

NPiS

NEW PLYMOUTH INJURY SAFE

STRATEGIC PLAN 2013 - 2016



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FOREWORD

I am very pleased to present to you New Plymouth Injury Safe's Strategic Plan for the period 2013-2016. The last three years have been both challenging and rewarding for injury prevention work in this district. Our latest Community Injury Needs Assessment published in September 2012 was essentially a good news story, with no room for complacency. Progress in the field of children's safety and transport injuries was particularly pleasing.

We are very pleased to have secured funding for a part-time programme manager after a gap of 18 months during the period of the last Strategic Plan. This extra resource will enable the continued effort required to maintain our progress across all areas of both intentional and unintentional injury prevention. Securing funding and organisational support for our work will no doubt continue to be a challenge over the next three years.

Andrew Judd
Chairman – New Plymouth Injury Safe Trust

INTRODUCTION

This strategic plan outlines the vision and work intentions of New Plymouth Injury Safe Trust for the next three years based upon evidence from the 2012 Community Injury Needs Assessment and consultation with key stakeholders during 2012. It will form the basis of an annual implementation plan which will be completed in each of the three financial years covered by the strategic plan. Annual plans will include targets and indicators which will be monitored and reviewed by NPiS.

NPiS intends that this strategic plan will be evaluated in mid-2016 and another three year strategic plan will be developed in consultation with the community at that point.

OUR VISION

New Plymouth District, a safe community without the burden of injury

OUR MISSION

To achieve a positive safety culture and create safer environments for all people within the New Plymouth District

OBJECTIVES/KEY WORK AREAS

1. To gather and share information on injury trends, priorities and programmes
2. To establish and strengthen effective partnerships with others working towards improving safety
3. To raise awareness, commitment and motivation to promote safety within organisations and throughout the community
4. To guide and support the development of plans for effective injury prevention within organisations that target high risk and vulnerable groups
5. To enable New Plymouth District to meet the International Safe Community (ISC) criteria for Safe Communities

PRIORITY ISSUES FOR 2013 - 2016

- Suicide and self-harm prevention (because it is the leading cause of injury death)
- Alcohol and its contribution to all injury fields (research shows that there is a clear relationship between acute alcohol consumption and injury)
- Falls (by far the most common reason for injury hospitalisations)
- Supporting workplace health and safety (because our workplace injury death rates are considerably worse than Australia, UK, Netherlands etc)

HOW OUR WORK LINKS TO NATIONAL AND INTERNATIONAL PROGRAMMES

NPIS OBJECTIVE/KEY WORK AREAS	LINK TO NEW ZEALAND INJURY PREVENTION STRATEGY	LINK TO INTERNATIONAL SAFE COMMUNITY CRITERIA
1. Monitor injury issues and provide information on needs, priorities and programmes	Objective 6: Advance injury prevention knowledge and information	Criteria 4: Programmes that based on available evidence Criteria 5: Programmes that document the frequency and causes of injuries – both unintentional (accidents) and intentional (violence and self-directed)
2. Establish effective partnerships with others working towards improving safety in New Plymouth District	Objective 5: Integrate injury prevention activity through collaboration and coordination.	Criteria 1: An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community
3. Raise awareness, commitment and motivation to improve injury prevention within organisations and throughout the community.	Objective 1: Raise awareness and commitment to injury prevention Objective 10: Foster leadership in injury prevention	
4. Guide and support the development of plans for effective injury prevention interventions at a community level that target high risk and vulnerable groups within the framework of the National Injury Prevention Strategy.	Objective 7: Develop and implement effective injury prevention interventions	Criteria 2: Long-term, sustainable, programmes covering both genders and all ages, environments, and situations Criteria 3: Programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups
5. Assist New Plymouth District to meet the WHO criteria for Safe Communities	Objective 2: Strengthen injury prevention capacity and capability	Criteria 6: Evaluation measures to assess programmes, process and effects of change Criteria 7: Ongoing participation in national and International Safe Communities networks

HOW WE WILL ACHIEVE OUR OBJECTIVES - KEY WORK AREAS

OBJECTIVE 1

Monitor injury issues in New Plymouth District and provide information on needs, priorities and programmes

