

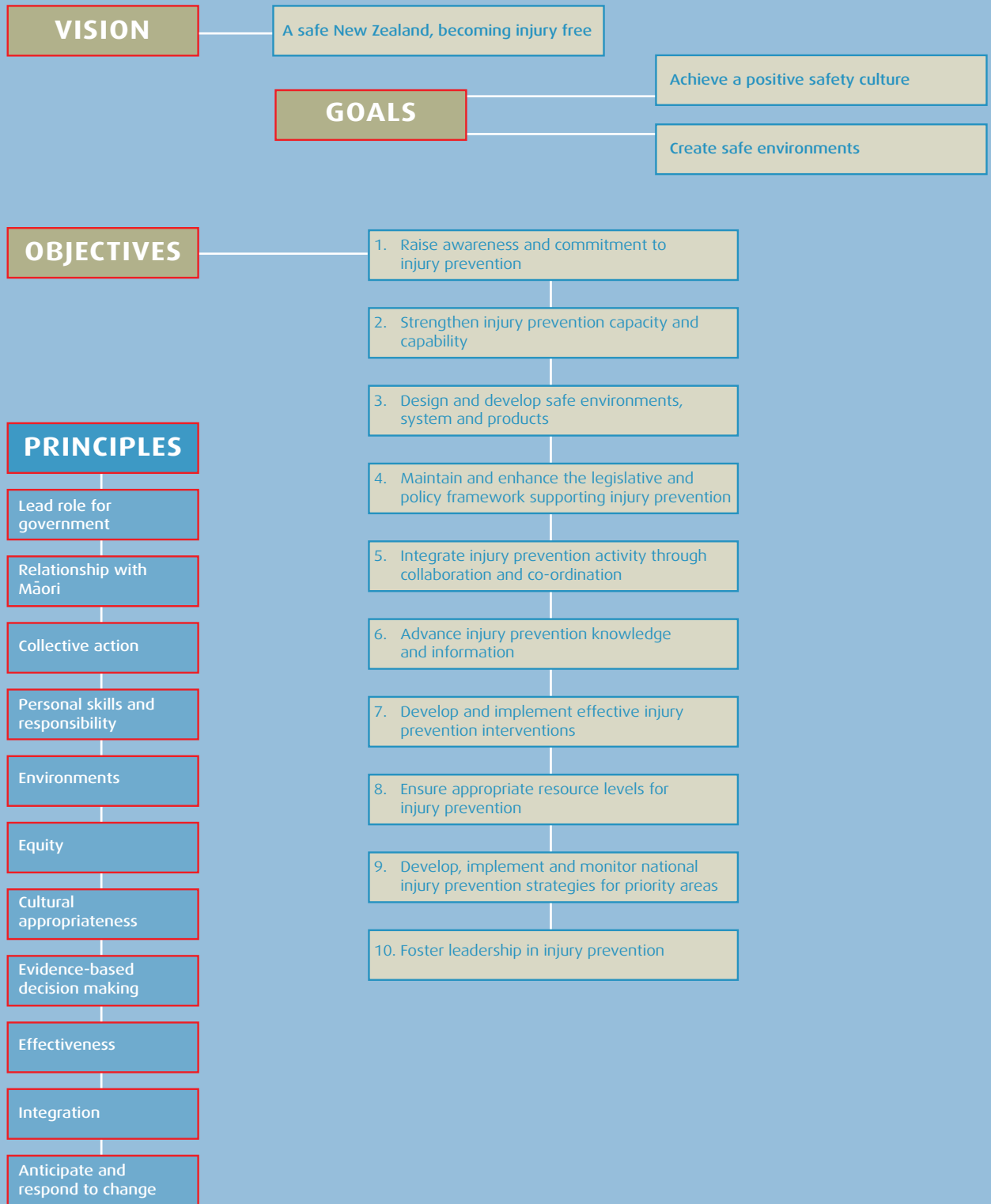
Progress in implementing the **New Zealand Injury Prevention Strategy**

for the period  
1 July 2004 to 30 June 2005

**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</u>	5
<u>Issues for the future</u>	6
<u>Glossary of terms</u>	7
<u>Details of activity and results under the 2004/05 Implementation Plan</u>	8

## MINISTER'S FOREWORD

The Government welcomes the publication of the first Annual Report on "Progress in Implementing the New Zealand Injury Prevention Strategy in 2004/05". When the Strategy was launched in 2003, it was noted that improving injury prevention performance required action on many fronts. A key focus was to strengthen the infrastructure that supported injury prevention activity. This involved:

- Central and local government, non-government organisations and community groups working together when carrying out injury prevention work
- Building capacity and capability in the injury prevention workforce through support, education and training
- Ensuring the injury prevention community has better access to injury prevention data and that the quality of that information has improved.

It is pleasing to see the extent of progress achieved in the first year, particularly in the key areas outlined above. The development of four new strategies during the year, covering workplace health and safety, falls prevention, drowning prevention and suicide, has been a highlight. There is evidence of improved collaboration between government agencies and community groups through increased numbers of community injury coalitions and the involvement of local authorities. The establishment of the Safe Communities Foundation New Zealand will improve support for community-based injury prevention.

Significant progress in building capacity and capability has been achieved with a new competency standard and training programme for the "Foundation Certificate in Injury Prevention – *Te Aho Tapu*", plus the widespread training of workplace health and safety representatives and other safety training programmes such as *FarmSafe*.

Improved access to information has been achieved through a new website for the Strategy, regular newsletters and key events such as the "Bold Perspectives, Shared Objectives" conference held in March 2005. The development of new injury outcome indicators will be a valuable method for measuring progress in reducing injuries over time.

The Strategy's Secretariat, located within ACC, has co-ordinated the development of a new Implementation Plan with input from the Stakeholder Reference Group and government agencies. This three-year plan, which operates from July 2005, builds on the progress made so far and will address other important issues such as reducing the risk of alcohol-related injury and introducing new impact and outcome measures for key implementation areas.

I congratulate the numerous community groups and individuals, the Strategy's Secretariat and government and non-government organisations for their enthusiasm and contribution to the progress made so far towards the Strategy's vision of "A safe New Zealand, becoming injury free".



Hon Ruth Dyson  
Minister for ACC

# MESSAGE FROM THE STAKEHOLDER REFERENCE GROUP (CHAIR)

The Stakeholder Reference Group (SRG) comprises a group of 24 representatives from a wide range of injury prevention sectors and communities. Collectively, this group provided diverse views to inform the ongoing development of the New Zealand Injury Prevention Strategy (NZIPS) and Implementation Plans. Members were committed to making certain that these documents were relevant to the needs of the sector, thus ensuring that they did not “gather dust on a shelf”.

It is pleasing to see the way in which the Strategy and Implementation Plans have provided a framework for government and non-government agencies to work together to improve community safety throughout New Zealand. This is aptly demonstrated by the large number of organisations in the injury prevention sector that have used the Strategy to inform the development of their strategic plans. A good example of this is the *New Plymouth injurySafe (NPiS) Strategic Plan 2005-2008*. In addition, WaterSafe Auckland Inc, an organisation working to reduce drownings and water-related injuries in Auckland and neighbouring regions, won the inaugural award for an outstanding example of a programme being guided by the NZIPS framework.

During the past 12 months, considerable effort by members of the SRG has been focused on ensuring that the comprehensive three-year Implementation Plan (2005-2008) is evidence based and appropriately addresses the Strategy’s 10 objectives. This culminated in the Implementation Plan being launched by the Minister for ACC at the July 2005 SRG meeting.

The terms of several members of the SRG expire in December 2005 and I would like to thank them for their contribution to the Strategy. Additionally, the support provided by the NZIPS Secretariat based within ACC has been outstanding. Its professionalism and inclusive style of working is a model for effective collaboration and co-ordination.

In conclusion, I look forward to the coming year when the solid foundation that has been established will be actively strengthened by the Strategy’s collaborative approach to reducing the injury burden. I am sure that, in the long term, the collective work of all those involved with the Strategy will have helped to create a positive safety culture and safe environments for all New Zealanders.



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. The Strategy provides a strategic framework for injury prevention activity in New Zealand. The framework is a guide for action by a range of government agencies, local government, non-government organisations, communities and individuals.

An Implementation Plan for the Strategy was released in October 2003 and listed key activities that needed to be undertaken in the 2004/05 year by the various agencies – government, non-government and community – to make the Strategy a reality.

## 2004/05 Implementation Plan

The 2004/05 Implementation Plan was for the period 1 July 2004 to 30 June 2005. The Plan identified 43 key activities and 129 results areas whose actions needed to be co-ordinated by the lead agencies for six national injury prevention priority areas, the Secretariat and several other key government, non-government and community organisations.

This, the first Annual Report on progress in implementing the Strategy, covers key activities set out in the 2004/05 Implementation Plan. It describes progress that has been achieved within each of the Strategy's objectives and includes information on key activities to achieve the Strategy's objectives.

The 2004/05 Implementation Plan sets out a programme of work and details under the following groupings:

- Key activities
- Results expected
- Links to Strategy's objectives
- Timelines
- Lead agency or agencies
- Key partners.

## Implementing the Strategy

Significant progress has been made in the first year of the Strategy's implementation. In several instances significant projects have commenced and delivered the first stages of building improved infrastructure and information, to support more effective injury prevention activity in the future. Some of the key achievements are outlined on page 5 of this document.

## KEY ACHIEVEMENTS FOR THE STRATEGY

NZIPS Secretariat established within ACC to improve co-ordination across the injury prevention sector and support the implementation of the Strategy.

Increased communication achieved across the injury prevention sector, including the redevelopment of the NZIPS website and the production of a quarterly newsletter to improve awareness of the Strategy.

Collaboration and co-ordination of injury prevention activity improved through the work of the Government Inter-Agency Steering Group (GISG), joint agency projects and a workshop of key community practitioners.

Initial baseline stocktake to ascertain the level of injury prevention activity within government and non-government agencies completed.

A new injury prevention qualification and training course, Foundation Certificate in Injury Prevention (Te Aho Tapu), developed to improve the capacity and capability of the injury prevention workforce.

Valid injury outcome indicators developed for “all injury” as well as for the six injury priority areas to measure NZIPS progress in reducing injury over time.

Four new injury priority area strategies and action plans for workplace, falls, drowning and assault developed.

Safe Communities Foundation New Zealand (SCFNZ) established to provide improved levels of support for community-based injury prevention activity.

A new three-year (2005-2008) Implementation Plan for the Strategy developed in consultation with NZIPS advisory groups.

## ISSUES FOR THE FUTURE

Building on progress so far and attaining the Strategy's two goals of achieving a positive safety culture and creating safer environments, requires progress across all the key activities outlined in the new 2005-2008 Implementation Plan.

