



2019 – 2022

***NPiS***

NEW PLYMOUTH INJURY SAFE

# STRATEGIC PLAN

# FOREWORD

The strategic plan outlines the vision and objectives of NPiS Trust for the next three years, based upon the most recent injury data and stakeholder consultation. It is with both a positive vision for the future and also a reflective stance of the status of Taranaki health and injury that we continue to strive towards a safe environment for all.

NPiS continues to work in a challenging space, however, we know that every life saved, or injury prevented, avoids a significant amount of pain for individuals, whanau, the community and Aotearoa. It is inspiring to work with people who are willing to share their time, energy and commitment in the pursuit of lowering injury and death rates across Ngāmotu and the Taranaki District.

NPiS has taken a strong advocacy position with submissions and presentations over the last three years at both regional and national level, in policy and legislative development that impact on the safety of the community. The outcome of some of the policy and legislative changes, we believe, will have a positive impact on injury prevention for many years across Aotearoa. The intention is to continue working in this space over the coming years.

NPiS is committed to remaining nimble and able to adjust our resources and

energy to meet the changing environment we are working in. Our commitment to try new innovative ways to lower injury and preventable death continues to push boundaries and at times challenges institutional thinking.

The Trust's financial position remains positive with the continued support from the Taranaki District Health Board and the New Plymouth District Council (NPDC). NPiS has become a strategic partner of the NPDC, due to the alignment of strategic goals and outcomes. This has the added benefit of a three-year partnership, which provides significant stability to the Trust. The positive financial position is also partly due to the ongoing support of the NZ Police, who continue to provide office space and secretarial support.

NPiS impact in the community is due to the support and assistance it receives from both stakeholders and community organisations. I thank you all for your efforts over the last three years and your support for the next three years. Ma pango ma whero, ka oti te mahi - By united efforts the task will be accomplished.

Ngā mihi nui

**Andrew Brock**

Chairman – New Plymouth Injury Safe Trust



# OUR VISION

A safe community without the burden of injury

# OUR MISSION

To reduce the rate of injury deaths and hospitalisations by achieving a positive safety culture and creating safer environments for all people within the New Plymouth District.

# STRATEGIC OBJECTIVES

## Collaborative governance and participation

1. **Establish** and **strengthen** effective partnerships with others working towards improving safety and injury trends, priorities and programmes
2. **Strengthen engagement** with the Māori community

## Priority setting

1. **Gather** and **share information** on injury trends, priorities and programmes.
2. Better understanding of **Māori injury prevention priorities** and ways in which the safe community can support an effective response to these priorities.

## Effective strategies and programme delivery

1. **Raise awareness, commitment and motivation** to promote safety within organisations and throughout the community
2. **Advocate** for policy and legislative change that supports improved community safety
3. **Guide and support** the development of plans for effective injury prevention within organisations that target high risk and vulnerable groups

## Shared learnings

1. Enable New Plymouth District and neighbouring districts to maintain the **Pan Pacific criteria** for Safe Communities



# PRIORITY ISSUES FOR 2019 – 2022

## Suicide Prevention

Suicide is the leading cause of injury deaths in New Plymouth District (34% of injury deaths between 2013-15)

## Falls Prevention

Falls are the second most common cause of injury death (25%) and by far the leading cause of injury hospital admissions accounting for half of unintentional injury admissions in New Plymouth District between 2013 and 2017.



## Alcohol harm reduction

Alcohol and its contribution to all injury fields (research shows there is a clear relationship between acute alcohol consumption and injury)

## Leadership

Positively influencing leadership, partnerships and stakeholder relationships (required for long-term sustainable change)

# HOW OUR WORK LINKS TO :

## Te Tiriti o Waitangi

Te Tiriti o Waitangi is the founding document of Aotearoa New Zealand. New Plymouth injury Safe acknowledges the special relationship between Māori, as tangata whenua, and the Crown agencies who are represented in our governance group.

Collectively, as a Taranaki based charitable trust, New Plymouth injury Safe demonstrates our commitment to the principles of Te Tiriti o Waitangi by ensuring that our community injury prevention strategy not only supports and promotes injury prevention and community safety among whanau, hapu and iwi, but also includes a range of purposeful actions to encourage the participation of Māori in injury prevention at all levels.

