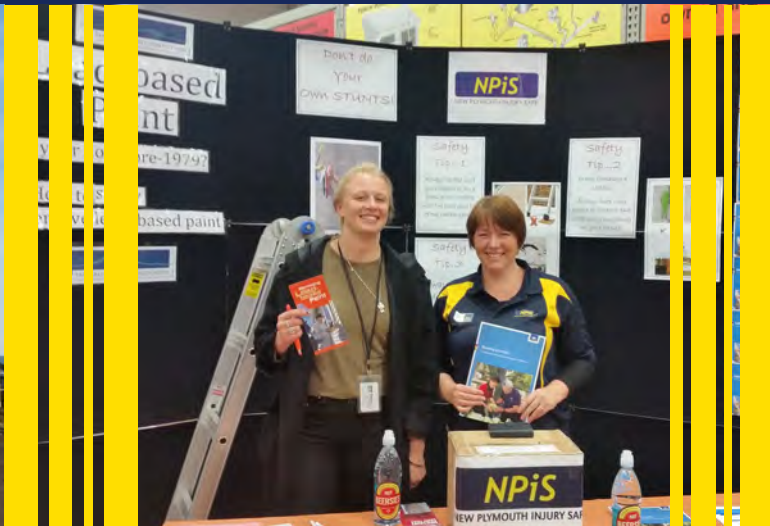


NPiS

NEW PLYMOUTH INJURY SAFE

STRATEGIC PLAN 2016 - 2019



*Tūpato! Me kaha te tiaki i a koe rānō
Kia kore e taka Kia kore e paheke ki te raruraru
Me matua arai whara anō hoki*

*Caution! You are responsible for your wellbeing
To prevent falling, to prevent being hurt
and to also prevent major injury*



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FOREWORD

It is my pleasure to present the New Plymouth Injury Safe's (NPiS) strategic plan for the 2016-2019 period. During the last three years NPiS has faced a number of challenges as well as monitoring some encouraging injury prevention trends. There have also been positive outcomes eventuating from the lobbying and support provided for policy change impacting on injury prevention across the region.

With the support of two key stakeholders, the Taranaki District Health Board and the New Plymouth District Council our part time manager has successfully fulfilled our strategic goals as well as supporting the endeavours of other injury prevention groups.

Support from the TSB Community Trust has also meant we have again completed a comprehensive Community Injury Needs Assessment in 2015. This is the fourth to be completed over a 20 year period and provides invaluable data on injury trends and issues across the district. The Community Injury Needs Assessment again highlighted some positive trends however as always identified some key areas where work is required. For the first time we have included socio economic status information which is helping us better understand the injury environment and how we might respond.

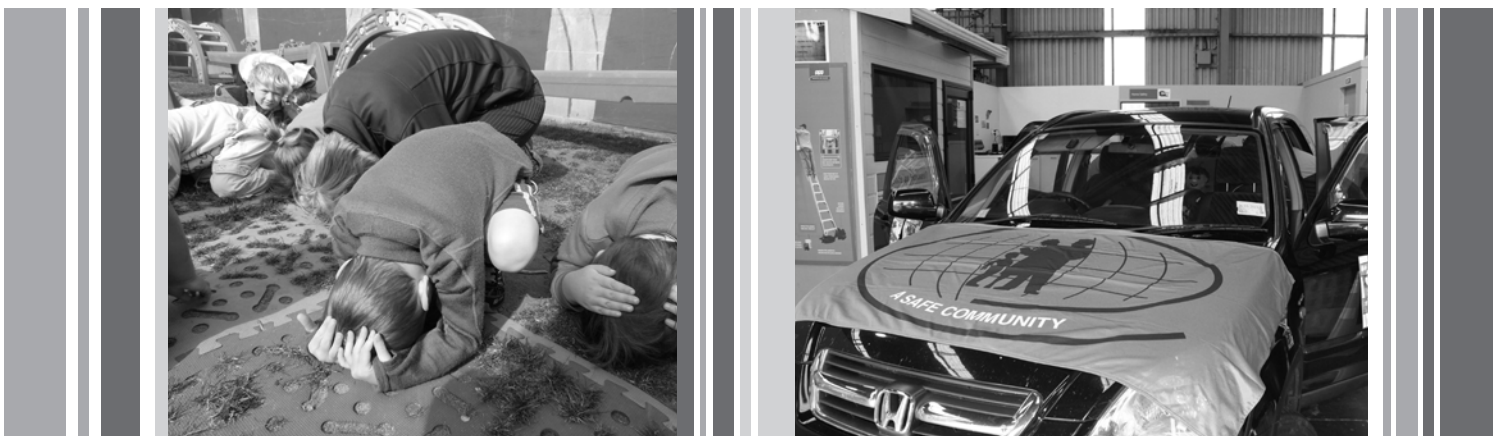
For NPiS to successfully deliver on its vision and strategic plan it relies on key stakeholders and the support of many groups and collaborations who are making a real difference in the community. I thank you for your past efforts and in advance thank you for your ongoing support and endeavours over the next three years.

