

## **SAFER CENTRAL HAWKE'S BAY**

### **Annual Report: January – December 2013**

#### **DEMOGRAPHICS**

##### **Contacts for Safer Central Hawke's Bay:**

###### **Dennise Elers**

Community Development Advisor  
Central Hawke's Bay District Council  
P O Box 127, Waipawa 4240  
Ph: 06 857 8060 | Mobile: 027 282 6557  
Email: [dennise.elers@chbdc.govt.nz](mailto:dennise.elers@chbdc.govt.nz)

###### **Nigel Hall (Chairperson Safer Central Hawke's Bay)**

Assistant Area Manager  
New Zealand Fire Service, PO Box 4122, Napier 4143  
Ph 06 834 4257 Mobile 027 501 9784  
Email: [nigel.hall@fire.org.nz](mailto:nigel.hall@fire.org.nz)

**Safer Central Hawke's Bay (Safer CHB) was accredited as the first New Zealand Pan Pacific Safe Community in June 2012. This annual report refers to the first full year post accreditation, January 2013 to December 2013.**

## **CRITERIA 1 & 7 Leadership/Collaborative Relationships/Partnerships/Networks**

### **Leadership**

Safer Central Hawkes Bay (Safer CHB) has embraced its first full year of operation under the Pan Pacific Safe Communities Framework. The Safer CHB committee represents a wide range of government agencies, community trusts, social services and consumer groups with a passion and commitment to improved safety outcomes for the local community.

Nigel Hall, Assistant Area Manager of the NZ Fire Service has continued his tenure throughout 2013 as the Safer CHB Chair after appointment in August 2012. Nigel represented a strategic approach with his senior role in the Fire Service across Hawke's Bay. He has provided guidance and a steadying influence for this first year, bringing his experience from over 20 years' service with the Fire Brigade to the leadership role.

For 2014 a focus to integrate leadership and communication firmly within the local community will be an aspiration to achieve for Safer CHB and the partnership will seek to support and nurture this outcome.

Operationally, the Safer CHB partnership co-ordination sits with Dennise Elers, Community Development Advisor at Central Hawke's Bay District Council (CHBDC). One of the key components of creating Dennise's position was to foster community safety by the establishment and development of the CHB Safe Community Partnership. Dennise and the CHBDC provide the operational and administrative function for the partnership and represent the wider committee at various territorial local authority and other mandated groups, such as, Business Hawkes Bay meetings. The role has now been made a permanent position at CHBDC from January 2014.

### **Collaborative Relationships**

Safer CHB achieved Safe Communities NZ (SCNZ) Pan Pacific accreditation with a membership of 25 partner agencies. A key focus post accreditation was the challenge of maintaining and strengthening the engagement of the wider partner agencies, which range from government agencies based in Napier/Hastings, such as the Ministry of Social Development (MSD), to small local entities, for example CHB Business and Retail Association. A Strategic Plan which clearly articulated the pathway forward was a key deliverable post accreditation to establish the agenda for the coming years (attached as Appendix 1).

A working group met and drafted the Safer CHB Strategic Plan for 2012 – 2015 in August 2012. Representatives involved were from Ngati Kahungunu Iwi (NKII), Hawke's Bay District Health Board (HBDHB), NZ Fire Service (Fire), CHBDC and the Accident Compensation Corporation (ACC). An implementation plan was developed which further detailed the activities and opportunities for the partnership agencies to be involved. This report reflects on Year One of the Safer CHB Implementation Plan (attached as Appendix 2).

The Memorandum of Commitment (MOC) which provided the framework for all parties to agree to the partnership approach towards the accreditation bid expired in December 2012. A revised MOC framework for agreement towards on-going commitment to Safer CHB was developed for 2013/14 and to date 22 parties have re-signed.

Full Safer CHB meetings of all the partner agencies are held quarterly and generally attract a well-represented audience. Minutes are available from CHBDC for each of the 2013 meetings and these can be made available to Safe Communities NZ (SCNZ) at any point. The priority work stream areas (Falls, Fire, Family Violence, Suicide Prevention and Youth) have smaller groups meeting, regarding planning and progress in each area of their areas of focus, monthly or bi monthly.

The CHB Self-Assessment Coalition Survey Report for 2013 conducted by SCNZ has provided some impetus for Safer CHB to seek to improve areas, such as Synergy and Adoption of Safer Practices and Environments and these became a focus for the coming year.

### **Partnerships**

Post accreditation ACC funded the Safer CHB partnership for the 2012/13 year \$15 000 to cover infrastructure expenses. This money was used to purchase project co-ordination expertise to support the partnership activities when and where required throughout the year. An agreement between the HBDHB and the Fire Service to co - fund the purchase of 500 long last smoke alarms was also applied to activities within the CHB region and enhanced the Safer CHB objectives. \$5,000 also came from the CHBDC CVOS fund to support resources for the Safer Homes in CHB project.