The following areas will be critical over the next three years to the overall success of the Strategy and, in particular, the improvements in New Zealand's injury prevention and community safety performance:

- Strengthen community injury prevention capacity and capability through increased inter-sectoral work and collaboration on and promotion of programmes, with the leadership and involvement of local government and community groups supported by central government agencies.
- Continue promoting injury prevention workforce development, including progressing the Foundation Certificate in Injury Prevention (Te Aho Tapu) and further developing mid-level and advanced-level qualifications at the postgraduate level.
- Progress effective implementation of the priority area strategies – workplace, falls and drowning – and ensure the All Ages Suicide Prevention Strategy is launched in 2006.
- Monitor implementation and work to enhance, where necessary, existing strategies like Road Safety to 2010, Safer Communities: Action Plan to Reduce Community Violence and Sexual Violence and Te Rito (the New Zealand Family Violence Prevention Strategy).
- Ensure continued and extended co-ordination of injury prevention efforts, particularly 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).
- Undertake programme evaluation and review the outcomes from the Strategy's formative evaluation to implement changes, to enhance future injury prevention effort.
- Provide information on New Zealand's injury rates based on valid injury outcome indicators, and monitor changes in safety cultures and safe environments.

# GLOSSARY OF TERMS

ACC	Accident Compensation Corporation
ALAC	Alcohol Advisory Council of New Zealand
ASIST	Applied Suicide Intervention Skills Training
CAA	Civil Aviation Authority
CLIF	Communities Living Injury Free
CPTED	Crime Prevention Through Environment Design
CYF	Child, Youth and Family Services
DHB	District Health Board
DoL	Department of Labour
EAP	Expert Advisory Panel
EMA	Employers' and Manufacturers' Association
GISG	Government Inter-Agency Steering Group
HRC	Health Research Council
IPNANZ	Injury Prevention Network of Aotearoa New Zealand
IPRC	Injury Prevention Research Centre (Auckland University)
IPRU	Injury Prevention Research Unit (Otago University)
LGNZ	Local Government New Zealand
Land Transport NZ	Land Transport New Zealand
Maritime NZ	Maritime New Zealand
MoH	Ministry of Health
MoJ	Ministry of Justice
MoT	Ministry of Transport
MSD	Ministry of Social Development
MYD	Ministry of Youth Development
NPiS	New Plymouth injurySafe
NRSC	National Road Safety Committee
NZ-ADAM	New Zealand Arrestee Drug Abuse Monitoring
NZ CTU	New Zealand Council of Trade Unions
NZIPS	New Zealand Injury Prevention Strategy
NZQA	New Zealand Qualifications Authority
SAP	Road Safety Administration Programme
SCFNZ	Safe Communities Foundation of New Zealand
SPINZ	Suicide Prevention Information New Zealand
SRG	Stakeholder Reference Group
TPK	Te Puni Kokiri
WHO	World Health Organization
WHSS	Workplace Health and Safety Strategy
WSNZ	Water Safety New Zealand

# DETAILS OF ACTIVITY AND RESULTS UNDER THE 2004/05 IMPLEMENTATION PLAN



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

Key activity	Results achieved	Selected examples
<p>1.1. Actively promote the Strategy; raise awareness of and commitment to the Strategy as the framework for injury prevention in New Zealand.</p>	<ul style="list-style-type: none"> <li>Promotion and communication have been co-ordinated across the injury prevention sector at every opportunity, to ensure wide dissemination of the Strategy and advancement of the NZIPS website.</li> <li>The Strategy has been adopted by several community organisations as a framework for their injury prevention activities. The newly developed falls prevention, drowning prevention and workplace health and safety strategies are based on the NZIPS framework.</li> <li>The NZIPS website was updated on a six-weekly cycle during the year and now contains 180 links to related injury prevention sites.</li> <li>Feedback and the number of hits indicate that there is an increased level of satisfaction with the information provided on the website. In 2005/06 the website will be evaluated to measure its effectiveness on items such as content, navigational ease and usefulness.</li> </ul>	<ul style="list-style-type: none"> <li>The Strategy has been actively promoted at conferences such as “Bold Perspectives, Shared Objectives” (Auckland, March 2005), community and regional workshops eg. Masterton, Hamilton and Christchurch and internal workshops, on websites, through attendance at interagency groups, in letters to government agency chief executives from the Minister for ACC, and through relationships with groups such as the Injury Prevention Network of Aotearoa New Zealand (IPNANZ) and SCFZN.</li> <li>More than 7,000 copies of the Strategy and 2,500 copies of the 2004/05 Implementation Plan were distributed during the year.</li> <li>A growing range of organisations and groups has either used the Strategy as a framework for injury prevention activity or adapted the Implementation Plan to define business plans. Examples include WaterSafe Auckland, Communities Living Injury Free (CLIF) (Auckland), New Plymouth injurySafe (NPIs) and the Construction Industry Council. At the government level, the new fall prevention and drowning prevention strategies and the Workplace Health and Safety Strategy (WHSS) have aligned their goals and objectives with the NZIPS.</li> <li>The NZIPS website had a total of 110,000 visits during the year. A trend is the increasing level of use, with 7,826 hits per month in July 2004 rising to 12,655 in June 2005.</li> </ul>
<p>1.2. 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>Information on relevant government and non-government organisations’ injury prevention programmes was collected and disseminated through processes such as a baseline stocktake of injury prevention activity, regular reporting, newsletters, updates and websites.</li> </ul>	<ul style="list-style-type: none"> <li>Land Transport New Zealand (Land Transport NZ) manages and updates a national database detailing all road safety initiatives it co-ordinates.</li> <li>The Accident Compensation Corporation (ACC) National Safety Audit book is an annual publication that lists the injuries and deaths in the home, on the road, at work and in sport and other settings for ACC’s 23 ThinkSafe communities. The book also has examples of ACC community injury prevention initiatives.</li> </ul>

1 The New Zealand Injury Prevention Strategy Formative Evaluation Baseline Organisational Survey was conducted in July – August 2004 and the final report was published in December 2004. For more information visit [www.nzips.co.nz](http://www.nzips.co.nz) or [www.safecommunities.co.nz](http://www.safecommunities.co.nz)

continued

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

Key activity	Results achieved	Selected examples
1.2. (continued)	<ul style="list-style-type: none"> <li>• Information about other injury prevention programmes by local government, iwi and community organisations was also delivered through several channels including regular reporting, newsletters, updates and websites.</li> <li>• Initiatives across all priority areas and settings, such as recreation and the home, have been implemented to increase knowledge, improve attitudes and change behaviours to prevent and reduce injury-related harm. Issues such as risks arising from alcohol were also addressed.</li> <li>• The Strategy's Secretariat convened a workshop in September 2004 involving key injury prevention providers from community and government organisations. The purpose of the meeting was to develop a plan to strengthen community-based injury prevention activities.</li> </ul>	<ul style="list-style-type: none"> <li>• ACC has continued and extended its support for employee health and safety representative training in partnership with the New Zealand Council of Trade Unions (NZCTU) and the Employers' and Manufacturers' Association (EMA). An estimated 12,000 representatives had been trained by both organisations as at June 2005. Around 660 representatives have been trained on the stage two course, which places greater emphasis on the incident investigation process. A further 3,669 reps had been trained via the EMA programme.</li> <li>• The FarmSafe programme, which combines practical tuition and interactive sessions to draw on participant experience, was delivered to more than 12,500 farmers during the year. The programme is a collaborative effort between Federated Farmers of New Zealand, ACC, Agriculture ITO, Agriculture New Zealand and Telford Rural Polytechnic. FarmSafe Awareness and FarmSafe Plans are one-day workshops that focus on the practical management of workplace safety on the farm.</li> <li>• Site Safe New Zealand undertakes the research, development and co-ordination of health and safety activities designed for and targeted at the construction industry. Site Safe provides an induction training module (Passport) focusing on the health and safety hazards on construction sites, supervisor training, working safely at heights training, and health and safety representative training. More than 67,000 safety passports had been delivered as of June 2005.</li> <li>• The Alcohol Advisory Council of New Zealand (ALAC) Culture Change programme, launched in 2004, focuses on changing New Zealanders' attitudes and behaviours around the consumption of alcohol. It aims to achieve this by enabling people to make the connection between risky per-occasion consumption and the resulting social and physical harm. It is envisaged that this campaign will also contribute to a reduction in the number and severity of alcohol-related injuries.</li> <li>• ACC has developed 23 ThinkSafe Communities where ACC injury prevention consultants work in partnership with like-minded community groups – safety coalitions, schools, councils and businesses – to tailor national safety initiatives to local needs.</li> </ul>

continued

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

Key activity	Results achieved	Selected examples
1.2. (continued)		<ul style="list-style-type: none"> <li>• CLIF was set up in order to reduce the number and severity of injuries to people in the areas it covers. CLIF covers the Auckland city territorial local authority area from Otahuhu in the south to Avondale/Blockhouse Bay in the west and focuses on unintentional injury. CLIF is based on the World Health Organization's (WHO's) Safe Community criteria.</li> <li>• NPIS is a voluntary collaboration of key personnel from partner agencies committed to providing overall strategic direction for injury prevention in the New Plymouth district. The NPIS business plan has adopted the goals of the NZIPS as a key part of its business plan.</li> <li>• SCFNZ was established in December 2004 and aims to achieve "A safe New Zealand, becoming injury free". It works collaboratively with communities, industry and government agencies to create a sense of awareness, understanding, support and leadership to implement effective programmes at a community level.</li> </ul>
1.3. Encourage and promote involvement in injury prevention activities by individuals, groups, communities and agencies.	<ul style="list-style-type: none"> <li>• Cross-sector activities were initiated during the year that included the publication of regular newsletters and the publication of community newsletters. A small number of media statements were issued by community and government organisations. Links were established between relevant websites and a number of sector and location workshops and seminars. An existing National Injury Resource Directory continued to be used during the year and options were identified to upgrade this in the next year.</li> <li>• The Secretariat developed a media plan to further support raising awareness of and commitment to injury prevention.</li> </ul>	<ul style="list-style-type: none"> <li>• Four issues of the NZIPS newsletter were published covering information on the implementation of the Strategy, as well as other activities happening in the sector, such as the ALAC Culture Change programme.</li> <li>• The <i>Injury Control Bulletin</i>, published by the Injury Prevention Research Centre (IPRC, Auckland University) through a funding contract from ACC, renewed its publication during the 2004/05 year.</li> <li>• Through the 2004/05 year, IPNANZ continued to promote information sharing, collaboration and co-ordination of injury prevention activity through its members.</li> <li>• The activities of the Strategy's advisory group meetings have aided improved collaboration of injury prevention activity between government and community agencies, at the national and community levels.</li> <li>• Land Transport NZ and the Ministry of Transport (MoT), in conjunction with ACC, the Police and Transit New Zealand, developed the "Drive to Conditions" campaign. The purpose of the campaign is to encourage motorists to drive to the conditions rather than the speed limit.</li> </ul>