Andrew Brock
Chairman – New Plymouth Injury Safe Trust

INTRODUCTION

This strategic plan outlines the vision and work intentions of NPiS for the next three years based upon evidence from the 2015 Community Injury Needs Assessment and consultation with key stakeholders during early 2016. 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-2019 and another three year strategic plan will be developed in consultation with key stakeholders at that point.



OUR VISION

Safe communities without the burden of injury.

OUR MISSION

To achieve a positive safety culture and create safer environments for all people within our communities.

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. Advocating for policy and legislative change that supports improved community safety.
5. To guide and support organisations to develop effective injury prevention interventions that target high risk and vulnerable groups.
6. Work to enhance engagement with the Maori community in order to better understand Maori injury prevention priorities and ways in which the safe community can support an effective response to these priorities.
7. To enable New Plymouth District and neighbouring districts to meet the International Safe Community (ISC) criteria for Safe Communities.

PRIORITY ISSUES FOR 2016-2019

- Falls (the leading cause of injury death and the most common reason for injury hospitalisations).
- Self-harm and Suicide prevention (remains statistically high).
- Alcohol and its contribution to all injury fields (research shows there is a clear relationship between acute alcohol consumption and injury).
- Leadership, Partnerships & Stakeholder relationships (Required for long-term sustainable change).

Work areas not considered a priority for our strategic plan at this time.

- Drugs use, specifically concern around methamphetamine (P).
- Impact of ageing population on all types of injury, not just falls.
- Workplace Health and Safety - new legislation now implemented and Worksafe NZ now revamped to be more prevention focused.
- Domestic Violence – raised by many groups as a priority work area but we consider it well covered by Taranaki Safe Families Trust.
- Sun safety – we have the worst melanoma rates in the world but is it really an injury?
- Road safety – well covered by Road safe Taranaki and Let's Go.