Regional collaboration is topical amongst territorial local authorities (TLA's) in Hawke's Bay with an amalgamation referendum potentially scheduled for 2014. At the Safer Communities level, collaboration between the TLA's and their respective partnerships is strong with sharing of resources, information and some joint projects for example, the Ease up in the Bay funding between Safer Hastings and Safer Napier.

A Hawke's Bay Regional Safe Communities group consisting of representatives from Napier City Council (NCC), Hastings District Council (HDC), Wairoa District Council (WDC), CHBDC, ACC and the HBDHB met a few times throughout the reporting period. These meetings do not have a set agenda but are called when items or issues arise with a potential regional focus. An end of 2013 catch up over lunch in December provided a great update on each partnerships progress, with a focus on welcoming the new Safer Hastings Co-ordinator and encouragement and support for Wairoa as they prepared for accreditation approval in 2014.

## **2013/14 MoC Signatories for Safer CHB**

NZ Fire Service

Accident Compensation Corporation (ACC)

NZ Police

Ministry of Social Development (MSD)

Hawkes Bay District Health Board (HBDHB)

Sport Hawkes Bay (SHB)

Waipukurau Community Patrol

HB Civil Defence Emergency Management

Central Hawkes Bay District Council (CHBDC)

Age Concern Waipukurau

Pleroma Social Services

Central Health

Connecting for Youth Employment (CYE)

Enliven – Presbyterian Support East Coast

Te Tai Whenua O Tamatea

NZ Red Cross

Roadsafe Hawkes Bay

Health Hawkes Bay (HHB)

CHB Business Retail Association

CHB Promotions

Dove HB

NZTA

St Johns

Te Kupenga Hauora

Waiapu Anglican Care

**(Full contact details of representative members are available from CHBDC)**

## CRITERIA 2/3 Programmes – (Population & High Risk) & 4/5/6 (Evidence/Data/Evaluation)

Safer CHB has slightly modified the template provided to focus on their High Risk themes of Fire, Falls, Family Violence, Suicide Prevention and the Youth Population as per the Pan Pacific Safe Communities accreditation criteria.