## Objective 2: Strengthen injury prevention capacity and capability

Key activity	Results achieved	Selected examples
<p>2.1. Strengthen existing injury prevention competencies<sup>2</sup> in education and training programmes.</p>	<ul style="list-style-type: none"> <li>A joint project involving ACC, the NZIPS Secretariat, Land Transport NZ and the Ministry of Health (MoH) in association with IPNANZ has resulted in the development of a new injury prevention competencies framework. This project involved a new qualification for injury prevention providers (the Foundation Certificate in Injury Prevention (Te Aho Tapu). Its development involved limited aspects of the education sector such as unit standard development and training delivery options. This interagency project is designed to build capacity across the whole injury prevention workforce.</li> <li>A review of known injury prevention education programmes was completed by IPNANZ (Cherry Morgan report) and information within this report guided the development of the Foundation Certificate in Injury Prevention.</li> <li>ACC commissioned the delivery of an ACC “ThinkSafe and schools” programme. Other community-based initiatives have addressed injury prevention priorities specific to those communities. A primary school made an application for accreditation as a “safe school” under the WHO Safe Community accreditation criteria. This application reflected an ongoing programme of injury prevention and safety in the school’s environment over the previous three years. As at June 2005, a small number of other schools (primary and secondary) had shown interest in following this approach.</li> </ul>	<ul style="list-style-type: none"> <li>The development of the competencies framework was undertaken by IPNANZ under the direction of an interagency steering group. This involved extensive consultation with key stakeholders in the sector.</li> <li>The first training course for the Foundation Certificate in Injury Prevention will be offered in November 2005 and there are indications of a high level of interest. The New Zealand Qualifications Authority (NZQA) provided guidance on the process for the development of new unit standards and these were referred to NZQA for eventual approval.</li> <li>ACC has worked alongside the IPRC Auckland and New Zealand teachers to produce an ACC “ThinkSafe and schools” resource, which is designed to be used from early childhood through to secondary school. The resource includes learning experiences on understanding injury prevention and analysing and managing risk. More than 2,000 copies of the resource have been distributed to 1,750 schools.</li> <li>Woodend School in Canterbury made an application for assessment against Safe Community accreditation criteria specified by WHO.</li> <li>Injury Free Waimakariri has developed and implemented a rural school resource based on farm safety “Down the Back Paddock”. Down the Back Paddock is a curriculum resource for schools with resources for teachers and pupils.</li> </ul>

2. Injury prevention competencies is a general term, which may also cover concepts such as risk management, hazard management, health and safety management and harm reduction/minimisation competencies.

continued

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

Key activity	Results achieved	Selected examples
2.1. (continued)		<ul style="list-style-type: none"> <li>The Ministry of Youth Development (MYD) has contracted Lifeline, Auckland to deliver Applied Suicide Intervention Skills Training (ASIST), a programme that will equip carers in the community with the skills to work in the area of suicide prevention. The emphasis is on increasing a carer's ability to promote the immediate safety of someone who may be at risk of suicide and providing links to further help. Lifeline and SPINZ are developing a network of trainers to deliver the training.</li> </ul>
2.2. Strengthen existing Māori-focused injury prevention competencies in individual and organisational educational and training programmes.	<ul style="list-style-type: none"> <li>A review of known injury prevention education programmes was completed by IPNANZ (Cherry Morgan report) and this included consideration of injury prevention education and training initiatives for Māori.</li> <li>The development of an injury prevention competencies framework for Māori was catered for in the development of the Foundation Certificate in Injury Prevention. IPNANZ provided a forum for consultation on this via its Māori caucus. The project to develop the Foundation Certificate is the first step in strengthening the capacity of Māori and other ethnic providers.</li> <li>Other priority area strategies have focused on relevant injury prevention and community safety training initiatives for Māori provider groups.</li> </ul>	<ul style="list-style-type: none"> <li>MYD, in collaboration with MoH and Te Roopu Whakahaere held a wananga in March 2005 to build community capacity to respond to the needs of Māori. The ASIST programme is being tailored to ensure that it is appropriate for Māori.</li> <li>Māori Water Safety, an initiative supported by Water Safety New Zealand (WSNZ), is committed to developing an education kit for teachers that will be sent to every kohanga reo, kura kaupapa Māori and mainstream school with affiliated Māori units throughout New Zealand.</li> <li>MoH is funding a public education programme "Violence Free Hapu" that will be developed by the Ngati Haua Health Trust in 2005. MoH is also funding a project "Violence Free Marae/Māori Workforce Development" that will train Māori health and social service providers in family violence intervention. This project is being undertaken by the Māori Network of National Network of Stopping Violence Services, Te Kupenga Whakaoti Mahi Patunga.</li> <li>ALAC has funded a training induction package for the health promotion workforce and has established a scholarship for Māori to undertake the qualification.</li> <li>"Safekids" has been working with Māori groups to strengthen injury prevention competencies' development. This includes injury prevention training to early childhood education students at Manukau Institute of Technology, Auckland Unitech, the New Zealand Childcare Association, etc. Safekids is also working with Māori early childhood centres and kura kaupapa Māori, with a focus on burns prevention, car restraints and pedestrian safety.</li> </ul>

continued

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

Key activity	Results achieved	Selected examples
<p>2.3. Strengthen 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>A review of known injury prevention education programmes was completed by IPNANZ (Cherry Morgan report) and this included consideration of injury prevention education and training initiatives for Pacific and other ethnic groups.</li> <li>The development of an injury prevention competencies framework for Pacific and other ethnic groups was catered for in the development of the Foundation Certificate in Injury Prevention. IPNANZ provided a forum for input from Pacific and other ethnic injury prevention providers.</li> <li>The project to develop the Foundation Certificate is the first step in strengthening the capacity of Pacific and other ethnic providers.</li> <li>Other priority area strategies have focused on relevant injury prevention and community safety training initiatives for Pacific and other ethnic provider groups.</li> </ul>	<ul style="list-style-type: none"> <li>The Police website has been amended to incorporate 12 different languages (Arabic, Chinese, Hindi, Japanese, Korean, Somalian, Vietnamese, Farsi, German, Thai, Spanish and English). Police has also produced a booklet for staff as a practical reference for Religious Diversity.</li> <li>ACC has undertaken several new approaches to reach Pacific Island communities, including an extensive Train the Trainer programme with leaders of these groups, to give them the skills with which to deliver injury prevention initiatives.</li> <li>The MYD-funded ASIST programme is being tailored to ensure that it is appropriate for Pacific and other ethnic communities.</li> <li>Safekids undertook the strengthening of injury prevention competencies and development opportunities for Pacific and other ethnic groups. This has included building working relationships with Waipareira Pasifika and the Injury Free Counties Manukau Pacific co-ordinator and supporting South Auckland community health promotion events.</li> <li>Strong Pacific Families, a MSD initiative, is being implemented in four regions namely Christchurch, Porirua, Manukau, and Waitakere from 2005 to 2007. The aim of the programme is to build strong Pacific families living free from violence. This year Strong Pacific Families is focussed on the two actions areas of (i) funding community meetings to grow awareness of family violence by working through community and church leaders and (ii) developing resources to increase awareness of family violence.</li> </ul>
<p>2.4. Encourage and support the further development of researchers with expertise in injury prevention.</p>	<ul style="list-style-type: none"> <li>A review of national and international research centres and their areas of research was completed during the year. This information was compiled, formatted and published on the NZIPS website.</li> </ul>	<ul style="list-style-type: none"> <li>A report titled <i>Injury prevention research centres</i><sup>3</sup> was published on the NZIPS website in June 2005. The information in the report has been compiled as a starting point for people attempting to locate research or researchers who have completed work in injury prevention or related fields. It contains information about centres in New Zealand, Australia, the United Kingdom and Europe.</li> </ul>

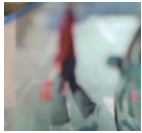
3 For more information on the report visit [www.nzips.govt.nz](http://www.nzips.govt.nz).

continued

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

Key activity	Results achieved	Selected examples
2.4. (continued)	<ul style="list-style-type: none"> <li>The review of national and international research providers identified research priorities but not funding arrangements. Funding arrangements will be covered in future reports.</li> <li>A review of research training opportunities was undertaken in late 2004 and a report provided to the Secretariat.</li> </ul>	<ul style="list-style-type: none"> <li>ACC and the Health Research Council (HRC) jointly administer awards for research in injury prevention and rehabilitation. The ACC Research Career Development Awards are designed to enable postgraduate students from any field to conduct injury prevention and rehabilitation research projects as part of a Masters or PhD degree with a focus on the NZIPS six national injury prevention priority areas.</li> <li>A report<sup>4</sup> identifying available research training opportunities for New Zealand injury prevention researchers was completed in December 2004. The report identified a lack of formal qualifications for researchers in injury prevention.</li> </ul>

4 The Report on the identification of the availability of research training opportunities for New Zealand injury prevention researchers is available on the SCFNZ website [www.safecommunities.org.nz](http://www.safecommunities.org.nz).



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

Key activity	Results achieved	Selected examples
<p><b>3.1. Identify key interventions and approaches that support resourcefulness, resilience, respect, responsibility for self and others, and the development of healthy social environments.</b></p> <p>This activity is primarily focused on the assault and suicide and deliberate self-harm injury prevention priority areas.</p>	<ul style="list-style-type: none"> <li>Information regarding key interventions and approaches was collected through a baseline stocktake<sup>5</sup> involving government and non-government sectors, which was conducted in December 2004. Aspects of this information provided insights into degrees of issues around the development of healthy social environments. This information was distributed to lead government agencies.</li> <li>The baseline stocktake included details of activities by local government and community organisations.</li> </ul>	<ul style="list-style-type: none"> <li>ACC and Police have commissioned research to evaluate the effects of different types of tactical police activity in licensed premises in the Wellington area on offending and victimisation. This will identify what methods work best in reducing harm (personal, property, crime) from alcohol consumption.</li> <li>The Mental Health Foundation launched a new depression awareness campaign, <i>Out of the Blue/ Kia Marama</i> in May 2005. The new campaign aims to raise awareness of the signs of depression in order to help people recognise when they, or someone close to them, is depressed. The Foundation also launched MindNet a new internet-based resource that has information about the latest developments in mental health promotion and prevention in New Zealand.</li> <li>MYD published research on support for families, whanau and others who have been bereaved by suicide or affected by a suicide attempt.</li> </ul>
<p><b>3.2. Work with the relevant regulatory and standard-setting bodies to improve and strengthen products, systems, environmental design and standards.</b></p>	<ul style="list-style-type: none"> <li>The development of four new strategies during the year (workplace health and safety, falls prevention, drowning prevention and suicide prevention) included aspects of identifying and addressing issues around unsafe and harmful environments, systems and products. Specific injury issues such as home settings and child safety have been dealt with by national non-government organisations, with support from agencies such as ACC.</li> </ul>	<ul style="list-style-type: none"> <li>Safekids, Plunket and WSNZ have collaborated to disseminate information and advice surrounding the use of baby bath aids. Safekids has also provided information to the public on other child products such as baby walkers and childproof caps for poisonous substances.</li> <li>ACC developed the <i>New Zealand Patient Handling Guidelines</i>, which outline steps to take to introduce a comprehensive patient handling programme to workplaces, and prevent injuries arising from patient handling. The resource has been widely distributed through the health sector including aged care, residential care and community care settings. Early evaluations indicate significant decreases in injury rates amongst health workers.</li> <li>Work on human risk factors, especially fatigue, stress, drugs and alcohol, has been included in the draft <i>Guidelines for safe working practices on board fishing vessels under 24 metres</i>, developed by Maritime New Zealand. Information on the draft guidelines will be disseminated through the use of grassroots mentors and snowball training methodology.</li> </ul>