HOW OUR WORK LINKS TO INTERNATIONAL SAFE COMMUNITY CRITERIA

NPIS OBJECTIVE/ KEY WORK AREAS	LINK TO INTERNATIONAL SAFE COMMUNITY CRITERIA
1. To gather and share information on injury trends, priorities and programmes.	4. Data Analysis and Strategic Alignment: Analysis of available safety (injury, violence, crime and safety perception) data for your community/region and how they align with established national/state/regional priorities and action plans.
2. To establish and strengthen effective partnerships with others working towards improving safety.	6. Demonstration of Communication and Networking: Community engagement with relevant sectors of your community/region and ongoing participation in local, national and Pan Pacific Safe Communities networks is required.
3. To raise awareness, commitment and motivation to promote safety within organisations and throughout the community.	
4. Advocating for policy and legislative change that supports improved community safety.	1. Leadership and Collaboration: Demonstration of leadership by a coalition or group focused on improving community safety.
5. To guide and support organisations to develop effective injury prevention interventions that target high risk and vulnerable groups.	2. Program Reach: The range and reach of community safety programs operating throughout your community/region, including an indication of the extent to which they are based on proven or promising intervention strategies. 3. Priority Setting: Demonstration of programs that target and promote safety for high risk/vulnerable groups and environments. 5. Evaluation: Outline of expected impacts and how they are being measured or evaluated.
6. Work to enhance engagement with the Maori community in order to better understand Maori injury prevention priorities and ways in which the safe community can support an effective response to these priorities.	3. Priority Setting: Demonstration of programs that target and promote safety for high risk/vulnerable groups and environments.
7. To enable New Plymouth District and neighbouring districts to meet the International Safe Community (ISC) criteria for Safe Communities.	6. Demonstration of Communication and Networking: Community engagement with relevant sectors of your community/region and ongoing participation in local, national and Pan Pacific Safe Communities networks is required.

HOW WE WILL ACHIEVE OUR OBJECTIVES - KEY WORK AREAS

OBJECTIVE 1

To gather and share information on injury trends, priorities and programmes.

METHODS	PERFORMANCE MEASURE
1. Disseminate the 2015 New Plymouth District community needs assessment information.	Number of groups information is disseminated to.
2. Distribute a monthly community e-newsletter (NPiS Update).	Produced and emailed monthly.
3. Manage 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 and advocate for systems to collect, extract and disseminate injury data annually.	Number of agencies data collected.



OBJECTIVE 2

To establish and strengthen effective partnerships with others working towards improving safety.

METHODS	PERFORMANCE MEASURE
5. Deliver presentations to community stakeholder groups to engage them in safety promotion.	Number of presentations delivered. Increased awareness.
6. 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.
7. Advocate strongly for key strategic partners and funders to continue taking a lead role in community safety through expressed commitment in 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.
8. 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

To raise awareness, commitment and motivation to promote safety within organisations and throughout the community.

METHODS	PERFORMANCE MEASURE
9. Support community groups to be able to undertake intervention projects.	Number of community groups supported with their intervention projects.
10. Facilitate training opportunities for providers through partner organisations and encourage attendance at national training.	Number of training sessions provided.
11. 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.
12. Use local media to publicise injury incidence and issues.	Number of articles published.
13. 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.
14. Seek sustainable funding for community safety programmes.	Dollar amount secured, new funding opportunities.
15. Trustees increase their commitment to injury prevention and community safety within their own partner organisations.	Update newsletter distributed within organisations. Presentations to trustees organisations.



OBJECTIVE 4

Advocating for policy and legislative change that supports improved community safety.

METHODS	PERFORMANCE MEASURE
16. Develop networks that ensure that NPIS remains informed of current policy issues and possible legislative change.	Number of organisations providing information.
17. Form relationships with key decision makers in the region and nationally as required.	Number of relationships.
18. Develop relationships with other organisations and people who can support the advocacy process.	As required.
19. All submissions are injury prevention and solution focused with supporting documentation and data.	

OBJECTIVE 5

To guide and support organisations to develop effective injury prevention interventions that target high risk and vulnerable groups.

METHODS	PERFORMANCE MEASURE
20. Use community needs assessment approach to ensure that vulnerable or high risk groups and environments are identified.	Groups and environments identified through needs assessment and other available data.
21. Develop and monitor annual implementation plans based on the current strategic plan.	Annual Implementation Plan.
22. 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.
23. 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.
24. Guide and support other injury prevention collaborations (such as family violence and workplace) working within New Plymouth District.	Have a collegial relationship in place??

E mua āta haere - E muri tata kino
The early ones go leisurely - The late ones rush dangerously

OBJECTIVE 6

Work to enhance engagement with the Māori community in order to better understand Māori injury prevention priorities and ways in which NPiS and other safe community organisations can support an effective response to these priorities.