### FIRE WORKSTREAM

What did you do? (title/brief narrative description)	How well did you do it? (reach/numbers)	Is anyone better off? (% change in KAB/impacts/environmental changes - evaluation findings)																																																																																											
<p><b>Safer Homes in CHB</b></p> <p>5 year project initiated in June 2012 with the aim of fitting or checking smoke alarms in every CHB home with long life smoke alarms (10 year capacity).</p>	<p>Over 5 years the project intends to reach 4000 homes. For 2013 the delivery model with volunteer fire fighters visiting homes providing home safety education, fire evacuation plans and checking resulted in the installation of 268 alarms in 158 homes.</p> <p>Partners: Fire Service, CHB DC, ACC, MSD, HBDHB, Age Concern, Red Cross, local Taiwhenua.</p>	<p>Of the 158 houses visited in CHB by the Fire Service during 2013 under this project only 9 had pre-existing working smoke alarms.</p> <div data-bbox="1077 580 2018 1142" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p style="text-align: center;"><b>Structure Fires with damage</b></p> <table border="1" style="display: none;"> <caption>Structure Fires with damage - Data Series</caption> <thead> <tr> <th>Month</th> <th>Baseline</th> <th>2012-13</th> <th>2013-14</th> <th>2014-15</th> <th>2015-16</th> <th>2016-17</th> </tr> </thead> <tbody> <tr><td>Jul</td><td>1</td><td>0</td><td>1</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Aug</td><td>0.5</td><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Sep</td><td>1.5</td><td>5</td><td>1</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Oct</td><td>1.2</td><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Nov</td><td>1.5</td><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Dec</td><td>0.5</td><td>0</td><td>1</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Jan</td><td>1.2</td><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Feb</td><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Mar</td><td>0.5</td><td>0</td><td>1</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Apr</td><td>2.2</td><td>4</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>May</td><td>2.6</td><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Jun</td><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </tbody> </table> </div>	Month	Baseline	2012-13	2013-14	2014-15	2015-16	2016-17	Jul	1	0	1	0	0	0	Aug	0.5	1	0	0	0	0	Sep	1.5	5	1	0	0	0	Oct	1.2	1	0	0	0	0	Nov	1.5	1	0	0	0	0	Dec	0.5	0	1	0	0	0	Jan	1.2	1	0	0	0	0	Feb	1	0	0	0	0	0	Mar	0.5	0	1	0	0	0	Apr	2.2	4	0	0	0	0	May	2.6	1	0	0	0	0	Jun	1	0	0	0	0	0
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		<div data-bbox="1077 236 2018 799" data-label="Figure"> <table border="1"> <caption>Suspicious fires (Estimated data from graph)</caption> <thead> <tr> <th>Month</th> <th>Baseline</th> <th>2012-13</th> <th>2013-14</th> <th>2014-15</th> <th>2015-16</th> <th>2016-17</th> </tr> </thead> <tbody> <tr><td>Jul</td><td>0.2</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Aug</td><td>0.4</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Sep</td><td>0</td><td>1.0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Oct</td><td>1.0</td><td>1.0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Nov</td><td>0.2</td><td>1.0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Dec</td><td>0.5</td><td>1.0</td><td>2.0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Jan</td><td>0.6</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Feb</td><td>0.2</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Mar</td><td>0.2</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Apr</td><td>0.6</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>May</td><td>0.4</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Jun</td><td>0.6</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </tbody> </table> </div> <p data-bbox="1066 842 2101 1206">The Safer Homes in CHB project has been directly linked to an incident avoiding serious or fatal injury or injuries in November 2013. A local fire-fighter had identified a home in Waipawa as an at-risk situation due to a number of foster children residing there. He therefore decided when conducting the Safer Homes check to place a smoke alarm in every bedroom, over and above the usual requirements for a house. On a Saturday afternoon the residents were having a party whilst in the bedroom a youth decided to burn photos which set the bedroom on fire. The bedroom alarm quickly alerted the residents who called the local fire brigade and prevented a more serious incident from occurring.</p> <p data-bbox="1066 1241 1765 1273">Before the check the house had no working smoke alarms.</p>	Month	Baseline	2012-13	2013-14	2014-15	2015-16	2016-17	Jul	0.2	0	0	0	0	0	Aug	0.4	0	0	0	0	0	Sep	0	1.0	0	0	0	0	Oct	1.0	1.0	0	0	0	0	Nov	0.2	1.0	0	0	0	0	Dec	0.5	1.0	2.0	0	0	0	Jan	0.6	0	0	0	0	0	Feb	0.2	0	0	0	0	0	Mar	0.2	0	0	0	0	0	Apr	0.6	0	0	0	0	0	May	0.4	0	0	0	0	0	Jun	0.6	0	0	0	0	0
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<p data-bbox="125 1313 600 1385"><b>Labour Weekend Road Safety 'Fatigue' Stop.</b></p> <p data-bbox="125 1422 589 1449">Concentrated campaign with Roadsaf</p>	<p data-bbox="633 1313 1037 1425">Approximately 60 young people were identified by a targeted brief intervention on their way to</p>	<p data-bbox="1066 1313 2085 1425">“The students who jump into the car are full of bravado and when they hop out they have blank looks on their faces. The media proves quite a powerful tool as it has current popular music and is aimed at the at risk age group of 16-21”</p>																																																																																											

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<p>Hawkes Bay, Police and Fire Service stopping vehicles for rest stops during the long weekend. Car occupants provided with food, coffee and information resources to encourage them to 'take a break' during holiday driving.</p> <p>The fire service had the MVA Risk Reduction Car at the stop. The car is based on a boy racer model which has heavily tinted windows for privacy, and occupants watch a three minute media presentation. The DVD starts off by asking a few questions to get brains in gear. It then gets pretty serious with a crash scene (by actors) and then some quite graphic results (real footage). Senior Fire-fighter Nicky Bates and members of the Napier Brigade have developed this programme and it is now available to be used across the Hawke's Bay.</p>	<p>the coffee stand and underwent the MVA awareness tool during the fatigue stop.</p>	<p>Nigel Hall, Fire Service Assistant Area Commander (&amp; Safer CHB Chairperson).</p>
<p><b>Central Hawke's Bay Show</b></p> <p>Promotion and displays set up to raise awareness of fire safety in the local community.</p> <p>The 'Fire House' was transported from Hastings for the first time to CHB – the house is a fantastic interactive and</p>	<p>Approximately 300 people undertook the Fire House, Smoke simulator and kitchen fire experiences or a combination of all 3 during the show.</p>	

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<p>popular model which showcases how fire spread in houses through before and after effects on a room.</p> <p>The recently refurbished smoke simulator was on site also. It is a trailer unit in which 5-6 people at a time go into with a DVD running which simulates a fire experience: lights go out, a smoke layer appears through LED lighting reaffirming safety and prevention messages. The Kitchen fire simulator to show the dangers of dousing hot fat fires with water was also on display.</p>		
<p><b>Opportunities for 2013</b></p> <p><b>YES CHB recruitment</b> - YES stands for Youth Emergency Services and the intention for the scheme would be to work with 4-6 youth in the district to become installation volunteers to train with fire bridge to install and fit smoke alarms under the Safer homes in CHB project initially and then support other local emergency services. Provides a mentoring environment for young people whilst encouraging local connections and possible longer term recruitment opportunities.</p>		