<sup>5</sup> The New Zealand Injury Prevention Strategy Formative Evaluation Baseline Organisational Survey was conducted in July – August 2004 and the final report was published in December 2004. For more information visit [www.safecommunities.org.nz](http://www.safecommunities.org.nz).

continued

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

Key activity	Results achieved	Selected examples
3.2. (continued)		<ul style="list-style-type: none"> <li>• The <i>Safer Communities: Action Plan to Reduce Community Violence and Sexual Violence</i> (MoJ, June 2004) specifies a number of new actions that will complement and contribute to existing initiatives that promote safety. This includes promoting the adoption of Crime Prevention Through Environment Design (CPTED), the provision of CPTED training and the promotion of research and evaluation. In 2004/05, MoJ in partnership with Local Government New Zealand (LGNZ) and Wellington City Council prepared a draft CPTED guidelines booklet for public consultation.</li> <li>• One of the goals of the Safer Christchurch City Strategy is to “Enhance safety from crime through preventative and supportive actions”. This is to be done by ensuring the phased adoption of CPTED into city-wide planning and policy; and by promoting crime prevention through environmental design principles for application by owners and occupiers of existing buildings and spaces.</li> </ul>
3.3. Develop and promote public education initiatives to promote product safety primarily across the six injury prevention priority areas.	<ul style="list-style-type: none"> <li>• Lead agencies, in developing new or reviewing existing strategies, have, where appropriate, promoted the use of safe products as a method of achieving safer environments, systems and products.</li> <li>• There has been an increase in knowledge about unsafe products across the six priority areas and around specific issues such as child safety. However, a process to identify evidence of reduced use or replacement of unsafe products was not available during the year.</li> <li>• Lead agencies, where appropriate, have collected information on product safety. At this stage this information has not been widely distributed except in some sectors such as child safety.</li> </ul>	<ul style="list-style-type: none"> <li>• Standards New Zealand’s website <a href="http://www.standards.co.nz">www.standards.co.nz</a> lists current standards by industry sector and this includes topics such as consumer and occupational safety and transportation. Within each group the relevant standards for specific hazards or issues are listed.</li> <li>• During June, Land Transport NZ released the 2005 version of the <i>Buyer’s Guide to Used Car Safety Ratings</i>. The Guide was first published in 2004 and uses data from more than one million crashes on New Zealand and Australian roads to rate 288 popular used cars on how well they protect their drivers and how badly they injure the drivers of other cars.</li> <li>• The new New Zealand standard for playground equipment and surfacing NZS5828: 2004 came into effect on 1 April 2005, and is considered to be a benchmark for playground equipment and surfacing, to ensure a safe playground environment in New Zealand. This voluntary Standard brings together, in one document, a number of different standards to provide comprehensive guidance on the design, inspection, testing and maintenance of playgrounds.</li> <li>• The Ministry of Consumer Affairs’ website <a href="http://www.consumeraffairs.govt.nz">www.consumeraffairs.govt.nz</a> lists a number of products eg. toys, bikes and ladders and, where appropriate, specifies relevant New Zealand safety standards or other relevant measures.</li> </ul>



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

Key activity	Results achieved	Selected examples
<p>4.1. Identify current safety-related law and other instruments including legislation, regulations, standards and codes of practice.</p>	<ul style="list-style-type: none"> <li>The scope of the review of the Safety-Related Law project was considered by the NZIPS GISG.</li> <li>A review was commissioned by the Secretariat that identified key safety-related law from all agencies involved in injury prevention and community safety.</li> <li>Information from the above review was compiled into a report that was published on the NZIPS website in January 2005.</li> </ul>	<ul style="list-style-type: none"> <li>The safety-related law document<sup>6</sup> outlines at a high level the key safety-related laws for the six priority areas and other general injury prevention issues. The document has been grouped into various categories (eg. motor vehicle traffic crashes). Within each of the categories there are links to the relevant legislation. A summary list of statutes, regulations and other types of law is also listed in the categories.</li> <li>This report was viewed on the NZIPS website more than 3,000 times between February and June 2005.</li> </ul>
<p>4.2. Agencies to promote, and devote appropriate time and resources to enforcing their safety-related law and other instruments.</p>	<ul style="list-style-type: none"> <li>Agencies involved in promotion and enforcement work to support injury prevention activities published and disseminated information about their activities through annual reports, media statements, briefing papers and research reports.</li> <li>There is limited evidence at this stage with regards to improvements in safety practices across and within sector groups as the majority of industry and community groups work on improving their level of understanding about the Strategy and how enforcement underpins overall injury prevention approaches. There is some evidence in sectors such as the construction industry, where initiatives have been developed to address underlying practices that are linked to safety-related law.</li> </ul>	<ul style="list-style-type: none"> <li>ACC has been working with the Department of Labour (DoL) to ensure that ACC's workplace safety system audits reflect and are consistent with Occupational Safety and Health hazard guidelines and standards. ACC is developing "Hazard Profiles and Solutions" to provide a unified resource with direct solutions advice and improved guidance for workplace safety auditors.</li> <li>The Construction Industry Council, through a working group made up of industry safety representatives plus DoL and ACC, has developed a strategic plan to address key safety issues for the industry, such as best practice in procurement, training and hazard management.</li> <li>The Land Transport Amendment Act 2005 was passed in June 2005. The Act will result in enhanced safety through stricter licensing laws for buses and taxis and stronger enforcement measures for repeat drink drivers and disqualified drivers. The Act includes a large number of amendments that aim to enhance existing land transport safety legislation to support more efficient and effective enforcement, operation and administration.</li> <li>The Land Transport Rule: Dangerous Goods 2005 came into effect in June 2005. The requirements contained in the Rule ensure that New Zealand remains in line with international standards for the transporting of dangerous goods.</li> </ul>

6 For more information on the document New Zealand's Safety Related Law, visit [www.nzips.govt.nz](http://www.nzips.govt.nz).

continued

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

Key activity	Results achieved	Selected examples
<p>4.3. Agencies to consider injury prevention implications (and the Strategy) as part of their policy and legislative development processes.</p>	<ul style="list-style-type: none"> <li>• There is increased awareness across relevant government agencies of the Strategy and Implementation Plan. There is some evidence that agencies, such as those leading the development and implementation of priority strategies, have achieved increased alignment between the Strategy and their policy and legislative processes. Agencies with a particular focus on injury prevention, such as ACC, have reference to the Strategy within their accountability documents.</li> </ul>	<ul style="list-style-type: none"> <li>• In December 2004, the Minister for ACC wrote to chief executives of government agencies involved in injury prevention and relevant portfolio Ministers, urging agencies to consider how relevant activities within their 2005/06 business plans could be aligned to the NZIPS framework and expected outcomes.</li> <li>• The Minister for ACC included reference to the NZIPS in her annual letter of expectation to the ACC Board.</li> </ul>
<p>4.4. Review and identify the need for developing new injury prevention policy and safety legislation, where appropriate.</p>	<ul style="list-style-type: none"> <li>• The development of cross-departmental processes commenced during the year through the work of GISG and the compilation of the Safety-Related Law report (refer 4.1). More focused cross-departmental processes have been developed in specific areas where multiple agencies are dealing with common issues eg. workplace health and safety.</li> <li>• Agencies have advised the Strategy Secretariat of key injury prevention legislation and policy through GISG, the Safety-Related Law project and regular reporting.</li> <li>• Information, where appropriate, has been published and disseminated on various agencies' websites.</li> <li>• As part of the development of the new national injury prevention strategies and the implementation of existing strategies, agencies have continued to progress injury prevention policy and legislation and regulatory issues.</li> </ul>	<ul style="list-style-type: none"> <li>• DoL has worked with Maritime New Zealand and the Civil Aviation Authority (CAA) to prepare a discussion document that will change the definition of serious harm in the Health and Safety in Employment Act 1992.</li> <li>• Work is ongoing in relation to Land Transport NZ's Rules programme. The Vehicle Lighting Rule, Heavy Vehicles Rule and Traffic Control Devices Rule have been signed and came into force in early 2005.</li> <li>• MYD has awarded contracts for developing resources to guide service providers working with families, whanau and others who have been bereaved by suicide or affected by a suicide attempt. These resources are being developed in consultation with Police, mental health professionals and emergency services.</li> <li>• MoH has developed guidelines especially in the area of intentional injury eg. family violence intervention guidelines to support health professionals.</li> <li>• MoJ conducted a review aimed at addressing gaps around liquor licensing identified in the Safer Communities Action Plan (including a lack of national coverage and consistency of initiatives and a lack of adequate enforcement of the regulatory regime imposed through the Sale of Liquor Act) and at conducting a limited evaluation of effective practice. The review had three objectives: to document current regulatory, enforcement and monitoring approaches; to identify any associated gaps or barriers in these approaches; and to recommend ways to overcome these barriers or gaps.</li> </ul>



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

Key activity	Results achieved	Selected examples
<p>5.1. Identify national, regional and community injury prevention stakeholders, relationships, mechanisms and processes, which affect collaboration and co-ordination of injury prevention activities – primarily within the six priority areas.</p>	<ul style="list-style-type: none"> <li>• Through the development of the four new national strategies, collaboration and co-ordination mechanisms were identified and utilised for public consultation purposes. This has led to a greater understanding of how communities, local authorities and government agencies can interrelate and work together. This process included the general population, Māori, Pacific people and other ethnic groups.</li> <li>• In September 2004 a community workshop was convened by bringing together representatives from government agencies, local authorities and community organisations to assess and identify current and new mechanisms for collaboration and co-ordination across the injury prevention sector.</li> <li>• Arising from the community workshop, a model was developed to facilitate the process of better collaboration and co-ordination. It is planned to start implementing this model in the 2005/06 year.</li> </ul>	<ul style="list-style-type: none"> <li>• The National Road Safety Committee (NRSC) continues to meet on a quarterly basis to co-ordinate the Government’s Road Safety to 2010 Strategy and operations. The NRSC comprises the chief executives of ACC, Land Transport NZ, LGNZ, MoT, Police and Transit New Zealand. Work in this quarter has focused on the development of the third implementation package. The NRSC has been strengthened with the Secretary of Labour recently joining the Committee to provide advice on work-related road safety.</li> <li>• MoT is leading the state highway network safety co-ordination project, which aims to ensure that road safety partners apply the most appropriate intervention or mix of interventions to the highest-risk sections of the road on the state highway network. A Network Safety Co-ordinating Group for state highways has been established, which includes representatives from MoT, Land Transport NZ, Transit New Zealand and Police.</li> <li>• ACC has established a formal relationship with SCFNZ. In the first year, the Foundation will work with four communities that are ready to undergo assessment for Safe Community accreditation under the WHO criteria. They are Whangarei, New Plymouth, Wellington and Manukau. In addition the Foundation will gauge interest from a number of other communities to begin to work towards accreditation over the next three years.</li> <li>• Maritime New Zealand collaborated extensively with agencies such as ACC and the Seafood Industry Training Organisation in the development of the <i>‘Guidelines for safe working practice on board fishing vessels under 24 metres’</i>.</li> <li>• “Alco-link” a project to develop a nationally consistent system to collect, collate, analyse and disseminate information on the link between alcohol, offending and victimisation was progressed by Police during the year. Alco-link places importance on the role of partner agencies in making use of the enhanced data to minimise alcohol-related harm. The project received initial seed funding from ACC.</li> </ul>