METHODS	PERFORMANCE MEASURES
1. Commission and disseminate the New Plymouth District community needs assessment every five years (due 2016)	Compiled and disseminated
2. Distribute a monthly community e- newsletter (NPiS Update)	Produced and emailed monthly
3. Develop New Plymouth injury Safe website as a virtual resource for the District to enhance access to good quality injury prevention data, evidence and research	Updated at least monthly with new information
4. Establish systems for collection, extraction and dissemination of injury data annually	Number of agencies data collected
5. Ensure that organisations have access to Māori injury data	Needs assessment broken down for Māori ethnicity and distributed to organisations



OBJECTIVE 2

Establish effective partnerships with others working towards improving safety in New Plymouth District

METHODS	PERFORMANCE MEASURES
6. Deliver presentations to community stakeholder groups to engage them in safety promotion	Number of presentations delivered Increased awareness
7. Increase the network of injury prevention partners and collaborators and strengthen existing linkages	Number of additions to contacts database Number of invites to participate in projects etc.
8. Advocate strongly for key strategic partners and funders to continue taking a lead role in community safety through expressed commitment in the their strategic planning and involvement with NPiS Trust group membership	Submissions made to key planning documents and representation on NPiS trust board Reporting requirements met
9. Ongoing consultation with our partners and the wider community to inform our strategic planning and the development of our annual implementation plans	NPiS active attendance at relevant cross-sectoral meetings Evidence of partner/community input to needs assessment and strategic plan



OBJECTIVE 3

Raise awareness, commitment and motivation to improve injury prevention within organisations and throughout the community

METHODS	PERFORMANCE MEASURES
10. Trustees increase their commitment to injury prevention and community safety within their own partner organisations	Update newsletter distributed within organisations Presentations to trustees organisations
11. Seek sustainable funding for community safety programmes	Dollar amount secured, new funding opportunities
12. Support community groups to be able to undertake intervention projects	Number of community groups supported with their intervention projects
13. Facilitate training opportunities for providers through constituent organisations and encourage attendance at national training	Number of training sessions provided
14. Use local media to promote and raise awareness of community safety programmes as outlined in our Media and Communications Strategy	Number of media articles published Campaign awareness surveys
15. Use local media to publicise injury incidence and issues	Number of articles published
16. Use Safety NZ Week annually to highlight injury prevention and safety promotion within the wider community	Ways in which these events were used
17. Investigate the feasibility of annual recognition of excellence in safety promotion	Feasibility report completed by June 2014
18. Facilitate at least one seminar per year to highlight injury issues and profile interventions. This event may also be used to review and plan for New Plymouth District's contribution to NZIPS and our own local strategic planning processes	Number of seminars held

OBJECTIVE 4

Guide and support the development of plans for effective injury prevention interventions at a community level within the framework of the National Injury Prevention Strategy

METHODS	PERFORMANCE MEASURES
19. Use community needs assessment approach to ensure that vulnerable or high risk groups and environments are identified	Groups and environments identified
20. Develop and monitor annual implementation plans based on the current strategic plan	Annual Implementation Plan
21. Ensure that partner organisations and other providers have access to the best available evidence on which to base their intervention approaches	Questionnaire to agencies who have used us
22. Ensure priorities based on data and the community needs assessment are being addressed by a range of evidence based/best practice projects	Annual report detailing projects that are taking place



OBJECTIVE 5

To enable New Plymouth District to meet the International Safe Community (ISC) criteria for Safe Communities

METHODS	PERFORMANCE MEASURES
23. Develop an application proposal for accreditation as an International Safe Community that incorporates evaluation results of current programmes	Groups and environments identified
24. Report and disseminate information on the achievements of project teams to stakeholders, locally, nationally and internationally	Distribution of Update Newsletter and Needs Assessment
25. Maintain links with NZIPS, IPNANZ and SCFNZ	Emails, attendance at meetings and training sessions
26. Encourage and support presentation of local projects at national conferences	Number of projects presented
27. Support and encourage other communities, especially within Taranaki, who are working towards injury prevention and community safety and/or are working towards becoming accredited as an International Safe Community	Meetings attended



ROLES AND RESPONSIBILITIES

NPiS represents a coalition of local organisations and groups with an interest in injury prevention and community safety. The group was established as an informal coalition in 2001 and formalised their structure by registering as a Charitable Trust in 2006.