## FALL PREVENTION WORKSTREAM

What did you do? (title/brief narrative description)	How well did you do it? (reach/numbers)	Is anyone better off? (% change in KAB/impacts/environmental changes - evaluation findings)
<p><b>Stand Tall Program</b></p> <p>ACC and Enliven partnership falls prevention 6 week program for CHB - focused on balance, leg strengthening, co-ordination, home safety awareness and information sessions from local podiatrist, nutritionist and pharmacist. Based on the evidence based 'Stepping On' falls prevention programme.</p>	<p>Run in conjunction with the Enliven Waipawa Day programme with between 12 – 15 participants.</p>	<p>Of those who took part, 100% experienced increased confidence to carry out activities of daily living, 64% reported improved strength and balance, 57% made changes to their environment to reduce the risk of slips, trips and falls and 100% said they would continue with exercise</p>

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<p><b>Vitamin D Campaign</b></p> <p>Promotion to encourage Vitamin D supplementation in aged care residents – rest home visits/education to staff and media to build awareness of the benefits of Vitamin D to improve mobility and reduce falls.</p>	<p>Excellent progress in Vitamin D supplementation throughout 2013 above targeted projections.</p> <p>The 2 rest homes in CHB were visited regularly and supplied with education/promotional material including ACC high achieving certificates. An April Falls campaign provided information packs to all General Practices.</p> <p>Partners: ACC and HBDHB</p>	<div data-bbox="1077 304 1861 1050" data-label="Figure"> <table border="1"> <caption>Vitamin D uptake in Hawkes Bay</caption> <thead> <tr> <th>Month</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>Jun</td><td>32%</td></tr> <tr><td>Sept</td><td>57%</td></tr> <tr><td>Dec</td><td>54%</td></tr> <tr><td>Mar</td><td>54%</td></tr> <tr><td>Jun</td><td>57%</td></tr> <tr><td>Sept</td><td>80%</td></tr> <tr><td>Dec</td><td>80%</td></tr> <tr><td>Mar</td><td>80%</td></tr> <tr><td>Sept</td><td>80%</td></tr> <tr><td>Dec</td><td>80%</td></tr> <tr><td>Target</td><td>75%</td></tr> </tbody> </table> </div> <p><b>Graph: Hawke's Bay Aged Care residential Vitamin D supplementation uptake 2011-2013:</b></p> <p>CHB Rest Home rates of Vitamin D supplementation:</p> <table border="0"> <tr> <td>December 2012 Mt Herbert</td> <td>69.5%</td> </tr> <tr> <td>December 2013 Mt Herbert</td> <td>100%</td> </tr> </table>	Month	Percentage	Jun	32%	Sept	57%	Dec	54%	Mar	54%	Jun	57%	Sept	80%	Dec	80%	Mar	80%	Sept	80%	Dec	80%	Target	75%	December 2012 Mt Herbert	69.5%	December 2013 Mt Herbert	100%
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<p><b>Ladder Safety Campaign and DIY Awareness</b></p> <p>In conjunction with the development of Ladder Safety resources by ACC Safer CHB initiated a DIY awareness day at Mitre 10 Waipukurau in October 2012.</p> <p>The morning provided a brief intervention on ladder safety, with the opportunity for Mite 10 customers to undertake a practical exercise with the Fire Service on the correct procedure for ladder use. Resources were provided alongside a quiz/draw on DIY awareness.</p>	<p>Over 90 people completed the DIY awareness quiz.</p> <p>A number of participants undertook the practical demonstration</p> <p>Partners: ACC, Fire Service, Enliven, CHBDC, SHB, and Mitre 10.</p>	<p>Excellent feedback from partners and Mite 10 on the application of the initiative. Plans to repeat brief intervention over long weekends in 2014 (Easter, Queens Birthday, Labour weekend).</p> <p>Data: Working Age ACC Falls Claims in Central Hawkes Bay</p> <table border="1" data-bbox="1070 651 1839 804"> <thead> <tr> <th>Sex</th> <th>2010</th> <th>2011</th> <th>2012</th> <th>2013</th> <th>All</th> </tr> </thead> <tbody> <tr> <td>Female</td> <td>500</td> <td>495</td> <td>530</td> <td>529</td> <td>2,054</td> </tr> <tr> <td>Male</td> <td>522</td> <td>487</td> <td>476</td> <td>494</td> <td>1,979</td> </tr> <tr> <td>All</td> <td>1,022</td> <td>982</td> <td>1,006</td> <td>1,023</td> <td>4,033</td> </tr> </tbody> </table> <table border="1" data-bbox="1070 874 1839 1267"> <thead> <tr> <th>Age</th> <th>2010</th> <th>2011</th> <th>2012</th> <th>2013</th> <th>All</th> </tr> </thead> <tbody> <tr> <td>20-24</td> <td>12</td> <td>23</td> <td>21</td> <td>12</td> <td>68</td> </tr> <tr> <td>25-29</td> <td>94</td> <td>101</td> <td>85</td> <td>92</td> <td>372</td> </tr> <tr> <td>30-34</td> <td>92</td> <td>98</td> <td>111</td> <td>97</td> <td>398</td> </tr> <tr> <td>35-39</td> <td>115</td> <td>113</td> <td>110</td> <td>132</td> <td>470</td> </tr> <tr> <td>40-44</td> <td>137</td> <td>134</td> <td>131</td> <td>138</td> <td>540</td> </tr> <tr> <td>45-49</td> <td>152</td> <td>137</td> <td>123</td> <td>152</td> <td>564</td> </tr> <tr> <td>50-54</td> <td>130</td> <td>126</td> <td>150</td> <td>133</td> <td>539</td> </tr> <tr> <td>55-59</td> <td>156</td> <td>126</td> <td>136</td> <td>133</td> <td>551</td> </tr> <tr> <td>60-64</td> <td>134</td> <td>124</td> <td>139</td> <td>134</td> <td>531</td> </tr> <tr> <td>All</td> <td>1,022</td> <td>982</td> <td>1,006</td> <td>1,023</td> <td>4,033</td> </tr> </tbody> </table>	Sex	2010	2011	2012	2013	All	Female	500	495	530	529	2,054	Male	522	487	476	494	1,979	All	1,022	982	1,006	1,023	4,033	Age	2010	2011	2012	2013	All	20-24	12	23	21	12	68	25-29	94	101	85	92	372	30-34	92	98	111	97	398	35-39	115	113	110	132	470	40-44	137	134	131	138	540	45-49	152	137	123	152	564	50-54	130	126	150	133	539	55-59	156	126	136	133	551	60-64	134	124	139	134	531	All	1,022	982	1,006	1,023	4,033
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<p><b>Opportunities for 2014:</b> ‘Make a Change’ Project: Safer CHB wishes to purchase a specific DIY trailer to support this project. Based on the successful Tauranga ‘Safe as Houses’ programme the intention is to do an audit identifying potential hazards, raise awareness with residents and deliver resources to improve home safety. One improvement in the home will then be carried out by a volunteer handyman, such as, erecting safety rails at the back door to prevent falls. Sport HB has agreed to host the trailer and organise referrals and a number of partner agencies are involved in designing the project for roll-out mid 2014.</p>																																																																																												