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

Key activity	Results achieved	Selected examples
<p>5.2. Strengthen existing, and develop and implement new, mechanisms for collaborating and co-ordinating injury prevention activities at national, regional and community levels – primarily within the six priority areas.</p>	<ul style="list-style-type: none"> <li>• Where appropriate, the development of the four new strategies and the review of the existing strategies and action plan for road traffic crashes and assault have included consideration of improved mechanisms and processes for collaboration and co-ordination.</li> <li>• As commented on in 5.1, a model to facilitate collaboration has been developed. This model will have the facility to monitor improvements in injury prevention activity when implemented.</li> <li>• A review was carried out in 2004 to identify examples that demonstrated improvements in the collaboration and co-ordination of injury prevention activities. This was compiled into a report that was published in December 2004.</li> </ul>	<ul style="list-style-type: none"> <li>• The NRSC has responded to changes in the road sector by conducting a self-review of its purpose and functions. Following this, MoJ, MoH and DoL are now associate members of the Committee. This change will provide an opportunity for the NRSC to further engage in high-level cross-sectoral co-operation with the primary goal of providing a more co-ordinated approach to road safety.</li> <li>• The Ministry of Social Development (MSD) has established a Family and Community Services team as a response to the need for better government leadership, co-ordination and alignment to strengthen family support services. The Te Rito Collaborative fund was a Budget 2004 initiative to establish community-based collaborative initiatives across New Zealand. There are currently 28 initiatives being funded and is administered by the Department of Child, Youth and Family Services.</li> <li>• A collaborative partnership has been established between ACC and ALAC to identify opportunities for combined community action work to reduce alcohol-related harm and injury.</li> <li>• New processes have been established for collaboration and co-ordination within the falls and drowning prevention strategies and WHSS.</li> <li>• A report<sup>7</sup> identified various collaborative activities occurring at government and non-government levels. Evidence from this study has indicated that key stakeholders within the injury prevention field are using the NZIPS framework in a variety of ways to inform the development of their activities as well as improve collaboration and co-ordination between agencies.</li> </ul>

7. The report Identify and disseminate examples of improvements in collaboration and co-ordination of injury prevention across a variety of settings was published in December 2004. For more information visit [www.safecommunities.org.nz](http://www.safecommunities.org.nz).



## Objective 6: Advance injury prevention knowledge and information

Key activity	Results achieved	Selected examples
<p>6.1. Investigate the social and economic cost of injury.</p>	<ul style="list-style-type: none"> <li>The second phase of the DoL project on cost of injury presented its report in June 2004. This phase focused on the state of existing information and opportunities to improve the information to support a reliable measure of costs.</li> <li>Since then other agencies, such as MoH, ACC and MoT, have developed other models of measuring injury costs for specific sectors and programmes.</li> <li>Injury indicator development did not proceed in this area as agencies developed alternatives for measuring costs in specific sectors. Developments arising from the DoL project on cost of injury included recommendations to the Injury Information Manager (Statistics New Zealand) on potential indicators.</li> <li>Net cost analysis model: ACC continued to work on refining the injury net cost analysis model it has developed for assessing the likely return on its investment in injury prevention. This has included improving the accuracy of the costing in the model, updating the accuracy of forecasting and improving usability. An international expert in the field of economic analysis of injury prevention initiatives has completed a peer review of this model.</li> </ul>	<ul style="list-style-type: none"> <li>The report <i>Measuring the costs of injury in New Zealand</i> outlined a cost of injury framework and a programme of work to populate the framework. The report has recommended that a set of stand-alone statistics or indicators be produced from available data, and regularly reported by one or more agencies.</li> <li>In October 2004, the National Occupational Health and Safety Advisory Committee commissioned a report on the social and economic costs of occupational disease and injury in New Zealand.</li> <li>MoH commissioned a study to investigate the social and economic costs of suicide. This included identifying options for measuring government investment in suicide prevention activities. The report was completed in June 2005.</li> <li>MoT published an annual report outlining the social costs of road crashes and injuries. The social costs of a road crash and the associated injuries include a number of different elements including: loss of life and life quality; loss of output due to temporary incapacitation; medical costs; legal costs; and property damage costs. Injury costs are classified into fatal, serious and minor injuries.</li> <li>Based on the net cost model the returns for ACC's injury prevention programmes are estimated to range from (for every dollar invested): <ul style="list-style-type: none"> <li>\$1 to \$3 for home-related programmes</li> <li>\$1 to \$6 for road safety programmes</li> <li>\$1 to \$4 for sport-related programmes</li> <li>\$2 to \$22 for workplace safety programmes.</li> </ul> </li> </ul>
<p>6.2. Identify and disseminate information about determinants of injury – primarily across the six injury prevention priority areas.</p>	<ul style="list-style-type: none"> <li>Lead agencies responsible for developing new strategies (workplace health and safety and falls, drowning and suicide prevention) undertook research and literature reviews to identify the determinants of injury for specific sectors to inform development. Other key developments involved publication of a report following research on the burden of occupational disease and injury in New Zealand.</li> </ul>	<ul style="list-style-type: none"> <li>ACC commissioned research by the Injury Prevention Research Unit (Otago University) (IPRU) and IPRC as part of the development of the priority areas strategies of falls and drowning prevention. The subject of the research included literature reviews and determinants of injury.</li> <li>The WHSS identifies determinants of injuries and categorises some of these as priorities, such as manual handling, airborne substances, motor vehicles, psychosocial work factors, slips, trips and falls, and small business.</li> </ul>

continued

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

Key activity	Results achieved	Selected examples
6.2. (continued)		<ul style="list-style-type: none"> <li>• Research was conducted during the year into family violence, such as in the “New Zealand Violence against Women Study” (Dr J Fanslow and E Robinson). The initial work from the study has concentrated on analyses to determine violence against women with a specific focus on violence perpetuated by intimate partners and associated health consequences. The research is funded by the HRC.</li> <li>• <i>Suicide Prevention – A review of evidence of risk and protective factors, and points of effective intervention</i> was prepared for MoH. The review was commissioned by MoH to inform the development of the draft New Zealand Suicide Prevention Strategy.</li> <li>• Maritime New Zealand conducted a major review of injury data in the recreational boating industry. The results of the review will impact on the recreational boating safety strategy.</li> <li>• An analysis of the annual survey of rear seat belt wearing by adult passengers was completed and the results published on the Land Transport NZ website. The 2004 rate was 86%, a 5% increase on the 2003 national rear seat belt wearing rate. New Zealand’s safety belt wearing rate is currently 94% for adults in the front seat.</li> <li>• A new research programme, called New Zealand Arrestee Drug Abuse Monitoring (NZ-ADAM), commenced in mid 2005. Amongst other things, the study quizzes arrestees about injury-promoting behaviours such as drug driving. NZ-ADAM results will help better identify the prevalence of such risk behaviours amongst the offender population.</li> </ul>
6.3. Develop national standards for injury data.	<ul style="list-style-type: none"> <li>• The Secretariat commissioned the development of injury indicators based on threat-to-life measures, to monitor progress in injury prevention performance over time. Development work was undertaken by the IPRU and a report <i>Developing Valid Injury Outcome Indicators</i> was published in October 2004. This development involved consultation across government agencies and other stakeholders. The indicators are a summary measure of variations and trends in injuries. The indicators have been adapted for use and include 40 proposed and provisional indicators for “all injury” and the six injury prevention priority areas.</li> </ul>	<ul style="list-style-type: none"> <li>• Arising from consideration by the Strategy’s Expert Advisory Panel, the IPRU was commissioned to develop a set of injury outcome indicators. This development included identification of and agreement across lead agencies on the definition and measurements used for the composition of the indicators.</li> </ul>

continued

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

Key activity	Results achieved	Selected examples
6.3. (continued)	<ul style="list-style-type: none"> <li>• The Injury Information Manager (Statistics New Zealand) completed a report on the pilot integration of the two largest data sources, namely ACC claims data and New Zealand Health Information Service hospitalisation data.</li> <li>• Development work has been commissioned to explore options to improve and enable the collection of ethnicity data. ACC has improved its methodology for collecting ethnicity data.</li> <li>• Government and non-government organisations have produced regional data to support specific programmes (eg. SafeKids, ACC ThinkSafe Communities and Land Transport NZ regional comprehensive data).</li> <li>• A number of agencies published and disseminated this information via websites eg. Statistics New Zealand, Land Transport NZ and ACC.</li> </ul>	<ul style="list-style-type: none"> <li>• This pilot served as a guide to evaluating the benefits, costs and risks that could result from integrating varied injury databases. Following a positive outcome from the pilot exercise, Statistics New Zealand will complete the integration using other injury data sources.</li> <li>• Statistics New Zealand has, for the past three years, published an annual report on work-related injury statistics. The report is based on ACC data and reports on claim numbers for work-related injury, and gives information about characteristics such as the gender, occupation and industry of the injured workers.</li> <li>• Land Transport NZ produces several types of road statistics data, including monthly and annual road crash statistics. The MoT website has information on public attitudes to road safety and an annual survey that focuses on drink driving, speed and safety belts.</li> <li>• SCFNZ has developed and distributed fact sheets profiling injury fatalities and injury hospitalisations by territorial local authority regions in New Zealand.</li> </ul>
6.4. Determine the effectiveness of key interventions – primarily across the six injury prevention priority areas.	<ul style="list-style-type: none"> <li>• Lead agencies have accessed international and national evidence on interventions, particularly around the development of new strategies for the priority areas. New Zealand-based injury prevention research centres have included this information on their websites and in published formats. Further opportunities for publishing material by lead agencies will be undertaken in 2005/06.</li> </ul>	<ul style="list-style-type: none"> <li>• The development of the drowning prevention strategy was informed by the <i>Drowning, near drowning and other water related injury literature review and analysis of national injury data</i> report compiled by the IPRU.</li> <li>• A report released in 2004/05, <i>Suicide Prevention in New Zealand: A contemporary perspective – social explanations for suicide in New Zealand</i>, summarises a suite of six reports commissioned by MoH from the Wellington School of Medicine and Health Sciences between 2001 and 2004. The material explores a range of possible social explanations, analyses and evidence about New Zealand's suicide trends.</li> <li>• A MoJ review around liquor licensing consisted of national and international reviews of relevant literature to obtain an overview of examples of best practice.</li> </ul>