Specifically, we are seeking to:

- Develop and foster partnerships with Māori
- Establish steering, advisory and reference groups where Māori input is valued
- Understand Māori aspirations for safety and wellbeing and prioritise them
- Support kaupapa Māori injury prevention interventions developed and delivered by Māori



# HOW OUR WORK LINKS TO :

## The Pan Pacific Safe Community International Standard

Pan Pacific Safe Community Accreditation is an international standard by which a community can apply to be assessed.

The underlying philosophy behind the framework is to prevent injuries in all areas, for all ages, in all environments and situations, invoking government, non-government and community sector support. Essential themes of the model are to reduce injury and promote safety and well-being for all members of a community.

An accredited safe community is able to demonstrate that it operates effectively in each of the following core areas:

- Collaborative governance
- Priority setting
- Effective strategies
- Shared learnings

# IMPLEMENTING OUR STRATEGY



| Strategic Focus                             | Activities   | Expected Results   |
|---|--|--|
| Collaborative governance and participation  | <ul style="list-style-type: none"> <li>• Collaboration</li> <li>• Partnership</li> <li>• Participation</li> <li>• Engagement with Māori</li> <li>• Self assessment</li> </ul>          | An effective governance group and project working groups are maintained and strengthened. Positive and cooperative relationships with Māori agencies, organisations, iwi and community leaders are actively fostered.  |
| Priority setting                            | <ul style="list-style-type: none"> <li>• Gather and analyse data</li> <li>• Disseminate information</li> <li>• Understand and prioritise Māori aspirations</li> </ul>                  | <p>All available injury data is reviewed annually and results shared widely.</p> <p>Priority is given to work that diminishes inequities and addresses the needs of vulnerable groups.</p>   |
| Effective strategies and programme delivery | <ul style="list-style-type: none"> <li>• Awareness</li> <li>• Communication</li> <li>• Advocacy</li> <li>• Evidence based</li> <li>• Resourced action</li> <li>• Evaluation</li> </ul> | <p>Digital platforms and other media are effectively used to share information. Access is provided on a regular basis to facts, research and advice to a growing number of people in our community. The legislative and policy framework supporting injury prevention is strengthened.</p> <p>The leading causes of injury in our community are being addressed by well-planned, well-resourced evidence-based interventions.</p> <p>We actively evaluate interventions to monitor their effectiveness and improve their quality.</p> <p>We actively support kaupapa Māori interventions delivered by Maori.</p> |
| Shared learnings                            | <ul style="list-style-type: none"> <li>• Capacity building</li> <li>• Review and report</li> <li>• Contribute to network</li> </ul>  | <p>Generic professional development needs of the injury prevention workforce are understood.</p> <p>In partnership with The Wheelhouse, support mechanisms are available to increase community capability and capacity. Interventions and strategies are reviewed and reported on to funders and the wider community. Coalition members participate in a wide range of local and regional networks and actively seek or create opportunities to share with and learn from the Safe Communities network, particularly our neighbouring safe communities.</p>  |

# OUR COMMUNITY

## New Plymouth District Location

New Plymouth District is situated on the western edge of the North Island of New Zealand. It is the northernmost of the three territorial local authorities in the Taranaki region, the others being Stratford and South Taranaki (see figure 2.1 overleaf). Outstanding natural features of the area include the scenic coastline running along the district's north-western boundary, and Mount Taranaki and Egmont National Park on the district's southern boundary.

The district's largest urban centre is the city of New Plymouth, located on the coast at the junction of state highways 3 and 45. Smaller urban centres include the towns of Inglewood, Waitara, Bell Block and Oakura.

New Plymouth District includes the following iwi (Māori tribal) areas (New Plymouth District Council 2015):

- Ngāti Tama – in the north-eastern part of the district, including the Mohakatino and Tongaporutu Rivers, Pukearuhe and Parininihi (Whitecliffs)
- Ngāti Maru – in the eastern part of the district, including Tarata, Purangi and the Waitara valley
- Ngāti Maniapoto – claim interests in land in the far north of the district, near the Mohakatino River
- Ngāti Mutunga – in the middle, coastal part of the district, including Urenui, Okoki, Mimi and Onaero
- Te Ātiawa – mainly coastal land in the south-west of the district around the New Plymouth urban area, Waitara and Inglewood
- Taranaki – coastal land to the west of New Plymouth urban area, including Oakura and overlapping the boundary between New Plymouth District and South Taranaki District.