## FAMILY VIOLENCE WORKSTREAM

HBDHB Violence Intervention Programmes		
<p>A range of programmes aimed at reducing family violence, child and elder abuse throughout all HBDHB services and in collaboration with other service providers. A particular focus is to reduce the number of assaults on children.</p>	<p>Implemented in 2013:</p> <ul style="list-style-type: none"> <li>- Child, Youth and Family Hospital Social Worker position within HBDHB</li> <li>- Shaken Baby Intervention programme</li> <li>- Vulnerable pregnant women's group</li> <li>- Elder Abuse and Neglect training for all HBDHB staff that work with older people.</li> </ul>	<p>Every person women and child accessing HBDHB services are supported through the brief family violence intervention tool.</p> <p>Improving health outcomes for vulnerable communities (including Maori, Pacific, refugees and other vulnerable communities in Hawkes Bay) will ultimately reduce harm and improve population outcomes.</p>

**YOUTH (HIGH RISK POPULATION)**

<p><b>What did you do? (title/brief narrative description)</b></p>	<p><b>How well did you do it? (reach/numbers)</b></p>	<p><b>Is anyone better off? (% change in KAB/impacts/environmental changes - evaluation findings)</b></p>
<p><b>CHB Youth Employment Expo</b></p> <p>Education and Employment for Youth was identified as a focus for Safer CHB. The working party is following the Otorohanga model, after the visit of Mayor Dale Williams, as they work towards the goal of “CHB connecting for youth development and youth employment”.</p> <p>Youth Employers Expo held at Mr Apple (large local employer).</p>	<p>Over 200 attendees from the 2 local high schools participated in the expo.</p> <p>Great representation from 25 businesses/agencies/educational institutions including: CHB Engineering, Work &amp; Income, Inland Revenue Department (IRD), Mr Apple, Papatoa Forestry Training, Stephenson’s Transport, Eastern Institute of Technology, Police, Fire, Navy, Turuki, HBDHB, Central Health, St Johns, Central FM, Bucks Veges, Silviculture/Shearing, Agriculture and Horticulture Industry Training Organisation.</p>	<p>82% of attendees who completed a feedback survey indicated the expo provided assistance for their career path. The businesses wish to support local youth to become work ready and provide opportunities for employment within CHB.</p> <p>The Safer CHB partnership acknowledge the support of the local businesses particularly Mr Apple who really have “driven the expo and co-ordinated the event to support the local youth population into sustainable and supportive career options”.</p>