continued

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

Key activity	Results achieved	Selected examples
<p>6.5. Identify appropriate avenues for disseminating injury and injury prevention information to a range of stakeholders.</p>	<ul style="list-style-type: none"> <li>At the government level, agencies including ACC, MoT, the NZIPS Secretariat, MSD, MoH, DoL and MYD have reviewed and upgraded their practices for the dissemination of injury prevention information.</li> <li>The Secretariat has sought information and advice from a variety of sources on the most appropriate and effective way to disseminate information through the NZIPS newsletter, website and public forums.</li> <li>At the community level, agencies such as SCFNZ, IPRC, Safekids, WSNZ, Site Safe and IPNANZ have reviewed the dissemination of information via their websites and other channels.</li> <li>Relevant injury prevention conferences, including the IPNANZ Conference 2003, have been well supported with the provision of information and display stands by the NZIPS Secretariat and injury prevention university-based research centres. Community media initiatives have been undertaken in relation to specific events such as conferences and the launching of new strategies. The NZIPS website has been updated on a six-weekly basis.</li> </ul>	<ul style="list-style-type: none"> <li>The ACC injury prevention website has extensive information and links to other sites. The NZIPS website has been upgraded and includes references to data sets and more than 100 linkages to other injury prevention websites. The <i>New Zealand Injury Control Bulletin</i>, published by IPRC with ACC support, was published quarterly during the year.</li> <li>The MindNet website contains information on several aspects of mental health and wellbeing including economic, social and environmental.</li> <li>Linkages have been established between the NZIPS website and all other relevant injury prevention websites including the research centres, key community groups and government agencies eg. SCFNZ, IPNANZ, MoH and WSNZ.</li> <li>In 2004/05, the NZIPS Secretariat actively participated in several conferences such as IPNANZ, ACC Bold Perspectives, Shared Objectives conference, Violence Free Wairarapa, and MoJ's Safer Communities conference.</li> <li>The IPRU and IPRC undertook information displays at the international injury prevention conference "Bold Perspectives, Shared Objectives" held in Auckland in March 2005.</li> <li>A health, safety and environment protection "one-stop shop", heralded as a New Zealand first, was opened in New Plymouth in March 2005. The Taranaki Health, Safety and Environment Centre is a major initiative between the Centre of Applied Engineering NZ, ACC and local industry. Initially designed to serve as a resource to change the way in which safety awareness training and induction are delivered to staff within the engineering industry, the Centre's focus was expanded to include all facets of work and non-work situations.</li> </ul>
<p>6.6. Encourage injury prevention research strategies to focus on key injury issues.</p>	<ul style="list-style-type: none"> <li>A review was commissioned to identify all relevant injury prevention research in New Zealand and Australia and other nominated countries. The findings of the review have been published on the NZIPS website.</li> </ul>	<ul style="list-style-type: none"> <li>The report identified existing New Zealand injury prevention research and its alignment to NZIPS. The research findings are organised under the six priority areas. The report identified that motor vehicle traffic road safety accounted for a large percentage of research conducted and that a better balance needs to be achieved. The report was published on the NZIPS website in December 2004.</li> </ul>

continued

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

Key activity	Results achieved	Selected examples
6.6. (continued)	<ul style="list-style-type: none"> <li>• Major research funders such as ACC, HRC and DoL have undertaken action to improve collaboration through the commencement of work to align options for future joint research initiatives.</li> <li>• Lead agencies for new strategies have worked with researchers and undertaken work around areas of known key injury issues, as well as around areas of intentional injury, such as suicide.</li> <li>• Lead agencies have aligned their research purchasing to key injury issues that will support and inform the implementation of new and existing injury prevention priority strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• The University of Auckland was commissioned by ACC to work with a number of relevant researchers to develop a new brief intervention focusing on reducing repeat suicide attempts.</li> <li>• Lead agencies such as ACC and DoL have undertaken various types of research in the development of new strategies and associated action plans eg. WHSS.</li> <li>• Police commissioned evaluations during 2004/05 of several alcohol-related interventions (eg. impact of liquor by-laws, and use of support staff to free up sworn officers to devote more proactive work with licensed premises) by researchers with injury prevention expertise.</li> <li>• ACC has increased the research funding for injury prevention research and established priorities such as evaluating injury prevention programmes, benchmarking New Zealand's injury prevention performance, commissioning research on occupational gradual process disease and injury in Māori, and understanding the socio-economic determinants of injury. ACC has partnered with other agencies such as HRC and ALAC on research projects.</li> <li>• DoL has continued to support the development of researchers through new fellowships for PhD and Masters students to increase occupational health research capability.</li> </ul>
6.7. Investigate methods to measure changes in a safety culture and safe environments.	<ul style="list-style-type: none"> <li>• These indicators were not completed in the timeframe as development involved extensive background research. It is planned to complete this work in 2006.</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 to inform evidence-based models of best practice injury prevention – primarily across the six injury prevention priority areas.</p>	<ul style="list-style-type: none"> <li>Lead agencies responsible for developing new strategies (workplace health and safety and falls, drowning and suicide prevention) undertook research and literature reviews to identify risk and protective factors to inform developments.</li> </ul>	<ul style="list-style-type: none"> <li>The falls prevention and drowning prevention strategies have identified as one of their key activities the need to implement and evaluate effective programmes and interventions.</li> <li>They have also stated that there is a need for greater analysis of injury data to identify potential population groups and settings in need of prevention programmes.</li> <li>MoH has commissioned two research reports about the causes and prevention of suicide, which have been used to inform policy development.</li> </ul>
<p>7.2. Identify, develop and implement proven and promising interventions – primarily across the six injury prevention priority areas and other emergent injury areas.</p>	<ul style="list-style-type: none"> <li>Development work has been undertaken to devise mechanisms and processes to identify and collate information about proven or promising community-based interventions. In 2006 the collection of this information from government agencies and community coalitions will commence and be collated into a national database.</li> <li>SCFNZ, established in December 2004, has been commissioned by ACC to work with nominated urban and community groups to strengthen community injury prevention activities and capacity, including support for WHO accreditation as Safe Communities.</li> </ul>	<ul style="list-style-type: none"> <li>ACC has evaluation methods in place to measure its activities within the priority areas of NZIPS. For example, in the area of falls prevention an initial evaluation of ACC’s hip protector pilot has been very promising. Hip protectors (if consistently worn) have a 30% effectiveness rate in mitigating hip fractures from falls in institutionally dwelling adults over the age of 85. ACC’s pilot demonstrated high levels of acceptance and 60% ongoing wearing compliance.</li> <li>SCFNZ is actively involved with community coalition groups in New Plymouth, Whangarei, Wellington and Manukau. Several communities have adopted the WHO Safe Communities criteria and are working towards WHO Safe Communities accreditation.</li> <li>ACC commissioned the development of a pilot to provide brief intervention therapy to people who have attempted suicide. This intervention targets ACC claimants who have suffered personal injury owing to self-harm. Research demonstrates these claimants have a significantly higher risk of subsequent serious injury or further suicide attempt. The University of Auckland, in conjunction with the North Shore District Health Board, is piloting the proposed intervention and has also formed a wide external stakeholder reference group to oversee the project.</li> <li>MYD funded a promising intervention, “Future Health – Caring for Caregivers” programmes, to support people caring for someone who has attempted suicide. An evaluation of Future Health’s was completed following this and shows that programmes of this type appear to provide an important resource for family/whanau.</li> </ul>

continued

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

(continued)

Key activity	Results achieved	Selected examples
<p>7.3. Identify, develop and implement culturally appropriate injury prevention programmes, which respond to the needs of Māori - primarily across the six injury prevention priority areas.</p>	<ul style="list-style-type: none"> <li>In the health sector a number of public health promotion units target Māori injury issues and link these to proven intervention programmes such as falls and child pedestrian issues.</li> <li>ACC commenced a new programme called “Safer Rohe”, which is injury prevention by Māori for Māori in four regions in the North Island. Development continues with a Safe Community concept based around Māori injury prevention needs within a community setting. IPNANZ has established a Māori caucus to address specific Māori injury prevention issues and initiatives.</li> <li>Development work commenced during the year to devise systems and processes to identify proven and promising interventions for Māori. In 2006 this information will be collated into a national database.</li> </ul>	<ul style="list-style-type: none"> <li>The Northland community injury prevention programme has developed an injury prevention strategy that targets young children, to reduce unintentional childhood injuries. Key stakeholders are Plunket, ACC, Northland Health and the New Zealand Fire Service. The collaborative project supports and resources Plunket nurses to deliver practical items conveying child-safety-related safety messages.</li> <li>ACC’s Safer Rohe programme is operating in four regions – Tainui Waikato Raupatu Trust, South Auckland Urban Authorities, three iwi runanga in Gisborne East Coast and local community and iwi leaders in the Far North,</li> <li>The IPNANZ Māori caucus provided input during the consultation on four new unit standards for the new Foundation Certificate in Injury Prevention (Te Aho Tapu).</li> <li>The establishment of a New Zealand Family Violence Clearing House is a component of Te Rito: the New Zealand Family Violence Prevention Strategy. The Clearing House will comprise a dedicated website and hard copy repository. This will provide access to both national and international evidence-based research and best practice interventions for family violence.</li> <li>MYD has established an action plan with Te Puni Kokiri (TPK) to strengthen the implementation of Kia Piki o te Taitamariki through consultation with community, regional and national stakeholders on ways to strengthen communication. A national wananga was held in March 2005 to identify mechanisms for improving communication on suicide prevention at community, regional and national levels. Recommendations from the wananga have been used by MoH to inform decisions about future spending on the Kia Piki sites.</li> </ul>
<p>7.4. Identify, develop and implement culturally appropriate injury prevention programmes, which respond to the needs of Pacific peoples and other ethnic communities – primarily across the six injury prevention priority areas.</p>	<ul style="list-style-type: none"> <li>Development work commenced during the year to devise systems and processes to identify proven and promising interventions for Pacific and other ethnic groups. This information will be collated into a national database from 2007.</li> </ul>	<ul style="list-style-type: none"> <li>The New Lynn Tongan Methodist church programme, “Safe in our hands”, promotes road safety awareness in its congregation and wider community. The innovative programme was planned by an interagency project that included church members, Waitakere City Council road safety co-ordinators, a Waitakere ACC injury prevention co-ordinator, Plunket, Police and the Waitakere Education Association.</li> </ul>

continued

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

(continued)

Key activity	Results achieved	Selected examples
7.4. (continued)		<p>This programme won the Community Road Safety Innovation Award in 2004. The communication methods employed included a road safety song contest, drama items and workshops.</p> <ul style="list-style-type: none"> <li>• ACC has developed an injury prevention delivery strategy for Pacific Island people in South Auckland. The strategy aims to develop relationships with Pacific Island community groups and churches and engage them in injury prevention activities. ACC has embarked on a Train the Trainer programme with leaders of these groups to give them the skills to deliver injury prevention initiatives.</li> </ul>



