevention brings considerable benefits. In response to this, the Government launched the New Zealand Injury Prevention Strategy (NZIPS) in 2003. The Strategy aims to address the burden of injury experienced by New Zealanders, and provides a framework for the injury prevention activities of central and local government, non-government and community organisations.

It covers six injury priority areas, which together account for at least 80% of all injury deaths and serious injuries in New Zealand:

1. Motor vehicle traffic crashes
2. Suicide and deliberate self-harm
3. Falls
4. Assault
5. Workplace injuries (including occupational disease)
6. Drowning

Six agencies lead the development and implementation of separate strategies and action plans for each priority area. For more information visit www.nzips.govt.nz.

NZIPS five-year evaluation

The Strategy has recently undergone its first five-year evaluation and the evaluation highlighted many of the successful activities that the Secretariat has initiated or been involved with in the past five years.

- The six NZIPS priority areas now all have their own strategies and the lead agencies are delivering under their individual action plans;
- The Serious Injury Outcome Indicators Chartbooks have been developed and accepted as high level injury indicators by the lead agencies and, as of 2011, will be published by Statistics NZ¹;
- A Foundation Certificate for Injury Prevention (FCIP) *Te Aho Tapu* has been developed in collaboration with Ministry of Health (MoH), Injury Prevention Network of Aotearoa NZ (IPNANZ) and New Zealand Transport Agency.
- Communication channels have been strengthened through the delivery of information via the NZIPS website and the IP e-newsletter.

The Strategy has also provided a rationale and legitimacy for community injury prevention activities and enabled NGOs to link their programmes to the Strategy outcomes, leading to increased credibility, recognition and potential funding

¹ The Chartbooks are currently published by the Injury Prevention Research Unit, Otago University for the NZIPS Secretariat.

Action Plan for the July 2010 – June 2011 period

This Action Plan sees a move away from the NZIPS Implementation Plans developed in the past. Previously, the Implementation Plan for the Strategy has included a vast range of projects or activities led by a variety of government agencies or non-government organisations. This Plan is a much more focused document and specifically details what the NZIPS Secretariat will deliver over the next 12 months. The projects and tasks listed in this plan still align to the guiding goals and objectives of the Strategy, but have been prioritised to ensure that critical pieces of work are delivered, to assist in good decision making in the injury prevention sector and ultimately the reduction of injury.

Future direction for the Strategy

The NZIPS evaluation findings emphasised the need to build on the foundation that has been built in the last five years. It suggests a number of ways the Strategy can be enhanced and more tightly targeted through the inclusion of specific performance targets within the NZIPS and priority area strategies.

In order to give effect to the evaluation's recommendations and address some of the barriers to progress identified, the focus for the next twelve months will be on three areas - clear accountability, measurable results, and active collaboration.

Clear accountability



Establish clearer accountability amongst the NZIPS lead agencies for the six national injury priority areas and the cross-focus areas, and streamlining engagement with government, non-government and community organisations.

Measurable results



Agree specific performance measures with the lead agencies for the six injury priority areas, monitor and report against these measures to the Strategy's advisory groups including the Chief Executives' Injury Prevention Forum (CEs' Forum) and Injury Prevention Ministerial Committee (IPMC).

Active collaboration



- The NZIPS Secretariat will act as a conduit across the sector to facilitate planning and coordination between agencies, reduce duplication of effort and provide leadership in areas where there are gaps in activity.

The next section provides information on the actions that will be progressed during the next year under the three areas.

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Clear accountability

The NZIPS evaluation highlighted the need to strengthen the accountability structure for the Strategy as at present this is quite complex, with overlaps between the groups. A clear accountability structure will provide for better coordination of activity amongst the agencies, and improve decision making.

In order to give effect to this clearer accountability, Cabinet agreed to the recommendation that 'Chief Executives of the six lead agencies (Ministries of Social Development, Justice, Health, and Transport, the Department of Labour, and ACC) be held responsible for outcomes in their priority areas and attend the annual Chief Executives' Forum and the IP Ministerial Committee to report on the outcomes for their strategies'².