## Population

In 2019, it is estimated that 81,900 people are usually resident in the New Plymouth District. This is 68% of the total Taranaki regional population of just over 119,600. The populations of the Stratford and South Taranaki districts were 9,410 and 28,290 respectively.

Due to issues with Statistics NZ the 2018 census data is not available for this strategic plan. For the purpose of the planning process, the 2013 data was utilised as the baseline information remains generally relevant.

Over the seven-year period 2006–2013 the population of New Plymouth District grew by a total of 5,286 people or 7.7%. This was above the national average of 5.3%. Previously, the district's population decreased by 2.2% over the five-year period from 1996–2001, and increased by 3.5% from 2001–2006.

In 2013, the New Plymouth District population consisted of:

- 15,111 children aged 0–14 years (20% of the population)
- 8,619 young people aged 15–24 (12%)
- 37,998 adults aged 25–64 (51%)
- 12,459 older people aged 65 or more (17%).

At the 2013 census, the median age for New Plymouth District was a little older than the New Zealand average – 41 years compared with 38 (Statistics New Zealand 2015).



The district's population is projected to increase steadily in the future, reaching 90,000 by 2033 (Statistics New Zealand 2015).

At the 2013 census, a total of 11,082 New Plymouth District residents self-identified as Māori. This is 15% of the New Plymouth District population, slightly higher than the proportion of Māori people in the total New Zealand population (14%).

Altogether, 12,750 people (17%) said they were of Māori descent. Of these people, 9,396 (74%) stated which iwi (tribe

## History of New Plymouth Injury Safe

The ongoing work of New Plymouth injurySafe is a tribute to the legacy of the late Dr Alan Parsons and the late Brenda Archer who, along with Ngamata Skipper, were the founding members of our coalition.

In September 2000, recognising the increasing evidence that a community based approach 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., the lead agency, Health Promotion (Taranaki Healthcare Ltd., later Taranaki District Health Board), Kidsafe Taranaki Trust, New Plymouth District Council and Plunket representatives.

On completion of the needs assessment, Plunket withdrew from the advisory group and was replaced by ACC. The five-person coalition began to plan and implement projects to address priority injury issues in 2001.

Subsequently, New Plymouth District was the first New Zealand Community designated as an International Safe Community by the Safe Community Foundation of New Zealand in 2005. It appointed its first coordinator in 2006 and was reaccredited in 2011 and again in 2016.

## 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)
- Bishop's Action Foundation BAF (Elected Chair)
- Fire and Emergency New Zealand
- Kidsafe Taranaki
- New Plymouth District Council
- New Zealand Police
- Taranaki District Health Board
- 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 and is currently chaired by the representative of the Bishop's Action Foundation. The Trust employs a Programme Manager (.7FTE) to coordinate our activities.

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) violence prevention 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.

# 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 organisations and in the community, to promote safety and keep people free from injury.

## BAF - Bishop's Action Foundation

BAF seeks to create and help sustain communities that flourish. To achieve this, we identify the root cause of community and social issues and develop partnerships that can create lasting solutions to them. We have three core action areas of Research, Collaboration and Service. We like to see ourselves as a catalyst for change, developing collaborations and solutions that can thrive beyond our involvement so that we can continue to look for more good to be done.

## Fire and Emergency New Zealand

The statutory role of Fire and Emergency New Zealand 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. FENZ 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.

## 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 Police

New Zealand Police are a key partner in road safety programmes; programmes to prevent intentional injury; programmes relating to violence and programmes to prevent or reduce alcohol-related offending and victimisation. Crime prevention continues to be a core activity in the community. We strive to actively maintain strong working relationships with our partner agencies, recognising that we are more effective when working with others – partnering for purpose. Our goal is for everyone in New Zealand to be safe and feel safe.

## 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:

- Ko tahi) Improve health and wellbeing of Taranaki population
- E rua) Improve Māori Health
- E toru) Reduce health inequalities

## 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**

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