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

Key activity	Results achieved	Selected examples
<p>8.1. Identify the resourcing allocated to injury prevention – primarily across the six injury prevention priority areas.</p>	<ul style="list-style-type: none"> <li>• GISG was provided with the initial results of a baseline stocktake of injury prevention activity within government and non-government organisations. Initial work commenced with GISG on how to proceed with future funding surveys and how indirect contributions could be included.</li> <li>• The Secretariat was informed by lead agencies of funding for specific activities and future increases. ACC increased its funding for injury prevention by \$10 million. DoI received additional funding of \$6.52 million for improved occupational health and implementation of the WHSS. MYD received \$2.5 million over three years for suicide prevention initiatives. Transfund will be targeting \$47 million over the next two years to apply low-cost safety engineering solutions.</li> <li>• The 2005/06 Road Safety Administration Programme (SAP) was launched on 30 June 2005. The SAP is the annual programme of Land Transport NZ and Police road safety activities designed to achieve the goals of the Road Safety to 2010 Strategy. SAP provides funding for education, training and vehicle engineering initiatives. Total SAP funding for 2005/06 is \$246 million.</li> <li>• Information about resourcing was collected where possible from local government, iwi and community organisations as part of the <i>baseline stocktake</i>.</li> </ul>	<ul style="list-style-type: none"> <li>• The first “NZIPS Formative Evaluation Baseline” organisational stocktake survey (<i>baseline stocktake</i>) was completed during the year. A report listing the findings from the survey was published in December 2004. One of the key findings from the survey was that, both within the government and non-government sectors, the main constraint to progress injury prevention work was lack of infrastructure and inadequate levels of resourcing, especially funding constraints.</li> <li>• The Government has earmarked \$10.3 million (GST exclusive) for suicide prevention spending between 2005 and 2009. This includes funding for Lifeline counselling training contracts, Kia Piki support and training, SPINZ – the national suicide prevention information service, research into the causes and costs of suicide, and the Support for Families initiative. A further \$6 million will be spent in the same period on the National Depression initiative.</li> <li>• Other government agencies, such as ACC, Police, the Department of Corrections, MYD, MSD and the Ministry of Education, also undertake suicide prevention work within their allocated budgets. Additional services and resources are provided through the mental health services provided by district health boards (DHBs).</li> </ul>
<p>8.2. Improving co-ordination and sustainability of resourcing of injury prevention within and between agencies – primarily across the six injury prevention priority areas.</p>	<ul style="list-style-type: none"> <li>• The <i>baseline stocktake</i> provided information, particularly around resources. Information on mechanisms and processes will be collected in future years in association with community and regional development forums.</li> <li>• The development of injury prevention programmes or approaches by agencies has included the description of current resources and processes.</li> </ul>	<ul style="list-style-type: none"> <li>• Baseline information has been established regarding the level of co-ordination within and between government and non-government agencies. A majority of participating agencies believe that NZIPS has facilitated co-ordination and collaboration of injury prevention activities. Mechanisms to further progress co-ordination of activity will be addressed through the Strategy’s advisory groups.</li> <li>• Regular meetings of GISG were held during the 2004/05 year as well as SRG meetings.</li> </ul>

continued

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

Key activity	Results achieved	Selected examples
8.2. (continued)	<ul style="list-style-type: none"> <li>The level of co-ordination between government agencies has increased through regular meetings of GISG. Specific interagency projects were commenced during the year involving the development of an injury prevention competency framework and the development of injury indicators. Co-ordination between government and community groups has been addressed through conducting a national workshop to identify issues and actions required to achieve a more integrated approach to ensure more effective use of injury prevention resources.</li> <li>SCFNZ was established in December 2004 to support communities and develop and improve collaboration.</li> </ul>	<ul style="list-style-type: none"> <li>The NRSC continued to meet and expanded its membership with additional agencies.</li> <li>A National Steering Committee has been established to govern the Family Safety Teams initiative. This committee is made up of three key funding agencies (Police, CYF and MoJ) as well as key non-government sector partners representing child advocacy (Child Abuse Prevention Services), victim advocacy (National Network of Stopping Violence Services), Māori (Child Abuse Prevention Services) and Pacific (Pacific Island Safety and Prevention Project) groups. The committee meets monthly to guide the implementation of this initiative.</li> <li>The Secretariat conducted a workshop on “Integrating injury prevention activity through collaboration and co-ordination” in September 2004. Twenty-four people representing community organisations from around the country, as well as representatives from central and local government and DHBs and injury prevention researchers attended the workshop.</li> <li>In 2004/05 SCFNZ has worked with more than six communities that have expressed interest in achieving WHO Safe Community accreditation.</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 implementation of the Road Safety to 2010 Strategy.</p>	<ul style="list-style-type: none"> <li>The Road Safety to 2010 Strategy was launched in October 2003.</li> <li>The implementation of the Strategy has progressed during the year. A particular focus has been a review of the Strategy's implementation so far, and what is required to achieve the Strategy's injury reduction goals by 2010.</li> <li>The Land Transport Safety Authority (now Land Transport NZ) and MoT have reported to the Secretariat via GISG and quarterly reporting and through other specific projects.</li> </ul>	<ul style="list-style-type: none"> <li>An independent review of the Road Safety to 2010 strategy was commissioned in the year by MoT. The purpose of the review was to evaluate the progress of the Road Safety to 2010 strategy towards achieving the desired 2010 goals, and identify improvements to existing interventions and potential new interventions to help reach the Government's road safety goals.</li> <li>Recommendations arising from this review have been compiled and referred for consideration to relevant Ministers and the NRSC.</li> <li>MoT has continued the implementation of projects in the first and second Road Safety to 2010 strategy implementation schedules. Significant progress has been made and many of these projects have been completed or are in advanced stages of completion.</li> <li>Information about the Road Safety to 2010 Strategy has been disseminated and promoted widely.</li> </ul>
<p>9.2. Develop a comprehensive approach to address suicide across all age groups.</p>	<ul style="list-style-type: none"> <li>There were two phases of evaluation for the New Zealand Youth Suicide Prevention Strategy, the first being released in November 2003 and the second in July 2004 according to timelines.</li> <li>An approach to address suicidal behaviour across all age groups has been developed and approved by the Ministerial Committee for Youth Suicide Prevention.</li> <li>The New Zealand Youth Suicide Prevention Strategy continues to be implemented and relevant projects undertaken. Some of these projects are now taking an all-age focus in line with the move to an all-age strategy.</li> <li>MoH and MYD have reported to the Secretariat via GISG and quarterly reporting and through the Inter-agency Government Steering Committee for Suicide prevention.</li> <li>Information about both the Youth Suicide Prevention Strategy and the draft New Zealand suicide prevention strategy has been disseminated and promoted.</li> </ul>	<ul style="list-style-type: none"> <li>The draft New Zealand suicide prevention strategy (A Life worth Living) was referred for public consultation during April to June 2005 and is currently being revised based on feedback received.</li> <li>During the year the Government decided that MoH will be the lead agency for the development and implementation of the New Zealand suicide prevention strategy. This decision came into effect on 1 July 2005</li> <li>During May and June 2005, MoH undertook 24 public meetings from the Far North to Invercargill, including hui and fono, as part of the consultation process on the draft New Zealand suicide prevention strategy.</li> <li>MoH has contributed articles to the <i>Injury Control Bulletin</i> and to <i>MindNet</i> about the development of the draft New Zealand suicide prevention Strategy.</li> </ul>

continued

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

Key activity	Results achieved	Selected examples
9.3. Develop a national strategy to prevent falls.	<ul style="list-style-type: none"> <li>A draft national falls prevention strategy was approved by Cabinet in December 2004 and public consultation on the strategy was conducted between January and February 2005. A final document <i>Preventing Injury from Falls: The National Strategy to 2005-2015</i> was approved by Cabinet in June 2005.</li> <li>ACC and other relevant agencies have continued their falls prevention work through the development of new programmes.</li> <li>ACC has reported to the Secretariat via GISG and quarterly reporting and through the SRG on falls prevention activity.</li> <li>ACC posted information about the falls prevention strategy on the Injury Prevention section of the ACC website.</li> <li>As part of the development of the falls prevention strategy, ACC is developing an implementation schedule and evaluation framework for the strategy.</li> </ul>	<ul style="list-style-type: none"> <li>The public consultation on the draft falls prevention strategy (<i>Preventing Injury from Falls: The National Strategy 2005-2015</i>) ran from 10 January to 18 February 2005. Seventy submissions were received representing injury prevention and public health providers, local and central government, DHBs, not-for-profit organisations, academics and professional bodies and members of the general public. ACC also held six regional consultation workshops to gain feedback on the Strategy.</li> <li>The development of the new strategy was completed by June 2005 and was forwarded to Cabinet in July for approval<sup>8</sup> to release the strategy.</li> <li>Work has commenced on developing an implementation schedule for the strategy.</li> <li>ACC has continued its focus on the slips, trips and falls public awareness campaign, targeting injury in the home. The campaign has moved on to focus on "DIY" and falls from heights, especially ladders and stairs. ACC has used a variety of strategies for preventing falls (based on current evidence) to target older adults and their key agencies/services, through programmes such as the Otago Exercise programme and Tai Chi exercise programme.</li> </ul>
9.4. Develop a national strategy for workplace health and safety (including occupational diseases).	<ul style="list-style-type: none"> <li>The Workplace Health and Safety Strategy for New Zealand to 2015<sup>9</sup> together with an Action Plan for 2005/06 was developed and approved by Cabinet and released in June 2005.</li> <li>DoL, in association with agencies such as Maritime New Zealand, CAA and ACC, continue their workplace health and safety work.</li> <li>DoL has reported to the Secretariat via GISG and quarterly reporting and through the Health and Safety Agency Group.</li> <li>Information about the WHSS has been disseminated and promoted.</li> </ul>	<ul style="list-style-type: none"> <li>The WHSS was approved by Cabinet and launched with a supporting Action Plan in June 2005. Work has now commenced on promoting the Strategy and implementing it.</li> <li>DoL is planning to establish a high-level advisory body involving key stakeholders to lead and co-ordinate the implementation of the WHSS.</li> <li>Publicity around the Strategy was included in several newsletters, such as the Maritime New Zealand newsletter that is sent to all maritime industry participants.</li> <li>A new website for the Strategy was launched during the year: <a href="http://www.whss.govt.nz">www.whss.govt.nz</a>.</li> </ul>