Actions to progress

- ▶ Some of the existing groups under the Strategy such as the Government Inter-Agency Steering Group, the Lead Agency Reference Group and the Expert Advisory Group will be disestablished.
- ▶ A new Senior Officials Group will be established, with representatives from the six national priority areas as well as the Alcohol Advisory Council NZ (ALAC) and Local Government NZ (LGNZ).
- ▶ The Stakeholder Reference Group (SRG) will be re-established as a smaller group, and will provide the Secretariat and Associate Minister with information on progress and advice on barriers to effective implementation of national policy at a local level. Input from community and non-government agencies will be facilitated through specific engagement on the cross focus areas (such as alcohol and child); regional injury prevention forum meetings; and other local and regional injury prevention forums.

Refer to **Appendix 1** for the NZIPS framework including governance structure.

The actions under this area are listed in table 1

² The final recommendations on the NZISP evaluation were endorsed by Cabinet on 26th July 2010

Table 1: List of Actions

Action	Results expected	Outputs	Timeline
Injury Prevention Ministerial Committee is re-established to meet annually	Injury Prevention Ministerial Committee provides leadership and direction to the injury prevention sector.	<ul style="list-style-type: none"> • A revised Terms of Reference for the Injury Prevention Ministerial committee is developed. • The Ministerial Committee meets once annually. 	<p>October 2010</p> <p>May 2011</p>
Chief Executives' Injury Prevention Forum (CEs' Forum) is re-established as an annual forum	<ul style="list-style-type: none"> • Chief Executives attend the annual CEs' Forum meeting and Ministerial Committee meeting to provide updates on the performance on the priority area strategies and cross focus areas. 	<ul style="list-style-type: none"> • A revised Memorandum of Understanding for the CEs' Forum is developed. • The CEs' Forum meets once annually. • Members of the CEs' Forum present annual progress update to IP Ministerial Committee. 	<p>October 2010</p> <p>April 2011</p> <p>May 2011</p>
A Senior Officials Group with senior managers from the six national injury priority areas (plus ALAC and LGNZ) is established	<p>Senior Officials Group</p> <ul style="list-style-type: none"> • Consider progress within priority areas as well as other cross-focus issues. • Progress work in cross-sector areas of alcohol and child, with community involvement as appropriate. • Identify and report issues of concern and gaps in activity to the CEs' Forum and the IP Ministerial Committee for their attention and decisions. 	<ul style="list-style-type: none"> • The Senior Officials Group meets every quarter. 	<p>October 2010 onwards</p>

Action	Results expected	Outputs	Timeline
<p>The Stakeholder Reference Group is re-established as a smaller, focussed group</p>	<ul style="list-style-type: none"> • Improved collaboration between government, non-government agencies and community groups. • Improved monitoring on the performance of priority areas and cross-focus areas at the community level, including barriers to implementation. 	<ul style="list-style-type: none"> • SRG is re-established with new Terms of Reference. • Annual meeting of SRG³ is conducted. 	<p>November 2010 November 2010</p>
<p>Regional injury prevention forums are held across selected regions in the North and South Island</p>	<ul style="list-style-type: none"> • Strengthen community IP partnerships through inter-sectoral work and sharing information on best practices initiatives and research. • Promote the development of regional IP coalitions. • Strengthen IP capacity and capability at the community level through mentoring of IP practitioners. 	<ul style="list-style-type: none"> • 18 regional forums / strategic meetings are completed by June 2011.⁴ 	<p>June 2011</p>

³ This meeting will be the final wrap meeting for the existing SRG members whose terms end in December 2010.

⁴ 18 regional forums / strategic meetings are scheduled to be held in the North Island during the period July 2008- June 2011.

Measurable results

The Strategy currently has indicators to measure serious non-fatal and fatal injury trends⁵ and changes in safety culture attitudes, but there are no specific targets to drive better performance against injury rates.

A key achievement for the Strategy has been the signing of the 'Protocol for government agency reporting on serious injury' (developed by Statistics NZ) which ensures that lead agencies for the six priority areas adopt consistent, high level injury measures when reporting on injury trends.

We now need the next level of measures, which will be a mix of quantitative as well as qualitative measures across the six priority areas, to provide Ministers with better information on progress and identify gaps in performance. To effectively monitor the performance of the national priority areas in a consistent manner, there is a need to move away from an 'activity based' to 'outcomes based' monitoring and reporting role. This will involve monitoring the performance of priority area strategies and reporting on outcomes and trends.