METHODS	PERFORMANCE MEASURE
25. Ensure that organisations have access to Māori injury data.	Needs assessment broken down for Māori ethnicity and distributed to at least 4 organisations.
26. Guide and support the development of a 'safer for Māori' reference group.	Reference group developed and meets 4 times per year.
27. Support the training of the Māori injury prevention workforce.	Performance measure to be determined by Māori reference group.
28. Support more kaupapa Māori injury prevention interventions developed and delivered by Māori.	Performance measure to be determined by Māori reference group.
29. Encourage individuals in positions of influence within Māori communities to demonstrate leadership in injury prevention.	Performance measure to be determined by Māori reference group.

OBJECTIVE 7

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

METHODS	PERFORMANCE MEASURE
30. Develop an application proposal for accreditation by Pan Pacific Safe Community Network as an International Safe Community that incorporates evaluation results of current programmes.	Application completed ready for submission by end 2016.
31. Report and disseminate information on the achievements of project teams to stakeholders, locally, nationally and internationally.	Distribution of Update Newsletter and Needs Assessment.
32. Maintain links with PPSCN and SCFNZ.	Emails, attendance at meetings and training sessions.
33. Encourage and support presentation of local projects at national conferences.	Number of projects presented.
34. 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 and presentations delivered.

BACKGROUND INFORMATION INFORMING THE WORK OF NEW PLYMOUTH INJURY SAFE

NEW PLYMOUTH DISTRICT GEOGRAPHY

New Plymouth District is situated on the west coast of the North Island of New Zealand. It is the northernmost of three Territorial Local Authorities (TLAs) in the Taranaki region; the others being Stratford and South Taranaki Districts. The population of New Plymouth District at the 2013 census was around 74,100 which is approximately two-thirds of the Taranaki regional population.

The District covers land from Mokau to Okato and includes the city of New Plymouth, the towns of Waitara, Inglewood, Urenui, Okato, Bell Block and Oakura, and many other smaller rural communities.

Significant geographic features of the District include the coastline along its north-western boundary and Mount Taranaki and Egmont National Park on the southern boundary.



POPULATION

The median age (half are younger, and half older, than this age) is 40.6 years for people in New Plymouth District. For New Zealand as a whole, the median age is 38.0 years. 16.8 percent of people in New Plymouth District are aged 65 years and over, compared with 14.3 percent of the total New Zealand population. 20.4 percent of people are aged under 15 years in New Plymouth District, compared with 20.4 percent for all of New Zealand.

The median age of Māori (half are younger, and half older, than this age) is 23.3 years in New Plymouth District, compared with a median of 23.9 years for all Māori in New Zealand. 5.1 percent of Māori in New Plymouth District are aged 65 years and over, compared with 5.4 percent of New Zealand's Māori population. 35.7 percent of Māori are aged under 15 years in New Plymouth District, compared with 33.8 percent for all Māori in New Zealand.

The tangata whenua (people of the land) whose rohe (area) is situated in New Plymouth District have a long and rich history. Ngati Maniapoto, Ngati Tama, Ngati Mutunga, Te Atiawa, Ngati Maru and Taranaki all identify as iwi (tribes) of this district.

The ancestors of the iwi arrived in great waka (canoes) over many decades with the last migrations arriving in the Tainui, Tokomaru and Kurahaupo waka. Maori culture is an integral part of the community in New Plymouth District.

HISTORY OF NEW PLYMOUTH INJURY SAFE

In September 2000, recognising the increasing evidence that a community based approaches can be effective in reducing injury rates, ACC invited communities throughout New Zealand to conduct feasibility studies to examine injury occurrence and injury prevention in their communities.

A small group of New Plymouth based health and community professionals joined in a successful bid for ACC funding to conduct an injury prevention needs assessment in the New Plymouth District. The original Community Injury Prevention Advisory Group, now known as New Plymouth injury Safe, (NPiS) consisted of Tui Ora Ltd., Health Promotion (Taranaki Healthcare Ltd., later Taranaki District Health Board), Kidsafe Taranaki Trust, New Plymouth District Council and Plunket representatives.