What did you do? (title/brief narrative description)	How well did you do it? (reach/numbers)	Is anyone better off? (% change in KAB/impacts/environmental changes - evaluation findings)
<p><b>Industry Training Organisation (ITO) Apprenticeship Graduation</b></p> <p>In August 2013 a Mayoral presentation and recognition ceremony was initiated for the first time to support CHB Graduates through ITO apprenticeship training schemes to be recognised and congratulated within the local community.</p>	<p>Over 30 people graduated from throughout CHB in a variety of trades from hairdressing, mechanics, engineering, electronics and healthcare; requiring up to 3 years of study and practical application.</p>	<p>Most of these graduates remain in Hawkes Bay in local employment.</p> <p>It is hoped this recognition ceremony will become an annual event to celebrate youth achievement.</p>
<p><b>Driver Licencing Advocacy</b></p> <p>An emergent issue throughout 2013 was awareness of the difficulties associated with driver licensing for young people. During discussion regarding youth employment from Safer CHB partners it became apparent that often local businesses, such as Mr Apple, are unable to employ staff without a driver's licence. Compounding this issue, there is currently no option to sit a practical licensing test in CHB and no supportive framework to undertake this qualification within current education or vocational programmes. With an approximate cost of over \$700 per</p>	<p>A working group has been set up during the 2013 to advocate and address the licensing issue for CHB youth. The group has the aim: <i>that every young person who turns 16 years has the opportunity to get a full driver's license before they leave school.</i></p> <p>Underpinning this aim are three target areas:</p> <ol style="list-style-type: none"> <li>1. Access funding</li> <li>2. Advocate a Ministerial approach to collaboration at a national level.</li> <li>3. Participate in a thesis project</li> </ol>	

What did you do? (title/brief narrative description)	How well did you do it? (reach/numbers)	Is anyone better off? (% change in KAB/impacts/environmental changes - evaluation findings)
<p>person minimum to undertake the full licensing regime it became apparent that financial, physical and educational resources need to be linked to provide a supportive framework for CHB youth to become safe on the roads.</p>	<p>with Massey University to understand the true societal cost of a fully funded collaborative driver licensing scheme in New Zealand.</p>	
<p><b>Highlight for 2013: Connecting for Youth Employment (CYE) Trust formation.</b></p> <p>Youth advocacy and support services are a focus for Safer CHB and the formation of the CYE trust in 2013 was a key highlight. 4 local business owners are trustees and the Trust is Based at the Eastern Institute of Technology (EIT) – providing a collaborative environment for all employment and training orientated services in CHB. The Trust has a MSD contract to support people 18-24 years into employment and training.</p>		

## SUICIDE PREVENTION WORKSTREAM (emergent priority focus for 2013)

During 2013 a call began both locally and in wider Hawke's Bay after a number of tragic suicides and attempts became known to foster collaboration and support to link suicide prevention and post-vention initiatives for Hawke's Bay. In Central Hawke's Bay the Safer CHB partnership indicated they wished to prioritise this action locally.