Actions to progress

- ▶ Work with the NZIPS lead agencies to develop a consistent monitoring and reporting framework that will include robust and reliable measures that can be monitored over a period of time.
- ▶ Improve the availability, quality and timeliness of injury data through publishing the injury chartbook, refine the scope of the government expenditure in injury prevention project, and conduct the safety culture survey.
- ▶ Identify and highlight areas of concern or areas where injury prevention practices could be improved so that decision making is evidence-based and timely.

During the next 12 months the Secretariat will be progressing work on the development of a monitoring and reporting framework in consultation with lead agencies. This framework will form the basis for ongoing reporting from lead agencies to the CE's Forum and Injury Prevention Ministerial Committee. The framework will report upon progress in each of the injury priority areas as well as for the NZIPS. Table 2 lists the actions for this area.

⁵ The NZIPS Chartbook of serious injury outcome indicators for 'all population', children and Maori are produced annually. Copies of the reports are available on the nzips website www.nzips.govt.nz

Table 2: List of Actions

Action	Results expected	Outputs	Timeline
<p>The NZIPS Secretariat develops a monitoring and reporting framework</p>	<ul style="list-style-type: none"> • Regular monitoring and reporting on progress across priority area strategies and NZIPS. • Identification of emerging issues, and gaps in the priority areas and cross focus areas. • Exchange of information on best practice initiatives and programmes. 	<ul style="list-style-type: none"> • The NZIPS monitoring and reporting framework is completed. • First annual monitoring report approved by CE's Forum. • Annual monitoring report presented at Injury Prevention Ministerial Committee. 	<p>December 2010</p> <p>April 2011</p> <p>May 2011</p>
<p><i>** The actions listed below will form components of the monitoring and reporting framework</i></p>			
<p>Statistics New Zealand continues to advance work on improving the availability and timeliness of data, through its mandated role of Injury Information Manager</p>	<ul style="list-style-type: none"> • Statistics NZ have developed and implemented a process to publish the NZIPS chartbooks of serious injury outcome indicators from 2011 onwards, as part of their Injury Information Plan for 2010-2012. • There is a plan in place to produce regional level injury statistics, with an agency designated to lead this project. 	<ul style="list-style-type: none"> • Documented process for transfer of chartbooks from IPRU to Statistics NZ is produced. • An initial scoping report on regional data is produced. 	<p>June 2011</p>
<p>Review the scope and methodology for 'Estimating government expenditure in injury prevention' project</p>	<p>Methodology for this project is reviewed and improved.</p>	<p>Decision made on scope and timeframes for the project.</p>	<p>November 2010</p>

Action	Results expected	Outputs	Timeline
<p>The NZIPS safety culture survey is conducted as an omnibus survey</p>	<ul style="list-style-type: none"> To provide current measures of New Zealanders' views on safety and injury prevention, particularly in relation to four injury locations : the road, the home, the workplace, and the water. To monitor changes in Zealanders' safety-related beliefs compared to the 2007 benchmark survey. 	<ul style="list-style-type: none"> First half yearly omnibus survey completed. Findings are included in monitoring report and disseminated through NZIPS website. 	<p>February 2011</p> <p>April 2011</p>
<p>The NZIPS chartbook of serious injury outcome indicators chartbook reports are produced</p>	<ul style="list-style-type: none"> To monitor the rate of fatal and serious non-fatal injuries for 'all injuries' and across the six national injury priority areas. 	<ul style="list-style-type: none"> NZIPS Chartbooks of serious injury outcome indicators for all population, child and Maori are produced in 2010. Findings disseminated through NZIPS and other agency websites, stakeholder forums and annual reporting process. 	<p>November 2010</p>
<p>The Strategy's Annual report is published</p>	<ul style="list-style-type: none"> To provide Ministers and key stakeholders with information on performance of the NZIPS and the priority area strategies. 	<ul style="list-style-type: none"> Annual Report provided to Associate Minister for ACC 	<p>October 2010</p>

Active collaboration

The NZIPS has played an important role in improving relationships across government, non-government and community partners. It has provided the processes and systems to support collaboration on projects such as conducting regional injury prevention forums across the North and South Island in association with the MoH and building capability of the injury prevention workforce through the Foundation Certificate in Injury Prevention (FCIP) project. This was a collaborative project between NZIPS, ACC, MoH and NZTA.