The current core partners of New Plymouth injury Safe are:

- Tui Ora Ltd.
- Taranaki District Health Board
- New Plymouth District Council
- Bishop's Action Foundation
- Accident Compensation Corporation (ACC)
- New Plymouth Police
- Ministry of Business, Innovation, and Employment
- Kidsafe Taranaki
- New Zealand Fire Service

NPiS exercises a collegial approach to decision making and decisions are based on consensus among the group. The group meets monthly.

Along with the nine core partners of NPiS there are a range of other local organisations who contribute either directly, or indirectly, to reducing injury, both intentional and unintentional, in the district. NPiS's intersectoral network includes many other organisations whose interest areas cover children, young people and older people's wellbeing, sport and recreation, industry (including farming) and road safety.

Most of the organisations represented in NPiS are also involved in service delivery activities or in networks of service providers. By this means, NPiS links directly with working groups and project teams and is able to ensure that priorities are being addressed; duplication avoided and gaps in service delivery identified.

ABOUT NPIS CORE MEMBER ORGANISATIONS

TUI ORA LTD

Tui Ora Ltd established in 1998 is a Māori Development Organisation and the largest Māori health and social service provider in Taranaki. Tui Ora is governed and owned by iwi of Taranaki through Te Whare Pūnanga Kōrero (iwi relationship body with representation from the eight iwi of Taranaki). Tui Ora delivers services in the community with bases in New Plymouth, Waitara, Hāwera, Opunake, Mokau, and Patea. The range of services provided are in the following areas – primary health, child and youth health, health of older people, general community support, mental health and addictions, public health and social services.



PUBLIC HEALTH UNIT, TARANAKI DISTRICT HEALTH BOARD

The Public Health Unit is the main provider of public health services in the region and has a contract with the Ministry of Health to deliver a wide range of Health Promotion and Health Protection programmes including child unintentional injury and reducing alcohol related harm throughout Taranaki. The Ministry of Health made funding available to the Health Promotion Unit for the second needs assessment in 2006.

MINISTRY OF BUSINESS, INNOVATION AND EMPLOYMENT

The purpose of MBIE is to be a catalyst for a high-performing economy to ensure New Zealand's lasting prosperity and wellbeing. They play a central role in shaping and delivering a strong New Zealand economy. In relation to injury prevention they are the key central government delivery agency for workplace health and safety regulation.

NEW PLYMOUTH DISTRICT COUNCIL

New Plymouth District Council, under the obligation of the Local Government Act 2002, manages many community assets, infrastructure and environmental health regulations, and has a key community outcome under the Long Term Council Community Plan (LTCCP) for a secure and healthy district that provides a safe, healthy and friendly place to live, work or visit.

ACC

The Accident Compensation Corporation (ACC) administers New Zealand's accident compensation scheme and is a Crown entity responsible for injury prevention. The first NPiS needs assessment was one of eleven funded by ACC in 2001. ACC's goal for injury prevention is to reduce the incidence of injuries, their severity and costs and to develop a stronger safety culture in New Zealand.

POLICE

The New Plymouth Police are a key partner in road safety programmes, programmes to reduce intentional injury relating to violence and programmes to reduce alcohol-related injury.

BISHOP'S ACTION FOUNDATION

The Bishop's Action Foundation exists to contribute to the spiritual, social, cultural, economic, and environmental well-being of the Taranaki region and can best be described as a catalyst working for the common good by supporting communities and organisations to develop projects and partnerships that address as yet unmet needs.

KIDSAFE TARANAKI TRUST

Established in 1994, Kidsafe Taranaki has a primary objective of reducing the incidence and severity of unintentional injuries to children. Membership is open to all individuals or organisations who share that goal. Kidsafe Taranaki has developed a range of projects and resources over the years and has gained experience and credibility in the field of child injury prevention.

NEW ZEALAND FIRE SERVICE

The statutory role of the New Zealand Fire Service is fire safety, fire prevention, and fire extinction. The NZ Fire Service is committed to working in partnership with other central and local government organisations to ensure a whole of government approach is taken to community issues.

NPiS

NEW PLYMOUTH INJURY SAFE

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