What did you do? (title/brief narrative description)	How well did you do it? (reach/numbers)	Is anyone better off? (% change in KAB/impacts/environmental changes - evaluation findings)
<p><b>Initiate 'CHB Target Zero' Campaign</b></p> <p>Campaign and networked group of stakeholders for localised suicide prevention awareness and postvention support. <i>Target Zero represents no suicides in CHB.</i></p> <p>Media Campaign for the 4 weeks leading into Christmas 2013 to highlight and promote local support services, numbers to call and where to get help.</p>	<p>Stakeholders committed to support Target Zero campaign: Central Health, Social Workers in Schools, Fire Service, East Coast Rural Support Trust, Pleroma Social Services, Eastern Institute of Technology (EIT), Te Tai Timu Trust, Kia Te Piki Ora, HBDHB, Police, CHBDC. The group meets monthly.</p> <p>4 articles in the CHB Mail. CHB Mail is distributed free of charge to all households in CHB.</p>	<p>Fantastic feedback from community, stakeholders and National Mental Health Foundation regarding the proactive and positive campaign highlighting suicide awareness at a significant time of year.</p> <p><i>"I am writing to thank you for your article Suicide warning signs (CHB Mail, December 10, 2013). Informing the public about how to prevent suicide is one of the most powerful things the media can do to help us to reduce suicide rates in New Zealand".....</i></p> <p><i>Many friends and family members of people in distress don't know what signs to look out for, or what to do when they have concerns. Your article, and the information provided by the Safer CHB Suicide Prevention Group, will be enormously helpful to those people".</i></p> <p>Judi Clements Chief Executive, Mental Health Foundation of New Zealand.</p> <p>Letter to the Editor, CHB Mail. Tuesday, January 14 2014 (abridged).</p>
<p><b>Hawkes Bay Suicide Support Model (Post vention)</b></p> <p>In response to the prominent suicide incidents a number of agencies came</p>	<p>A Suicide Post Vention co-ordinator was appointed by the HBDHB December 2013 to implement the model.</p>	<p>Better service delivery and inter-agency collaboration expected.</p>

What did you do? (title/brief narrative description)	How well did you do it? (reach/numbers)	Is anyone better off? (% change in KAB/impacts/environmental changes - evaluation findings)
<p>together to seek to improve communications, information sharing and resources amongst partners to better understand what individuals, schools and communities are dealing with in relation to suicide. A Hawkes Bay Suicide Support Model has been developed in which in the interim period HBDHB are the lead agency.</p>		<p>Agencies are no longer working in isolation</p> <p>Understanding the role of each agency provides a clear scope of practice.</p> <p>Agencies (and communities) will be better supported by information and collaboration.</p>
<p><b>Opportunities for 2014:</b></p> <p>The Safer CHB Suicide Prevention Group have invited Mike King &amp; Tai Tupou to CHB to present “Its cool to Korero” to Te Aute College, CHB College and the CHB Community on the 9<sup>th</sup> April 2014 to assist with striving towards “Target Zero’ for CHB</p>		

## **FINAL COMMENTS**

### **Challenges**

The Family Violence work stream has struggled to gain momentum and traction as a work stream area focus for Safer CHB during 2013. From the Safer CHB perspective a lead agency to co-ordinate this work stream has not been identified despite much effort by the CHBDC co-ordinator to achieve this commitment. A reactive Family Violence team consisting of the Police and some social services meet weekly to discuss current cases. The identified gap is the proactive prevention approach.

Communication to the community is an on-going challenge and also an opportunity for Safer CHB. A number of the programmes currently have focused on activities centred in Waipukurau and Waipawa and Safer CHB is conscious of the wider rural population it represents. Porangahau, a small coastal settlement approximately 40 minutes from Waipukurau, has therefore been identified as a target community to support in 2014 and will be the pilot site for the 'Make a Change project'.

### **Opportunities (specific examples included in table format under criteria 2/3)**

#### **Ruataniwha Water Storage Scheme (RWSS)**

The RWSS is anticipated to provide environmental, economic and social benefits for Hawke's Bay. It has the potential to open up another 25,000 hectares of land for farming, creating new job opportunities and giving a real boost to the region's economy, especially in Central Hawke's Bay. The scheme would improve the water quality and flows in the Tukituki River at the same time as providing secure water to irrigators. Safer CHB is already aligned with a working party considering Social and Economic supports and impacts if the RWSS gets approval in 2014.

### **Alcohol**

Safer CHB has not to date prioritized alcohol as a specific work stream area as it is an issue that often influences the current work stream areas and is therefore always considered and acknowledged. However, with the legislation changes and the development of Local Alcohol Plans, Safer CHB considers alcohol an area that will receive a heightened focus during 2014 and beyond. An application for funding has been made to the Health Promotion Agency to support identified initiatives.

### **Youth Crime Action Plan**

An application has been made to the Ministry of Justice to identify at risk 10-13 years olds and to initiate them on a journey of supportive pathways for ongoing education and employment. Safer CHB see this ability to capture youth at a younger age as a key focus for planning and opportunities.

### **Road Safety**

Road Safe Hawkes Bay continues to deliver road safety initiatives in CHB and updates the Safer CHB meetings on a regular basis.

### **Support from SCNZ for Safer CHB**

Safer CHB wish to acknowledge the support received from Dr Carolyn Coggan, Mike Mills, and Tania Peters of SCNZ throughout 2013. It is with deep sadness we acknowledge the passing of Carolyn. Her passion and commitment to Safe Communities and the support and encouragement she provided Safer CHB will never be forgotten.