Actions to progress

- ▶ Improve coordination through effective planning and coordination between government agencies and NGOs.
- ▶ Reduce duplication of effort through standardised funding processes.
- ▶ Reduce the disconnection between national priorities and the local needs through providing progress updates on priority areas performance at regional injury prevention forum and other meetings.
- ▶ Improve collaboration through brokering joint projects with community and government on priority issues, supported through a strong relationship management role.

Cross focus areas

The NZIPS evaluation identified four areas that have an impact across the six injury priority areas, and therefore need to be addressed in this next phase of implementation. The four areas are - child injuries and alcohol related injuries, Maori injury prevention and improved community engagement. The Ministerial Committee has directed that child injuries and alcohol be tackled as the initial priority as both these areas face challenges in terms of inter-agency coordination and leadership. Table 3 lists the actions for this area.

Table 3: List of Actions

Action	Results expected	Outputs	Timeline
Identify current issues associated with government funding streams for delivery of injury prevention initiatives at the regional / community level	<ul style="list-style-type: none"> • Understanding of current issues associated with funding processes and options to reduce duplication. 	An initial scoping report is produced.	June 2011

Action	Results expected	Outputs	Timeline
Cross-sector issues of Alcohol, and Child with community engagement			
Alcohol area	<ul style="list-style-type: none"> • There is a nominated lead agency to progress work in the alcohol area. • There is improved inter-agency collaboration and leadership in this area. 	<ul style="list-style-type: none"> • Leadership for alcohol area is confirmed. • Report identifying existing gaps and a proposal for future actions is developed.** 	<p>September 2010</p> <p>December 2010</p>
Child injury area	<ul style="list-style-type: none"> • There is a nominated lead agency to progress work in the child area. • There is improved inter-agency collaboration and leadership in this area. 	<ul style="list-style-type: none"> • Leadership for child area is confirmed. • Report identifying existing gaps, and a proposal for future actions is developed.** 	<p>September 2010</p> <p>December 2010</p>
Injury Prevention Workforce Development			
Action	Results expected	Outputs	Timeline
Workforce Development	Ensure that the Foundation Certificate in Injury Prevention (FCIP) is transferred into a sustainable framework and the FCIP unit standards are made accessible through other relevant Industry Training Organisations (such as the Public Health ITO).	FCIP unit standards integrated with existing ITO's or other competencies.	June 2011

** This output may vary depending on the lead agency direction for this cross-focus area

Keeping you informed

NZIPS Website (www.nzips.govt.nz)

The NZIPS website contains relevant and up-to-date information on progress with implementing the NZIPS and six national injury priority areas. It also contains community based information to be accessed by individuals outside of central government.

The website will serve as a platform to provide the wider sector with up-to-date information, such as:

- ▶ latest updates from the NZIPS Secretariat and other agencies,
- ▶ progress across the NZIPS six national priority areas (priority area section),
- ▶ injury prevention and safety initiatives and programmes that are happening both nationally and regionally, and
- ▶ reports published by the NZIPS Secretariat and links to other agency websites.

Injury Prevention e-newsletter (IP News)

This e-newsletter is published bi-monthly and contains a very brief summary of latest news and web link to further information for each of the news items. The purpose of this newsletter is to keep those involved in the injury prevention sector informed about relevant events and issues that are happening in New Zealand and overseas, and to provide an opportunity for injury prevention practitioners to promote their activities and share their news.