8. The strategy was approved in July. For more information visit [www.acc.co.nz](http://www.acc.co.nz)

9. For more information visit [www.whss.govt.nz](http://www.whss.govt.nz)

continued

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

Key activity	Results achieved	Selected examples
<p>9.5. Support the implementation and further development of strategies to prevent assault.</p>	<ul style="list-style-type: none"> <li>• A general violence prevention strategy was not developed. Instead, a “Safer Communities: Action Plan to Reduce Community Violence and Sexual Violence” was developed by MoJ and launched in June 2004.</li> <li>• MSD established a Family and Community Services team as a response to the need for better government leadership, co-ordination and alignment to strengthen family support services. A number of family violence prevention initiatives were brought together within FACS including Te Rito, the Family Violence Prevention programmes, Elder Abuse and Prevention Services, Child Witnesses of Family Violence, Strong Pacific Families, and the Family Violence Funding Circuit Breaker.</li> <li>• The Government strengthened its response to the violence within families through the release of Opportunity for All New Zealanders, which identified family violence as a priority issue for Government. Further, a Family Violence Ministerial Team and an Interagency Taskforce for Action on Violence within Families were established to provide leadership at the highest levels of government.</li> <li>• Other agencies such as Police and CYF have continued to progress initiatives targeting family and community violence.</li> <li>• MSD and MoJ have reported to the Secretariat via GISG and quarterly reporting.</li> <li>• Information about the MoJ’s Action Plan to Reduce Community Violence and Sexual Violence, and Te Rito has been disseminated and promoted by the respective agencies.</li> </ul>	<ul style="list-style-type: none"> <li>• The Ministry of Justice (MoJ) launched its “Safer Communities: Action Plan to Reduce Community and Sexual Violence” in June 2004.</li> <li>• MoJ established a National Taskforce to oversee the implementation of the Action Plan, which included a Leaders’ Group and an Official Working Group responsible for overseeing project implementation and further programme development. During early 2005 the project managers for the “Alcohol Related Violence” and “Violence in Public Places” priority areas finalised project plans.</li> <li>• A pilot scheme aimed at improving responses to family violence was established in 2004, through the setting up of Family Safety Teams . The first three of the four Family Safety Teams were established in Auckland / Hamilton, Hutt Valley/Wairarapa, and Christchurch in 2005. the fourth family safety team will commence in Counties Manukau from July 2006. Family Safety Teams are multi-disciplinary teams made up of Police investigators, community recruited and employed victim and child advocates and (in two teams) CYF employed child advocates. The teams work together, to ensure the range of issues facing families experiencing family violence are addressed.</li> <li>• <i>Opportunity for All New Zealanders</i>, which was released in 2004, provides a strategic co-ordinating framework for sustainable social development. It has identified five critical social issues as priorities for interagency action over the next three to five years, including family violence and child safety. One of its key objectives under the safety aspect is to improve safety and wellbeing through partnerships with the community. The Interagency Taskforce for Action on Violence within Families is made up of Chief Executives from a number of key government agencies.</li> </ul>

continued

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

Key activity	Results achieved	Selected examples
9.6. Develop a national strategy to prevent drowning and near drowning.	<ul style="list-style-type: none"> <li>Development of the drowning prevention strategy was led by ACC. It was approved for release by Cabinet in June 2005.</li> <li>ACC and other relevant water safety agencies have continued with specific interventions for reducing drowning and near drowning in New Zealand.</li> <li>ACC has reported on progress to the Secretariat via GISG and quarterly reporting.</li> <li>Work under the drowning prevention strategy has been disseminated and promoted across the water safety sector.</li> </ul>	<ul style="list-style-type: none"> <li>The development of the "Drowning Prevention Strategy: Towards a Water Safe New Zealand 2005-2015" progressed according to timelines. Public consultation on the draft drowning prevention strategy ran from 10 January to 18 February 2005. Eighty submissions were received on the draft strategy. ACC also held regional consultation workshops to gain feedback on the strategy.</li> <li>Publicity around the strategy was included in the Maritime New Zealand newsletter sent to all maritime industry participants.</li> <li>WaterSafe Auckland, ACC and the seven Auckland territorial local authorities operated the "your pool, your responsibility" campaign. This is focused on promoting the message that pool owners need to keep young children safe by providing and maintaining approved pool fencing.</li> </ul>
9.7. Ensure appropriate co-ordination and collaboration between the Strategy, the six related strategies and any existing or new strategies that impact on them.	<ul style="list-style-type: none"> <li>The Strategy's three advisory groups met as prescribed in key activity 10.4.</li> <li>The NZIPS Secretariat was represented on interagency committees for specific projects and the development and implementation of new priority areas' strategies.</li> </ul>	<ul style="list-style-type: none"> <li>The NZIPS Secretariat has progressed some key projects like the IP workforce development project, and the development of Injury Outcome Indicators. The Secretariat is also an active member on the SafeKids key agency group, the MoJ/LGNZ led Officials working Group (for the Action Plan) and suicide prevention interagency group.</li> </ul>
9.8. Review the Strategy's six national injury prevention priority areas.	<ul style="list-style-type: none"> <li>As part of the Injury Outcome Indicators project there will be an annual update of fatal and other injury indicators for the six national priority areas. The lead agencies will be adopting these indicators as part of their ongoing monitoring and evaluation of their respective strategies.</li> <li>Processes to undertake this review will be developed during the term of the 2005-2008 Implementation Plan.</li> </ul>	<ul style="list-style-type: none"> <li>The first chart book with the graphs on injury outcome indicators is expected to be published in February 2006.</li> </ul>



## Objective 10: Foster leadership in injury prevention

Key activity	Results achieved	Selected examples
<p><b>10.1.</b> Identify and encourage injury prevention champions at local and national levels, such as individuals, organisations, communities and iwi.</p>	<ul style="list-style-type: none"> <li>Information on injury prevention champions and leaders has been collected through mechanisms including a baseline stocktake, newsletters, websites, community workshops and conferences and regional/national networks.</li> </ul>	<ul style="list-style-type: none"> <li>Maritime New Zealand sponsors annual awards for Coastguard water safety activity. Maritime New Zealand is looking at developing an annual award for health and safety activity in the fishing industry, in conjunction with the Seafood Industry Council.</li> </ul>
<p><b>10.2.</b> Acknowledge and publicly recognise injury prevention champions and their achievements and successes.</p>	<ul style="list-style-type: none"> <li>A number of injury prevention champions and leaders were identified and publicly acknowledged through a variety of mechanisms by area of expertise, operation or location.</li> <li>The Strategy Secretariat, in conjunction with non-government organisations, has identified a range of awards, public announcements and media articles relating to champions and leaders of the injury prevention sector.</li> <li>Additional means of acknowledging and recognising champions were developed during the year and included initiatives such as the National and Regional Community Safety Awards plus sector-specific awards eg. Workplaces and Road Safety.</li> </ul>	<ul style="list-style-type: none"> <li>Professor John Langley was honoured with the American Public Health Association Injury Control and Emergency Health Services International Distinguished Career Award. The award is presented for outstanding dedication and leadership in injury control. Professor Langley was also presented with an award at IPNANZ's Annual General Meeting in recognition of his receiving the international award.</li> <li>The Road Safety Innovation and Achievement Awards aim to 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 2004 Awards were held in February 2005.</li> <li>The Inaugural New Zealand Workplace Health and Safety Awards were presented in May 2005. The Awards are a joint initiative between <i>Safeguard</i> magazine and DoL. The Awards acknowledge people and teams who have demonstrated commitment and achievement in improving health and safety in the workplace.</li> <li>Agencies commenced planning to implement new initiatives, such as ACC's national safety promotion week to be held in August 2005, to include recognition of champions at all levels.</li> </ul>
<p><b>10.3.</b> ACC to provide the Strategy Secretariat; the Secretariat co-ordinates and leads work under the Strategy. This activity also relates to all of the Strategy's objectives.</p>	<ul style="list-style-type: none"> <li>The Secretariat was established within ACC in September 2003 and has led and co-ordinated implementation and other initiatives leading up to the work programme for 2004/05.</li> <li>The Secretariat provides administrative and advisory services to the Strategy's three groups.</li> <li>Arising from issues with progressing implementation, the Minister for ACC established an Injury Prevention Ministerial Committee in February 2005 to provide high-level leadership for implementation of the Strategy.</li> </ul>	<ul style="list-style-type: none"> <li>The Secretariat has worked closely with the Strategy's three advisory groups. To ensure the achievement of specific key activities, members of the Secretariat have either led or been involved with interagency and/or community organisation initiatives.</li> </ul>

continued

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

Key activity	Results achieved	Selected examples
<p><b>10.4.</b> Convene meetings of the Strategy's three advisory groups.</p>	<ul style="list-style-type: none"> <li>• GISG met on four occasions during the year as required.</li> <li>• SRG met on three occasions as required.</li> <li>• The Expert Advisory Panel (EAP) was not required to meet during the year. Individual members provided input to the Strategy's implementation through specific projects and forums when required.</li> <li>• Information about the work of the three groups has been distributed as appropriate but not published.</li> </ul>	<ul style="list-style-type: none"> <li>• The GISG met on four occasions (one of these was before the implementation period commenced): <ul style="list-style-type: none"> <li>• 8 April 2004</li> <li>• 8 October 2004</li> <li>• 17 December 2004</li> <li>• 16 March 2005.</li> </ul> </li> <li>• A workshop to consult on the development of valid injury outcome indicators for the NZIPS was conducted on 21 July 2004 and attended by 40 representatives across the three advisory groups (ie. SRG, EAP and GISG).</li> <li>• The SRG met on three occasions: <ul style="list-style-type: none"> <li>• 19 May 2004 – Wellington</li> <li>• 22 November 2004 – Auckland</li> <li>• 2 March 2005 – Wellington.</li> </ul> </li> <li>• EAP members provided input to the "Valid Injury Outcome Indicators" project and consultation workshop.</li> </ul>
<p><b>10.5.</b> Government agencies provide injury prevention leadership at the national level:</p> <ul style="list-style-type: none"> <li>• National injury prevention policy and legislative activities (see objective 4)</li> <li>• National injury-related strategies (see objective 9)</li> <li>• The Strategy's three advisory groups have an important leadership role (see activity 10.4).</li> </ul>	<ul style="list-style-type: none"> <li>• The Strategy's 2004/05 Implementation Plan was released on schedule, in October 2003. Work on the development of a new Implementation Plan for 2005/08 was led by the Secretariat in liaison with relevant agencies in the first six months of 2005.</li> <li>• Agencies with responsibilities to lead the development of new strategies incorporated key aspects of the Strategy into the national priority strategies and action plans.</li> <li>• The lead agencies continue to coordinate the national strategies for the six priority areas (refer to objective 9).</li> <li>• As stated above, the advisory groups are participating actively in the implementation of the Strategy and appropriate agencies and individuals are represented in these groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies involved in the development of the new plan included ALAC, Ministry of Consumer Affairs, DoL, Maritime Safety Authority of New Zealand, New Zealand Fire Service, Police, Ministry of Education, Ministry of Pacific Island Affairs, Office of Ethnic Affairs, MSD, TPK, MoH, MoT, MYD, Sport and Recreation New Zealand, MoJ, Statistics New Zealand and ACC.</li> <li>• The lead agencies for the six priority area strategies are: <ul style="list-style-type: none"> <li>• Workplace Health and Safety Strategy for New Zealand to 2015 – DoL</li> <li>• Preventing Injury from Falls: the National Strategy 2005-2015 – ACC</li> <li>• Drowning Prevention Strategy: Towards a Water Safe New Zealand 2005-2015 – ACC</li> <li>• Road Safety to 2010 Strategy – MoT</li> <li>• All Ages Suicide Prevention Strategy (A Life Worth Living) – MoH<sup>10</sup></li> <li>• Safer Communities: Action Plan to Reduce Community Violence and Sexual Violence – MoJ</li> <li>• Te Rito – New Zealand Family Violence Prevention Strategy – MSD</li> </ul> </li> </ul>

10. Public consultation on the draft strategy occurred in April 2005.

continued

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

Key activity	Results achieved	Selected examples
10.6. ACC to co-ordinate reporting against the Strategy and Implementation Plan.	<ul style="list-style-type: none"><li>The first Annual Report for the Strategy will be presented to Parliament in the first quarter of 2006.</li></ul>	











Published in May 2006 by the Accident Compensation Corporation (ACC)

ISBN: 0-478-27964-7

This document is available on the New Zealand Injury Prevention Strategy website

[www.nzips.govt.nz](http://www.nzips.govt.nz)

ACC 2353