



# CENTRAL HAWKE'S BAY

Safer Central Hawke's Bay Action Plan 2018-2020





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## Central Hawke's Bay District Council Vision Statement

Our vision for Central Hawke's Bay is a proud and prosperous district made up of strong communities and connected people who respect and protect our environment and celebrate our beautiful part of New Zealand.

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## Central Hawke's Bay District Council Safer Central Hawke's Bay Vision Statement

Central Hawke's Bay – A Safer Place To Be.

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### Background

Safe Communities is a World health Organisation (WHO) endorsed concept that recognises safety as a universal concern and a responsibility for all.

The Safe Communities model creates an infrastructure in local communities to increase action on injury prevention and safety promotion through the building of local partnerships. Over 50% of people now reside in an accredited Safer Community.

The Safer Communities Foundation of New Zealand provides support and inspiration for communities to utilise the Safe Communities model to create safer environments and increase the adoption of safer behaviours through building their capacity to achieve international best practice in community safety and Safe Community Accreditation.

Central Hawkes Bay District became an accredited Safe Community in June 2012 and the Safer CHB coalition is made up of 26 partner organisations who annually sign a Memorandum of Commitment that outlines the optimum level of engagement and collaboration for the partners. Operationally, the Safer CHB partnership coordination sits with the Community Development Coordinator at the Central Hawke's Bay District Council.

At a regional level collaboration between the Territorial Authorities and their respective partnerships remains strong. A Hawkes' Bay Regional Safe Communities group consisting of Safe Community coordinators from Napier City Council, Hastings District Council, Wairoa District Council and Central Hawke's Bay District Council, ACC and the HB DHB meet regularly to share ideas, support each other and advocate at a regional level.

Each year Safer CHB completes a Self-Assessment Survey which examines the success of the coalition in terms of collaboration by measuring its synergy. In particular it looks at leadership, administration and management, non-financial resources, satisfaction with participation and adoption of safer practices and environments by members of the community.

## What strategies guide this action plan?

The Safe Communities Foundation of New Zealand Strategic Plan sets the direction and focus through to 2020.

### The underpinning values of the strategy are:

- Honesty, respect and integrity.
- Embrace diversity (understanding) and accepting the differences in structure of each community.
- Participation and partnerships - collaboration is the heart of what we do - this is the strength of the community safety model.
- Strength - our work is based on local and internationally recognised accreditation criteria and evidence.
- Evidence-based approach to setting priorities, designing implementable and scalable solutions, and evaluating impact.
- Flexibility and choice underpins our support for communities, through being nationally led, but community delivered.
- We embrace innovation to achieve the best level of support for communities.

### With four strategic priority areas of focus:

1. Help communities identify high risk injury areas (focus on what is important).
2. Mentoring to create effective coordination of community efforts.
3. Support communities in mobilising actions through increasing capacity and capabilities.
4. Assess communities to demonstrate contribution in reducing injury.

### The Safer Central Hawkes Bay Strategy is underpinned by the following principles and values:

#### PRINCIPLES

- Safety is as fundamental human right.
- Safety is a shared responsibility.
- Safety is an attainable aspiration.

#### VALUES

- Collaboration and coordination for collective action to have stronger impact.
- Results – use best data available to evaluate whether people are safer.
- Gathering and sharing information on injury trends, priorities and programmes.
- Commitment and motivation to promote safety within organisations and throughout the community.
- Advocacy with an equity lens – bringing an awareness of the needs of vulnerable and marginalised groups in our community.
- Sustainability – community ownership and leadership.

## What will Council do to ensure that Central Hawke's Bay is a safe place to be?

Central Hawke's Bay District Council plays an integral part in the achievement of the Safer Central Hawke's Bay Strategy objectives by providing resourcing for the coordination role of the Safe Communities coalition.

Council also endorsed and supports the Safer Central Hawke's Bay Coalition goals for 2017-2020 and its workstream objectives as set out below.

### Coalition Goals 2017-2020

- Find ways to enhance communication with the wider community
- Strengthen the financial sustainability of Safer Central Hawke's Bay
- Gather, use and share the best available data around community safety and wellbeing
- Continue lobbying for better population level data that is easy to obtain
- Listen and respond to the needs of our community

### Safer Homes – Falls Prevention

ACTION	OUTCOME
DIY Ladder day.	Reduced falls from ladders in the home.
Porangahau Safe Homes Project NZ Fire Service and Red Cross.	Reduced falls at home in the Porangahau community.

**Strategic Alignment:** Hawke's Bay Housing Coalition Strategy, ACC Community Strategies, Falls and Fractures (DHB); NZ Fire Service Community strategy.