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:

- Accident Compensation Corporation (ACC)
- The Bishop's Action Foundation
- Kidsafe Taranaki
- New Plymouth District Council
- New Zealand Fire Service
- Taranaki District Health Board
- Taranaki Police
- Taranaki Rural Support Trust
- Tui Ora Ltd.
- WorkSafe NZ

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

Along with the ten 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

ACC

The Accident Compensation Corporation (ACC) provides comprehensive, no-fault personal injury cover for all New Zealand residents and visitors to New Zealand. As a Crown organisation, ACC's role has been set out by the Government to prevent injury; ensure people can get treatment for injury, if it happens and to assist people to get back to everyday life as soon as possible. ACC's role in injury prevention is to work with businesses and in the community, to help them become safer, injury-free places.

BE SAFE TARANAKI

Be Safe Taranaki has grown from a drive for health and safety excellence in Taranaki. The leaders of a group of Oil & Gas companies and contractors collaborating with a keen interest to raise health and safety standards not only in their operations but in the wider work environment and the community beyond.

Initially the group sponsored and supported the HSE Training centre. The centre was a concrete example of the focus for the group: raising the standard of health and safety in the Taranaki region through common training and procedures. Although the physical centre has been closed training now continues in collaboration with NZIHT (New Zealand Institute of Highway Technology –head office in New Plymouth).

Today Be Safe Taranaki has the same focus; but in addition to facilitating training and presentations there are some specific areas of focus to assist companies with managing risk, promote safer behaviour and decision making.

THE 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 PLYMOUTH DISTRICT COUNCIL

The Territorial Local Authority responsible for local governance of the New Plymouth district. The Council is responsible for a wide range of activities supporting the wellbeing, health and safety of people. Activities range from physical infrastructure to community services, and includes maintenance of footpaths, roads and walkways, water to households and businesses, provision of parks, reserves, cultural and event venues, public health protection through food safety and liquor licensing, and protection through civil defence and rural fire activities.

NEW ZEALAND FIRE SERVICE

The statutory role of the New Zealand Fire Service is to provide an emergency response to any incident for the preservation of life and property and provide Fire Risk and Educational advice for a safer New Zealand. 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.

TARANAKI DISTRICT HEALTH BOARD, PUBLIC HEALTH UNIT

The Public Health Unit is a provider of public health services with the Taranaki region. There are three goals for the Unit:

<i>Ko tahi</i>	Improve health and wellbeing of Taranaki population
<i>E rua</i>	Improve Māori Health
<i>E toru</i>	Reduce health inequalities

The Ministry of Health made funding available through the Public Health Unit for the second needs assessment in 2006.

NEW ZEALAND POLICE

The New Zealand Police are a key partner in road safety programmes, programmes to prevent intentional injury, programmes relating to violence and programmes to prevent alcohol-related injury. Crime prevention continues to be a core activity in the community.

TARANAKI RURAL SUPPORT TRUST

The Charitable Trust was established in 2007 to help rural people who experience an adverse event – climatic, financial or personal – to more effectively meet and overcome these challenges. Services are free and confidential with a focus on supporting isolated rural families receiving improved access and support to services based on their unique need.

TUI ORA LTD

Tui Ora Ltd was established in 1998 as a Maori Development Organisation and is now 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 clinics and offices in New Plymouth, Waitara, Hāwera, Opunake, and Patea. Many of its services are mobile and are provided 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.

WORKSAFE NEW ZEALAND

WorkSafe New Zealand (WorkSafe) is New Zealand's work health and safety regulator. They work collaboratively with businesses, undertakings, workers and their representatives to embed and promote good work health and safety practices.



NPiS

NEW PLYMOUTH INJURY SAFE

New Plymouth injurySafe Trust
Public Health, Taranaki District Health Board
New Plymouth

PH (06) 753 7777 extn 8792
MOBILE 0274 860 545
EMAIL npis@tdhb.org.nz