Subscription is free to the newsletter. Use this link to join the mailing list -

<http://www.nzips.m1.co.nz/webforms/join/>

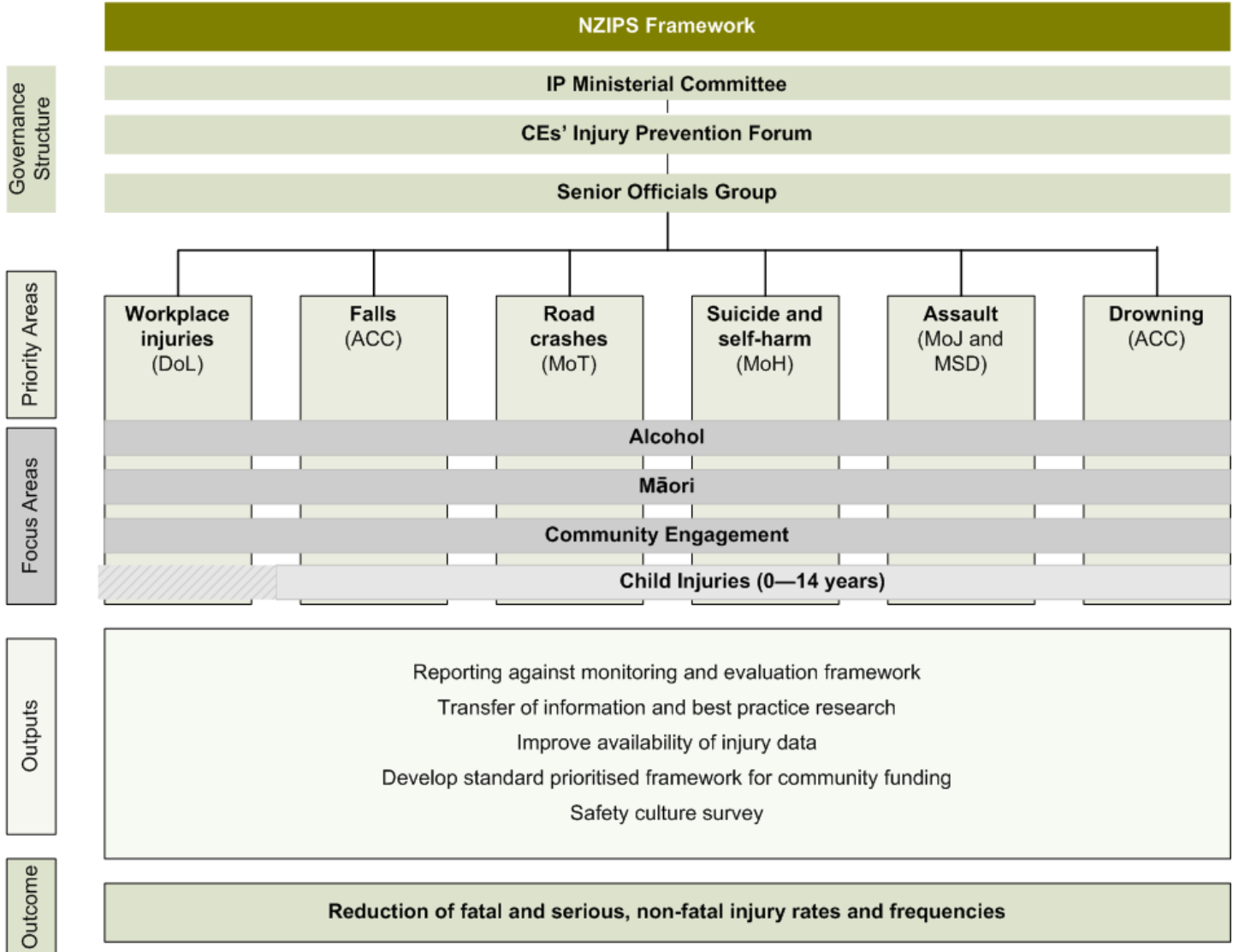
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Appendix 1: NZIPS framework including governance



Appendix 2: Acronyms and Groups

ACC – Accident Compensation Corporation
ALAC – Alcohol Advisory Council of New Zealand
DoL – Department of Labour
CEs' Forum – Chief Executives' Injury Prevention Forum
FCIP - Foundation Certificate in Injury Prevention
GISG – Government Inter-Agency Steering Group
IP – Injury prevention
IPNANZ – Injury Prevention Network of Aotearoa New Zealand
IPRU – Injury Prevention Research Unit (University of Otago)
IP Ministerial Committee – Injury Prevention Ministerial Committee
LGNZ – Local Government New Zealand
MoH – Ministry of Health
MoJ – Ministry of Justice
MoT – Ministry of Transport
MSD – Ministry of Social Development
NGO – Non-government organisation
NZIPS – New Zealand Injury Prevention Strategy
NZIPS lead agencies – MoJ, MoH, ACC, MSD, DoL, MoT
NZTA – New Zealand Transport Agency
SCFNZ – Safe Communities Foundation New Zealand
SRG – Stakeholder Reference Group