### Safer Homes – Fire Prevention

ACTION	OUTCOME
CHB Home Fire Safety Check & Smoke Alarm Installation Project.	Reduction in house fires in Central Hawke's Bay.
Smoke Alarms Promotions at Mitre 10.	Increase the purchase of 10 year Smoke Alarms during the months of March and September around the National campaign Check your Smoke Alarm during daylight saving.

**Strategic Alignment:** Hawke's Bay Housing Coalition Strategy, NZ Fire Service Statement of Strategic Direction

### Safer Homes – Street by Street

ACTION	OUTCOME
A collaborative initiative with injury and crime prevention messaging. Involves community engagement of residents in	More connected communities where people know their neighbours, and have a greater awareness of support services

the identified street or community.

available.

### Safer Homes – Emergency Preparedness

ACTION	OUTCOME
Encourage and support communities to plan and prepare in the event of a civil defence emergency.	Safer Central Hawke's Bay supports the development of community resilience plans across 27 Central Hawke's Bay communities.

**Strategic Alignment:** Civil Defence National Emergency Management Strategy

### Safer People – Family Violence

ACTION	OUTCOME
"It's not OK" Campaign – passive message (signs, yellow cards, resources in the community).	Reduce the harm caused by Family Violence.
Events – awareness raising at a variety of venues – CBD Boulevard Day; CHB Show; CHB The Festival, Matariki, Street by Street; Media coverage.	Creating awareness in community to reinforce message that family violence "Is Not OK".
	Building safety for victims of Family Violence by increased awareness and access to information.
	Community members are educated and aware of how to access support.

**Strategic Plan Alignment:** Police – Prevention First Strategy.

### Safer People – Community Resilience and Wellbeing – rural community focus

ACTION	OUTCOME
General Awareness Training workshops offered.	Reduction in the number of suicides in rural Central Hawke's Bay (target – zero).
Stage 2 Connector training offered.	
Information sharing – Suicide prevention services in CHB.	Increased awareness and access to information.
Obtain and analyse data on suicide attempts in CHB.	Better understand the issue.
Identify and work with existing stakeholders in the rural sector to strengthen prevention approach for	Rural residents are informed and have access to information.

rural depression and suicide.

**Strategic Plan Alignment:** New Zealand Suicide Prevention Strategy 2016 – 2026, HBDHB Postvention Strategy.

### Safer People – Youth Development

ACTION	OUTCOME
Promotion of messages by the Youth Council.	Young people in Central Hawke's Bay are well informed Young people are supported and valued by being heard and given opportunities.
Events/initiatives – developed and delivered for young people.	Young people in Central Hawke's Bay are engaged.
Driver Licencing promotion for young people.	Improved licencing statistics Reduction in unlicensed driver convictions.

Print and deliver a Central Hawke's Bay Parent Pack - Tools for The Teenage Years.

**Strategic Plan Alignment:** Youth Development Strategy Aotearoa, CHB Youth Strategy

### Safer People – Positive Ageing

ACTION	OUTCOME
Plan and deliver the Positive Ageing Expo – celebrating the older person (every 2nd Year).	Engaged and informed older people.
Collate and share information on the services for older people. Investigate methods of getting this information to the target group.	Older people are aware of what support and connections are available to them.
Produce Positive Ageing newsletter – incorporating all older adult organisations Plan and deliver public forums for this target group.	Active, targeted communication with older people.

**Strategic Plan Alignment:** NZ Positive Ageing Strategy, CHB Positive Ageing Strategy; ACC/DHB Falls Prevention Business Case

### Safer People – Road Safety

ACTION	OUTCOME
Address the road safety issue of Fatigue (a moderate priority). Deliver a project that raises awareness	Reduced road accidents in Central Hawke's Bay.
Deliver a collaborative project in Central Hawke's Bay focusing on child restraints	Increased use of child restraints

**Strategic Plan Alignment:** CHB Alcohol Scoping Project 2016; RoadSafe HB – Plan; Safer Journeys Strategic Plan, RSAP– 2016; Plunket

Alcohol and other drugs and social isolation are contributing factors across all area of focus. Although numbers are relatively small, farm safety and water safety appear as areas of concern for Safer Central Hawke's Bay. Community activities and promotions on these issues will happen at appropriate times. Safer Central Hawke's Bay will support groups who are providing programmes and services in these areas.

Council's role is to coordinate, advocate and facilitate Community Wellbeing initiatives, projects and strategy at a local level.

Council's interaction with government and non-government agencies that work with those living with a disability ensures strong connections across the sector, enabling good development across the district. This in turn acts as a way of improving the wellbeing of our community as a whole.





Ruataniwha Street, Waipawa, 4210  
PO Box 127, Waipawa, 4240  
Tel: 06 8578 060, Fax 06 8577 170,  
Web: [www.chbdc.govt.nz](http://www.chbdc.govt.nz)