## Appendix 1

## SAFER CHB STRATEGIC PLAN (2013-2015)

### BACKGROUND

The idea of a “safe community” was first raised by a small number of key community individuals in 2010 which was developed into a more formal quarterly meeting of stakeholders where discussion and collaborative action centred on identified issues and solutions for the CHB community.

In May 2011 Mayor Peter Butler and the CHB District Council agreed to work towards accreditation following a joint submission to the Annual Plan process by key stakeholders - ACC Injury Prevention, HBDHB, Health Hawke’s Bay and the Ministry of Social Development.

The resulting Safer CHB Partnership has brought together the many and varied community organisations in the District. Formed in September 2011 the Partnership is chaired by a Community Organisation Representative and a smaller Steering Committee responsible for the administration of the process is led by the Central Hawke’s Bay District Council Community Development Coordinator. The ACC Community Injury Prevention Consultant (Hawke’s Bay) and the Health Promotion Advisor from the Hawke’s Bay District Health Board are part of the Steering Committee.

On 6<sup>th</sup> June 2012, Central Hawke’s Bay was designated by SCFNZ as a Pacific Safe Community. The ceremony was officiated by Mr George Fairbairn, Trustee, Safe Communities Foundation NZ.

While Central Hawke’s Bay has reached this important milestone, this is only the beginning and the hard work of maintaining this impetus now starts and will need to be continued to ensure we meet our mission;  
“All Whanau in CHB are Safe”.

#### **Feedback from Safe Communities Foundation NZ:**

Given that a particular strength of Safer CHB Partnership efforts is the excellent collaboration between large numbers of agencies/groups, it may be necessary in the future, to consider how best to maintain momentum of such a large group.

⇒ That consideration is given to ensuring that members of the Central Hawke’s community are kept both informed and engaged in Safe Community initiatives. For example, having regular articles in the local newspaper to ensure that the small towns and rural communities remain engaged/consulted.

⇒ That Safer CHB continues to analyse the injury profile and community survey of the whole district to ensure that they are responsive to new and emerging situations, and that the Safer CHB continue with the development of a strategic plan as planned.

⇒ That Safer CHB continue to actively participate in national and regional forums to allow for the exchange of ideas and the sharing of best practice with other designated Safe Communities throughout New Zealand and the Pan Pacific Region.

⇒ Safer CHB will need to complete the annual report in line with Safe Community requirements to maintain their designation status.

## STRATEGY

### MISSION

Central Hawke's Bay Whanau are safe

### VALUES

This strategic plan is underpinned by the following values:

- **Safety** is a fundamental human right;
- **People** are at the heart of making communities safer places in which to **live, work, learn, travel and play**;
- **Everybody** has a responsibility to promote & maintain their safety & the safety of others.

### GOALS

#### **Goal One - Access**

An identified pathway for the dissemination and sharing of information is available to the Central Hawke's Bay community

*To achieve this goal Safer CHB will have:*

- A communication plan for each work stream
- The minutes of Safer CHB meetings available to community via a number of channels.
- Stakeholder and Council briefings and updates.

#### **Goal Two - Equity**

All of the Central Hawke's Bay community has an equal opportunity to accessing services and resources

*To achieve this goal Safer CHB will:*

- Advocate on behalf of the Central Hawke's Bay community on safety issues.
- Ensure isolated rural communities have similar access to services and resources.
- Support those who need support through the wider partnership network of Safer CHB.
- Ensure those communities/Whānau that are identified as being most at risk from injury will have access to the service and support specific to their needs.

#### **Goal Three - Collaboration**

Identifying key partners within the community to work with the Central Hawke's Bay Community to improve outcomes in the Falls, Fire and Family Violence priority areas and to be responsive to emerging issues

*To achieve this goal Safer CHB will:*

- Have an engagement plan for each priority area that is produced.
- Identify and support funding applications in the three priority Areas.
- Identify future priority areas

#### **Goal Four - Monitoring**

To ensure outcomes are being met for the Central Hawke's Bay Community in the priority areas

*To achieve this goal Safer CHB will:*

- Ensure Results Based Accountability (RBA) is applied to each priority area that will clearly show what we want to achieve, who our target population is, how we intend to measure our success and what partners we will be working with.
- Ensure organisational data and statistics are reviewed by each priority area to ensure outcomes are being achieved.
- Complete an annual community safety survey.
- Provide an annual report of progress that will be communicated to the wider Community of CHB.

#### **STRATEGY TIMEFRAME**

The length of this strategy is for 3 years and will be reviewed on an annual basis.

The Implementation Plan maps out how Safer CHB intends to achieve the goals around the 3 themes of Falls, Fire and Family Violence.

#### **ROAD SAFETY, ALCOHOL, WATER SAFETY**

Whilst these themes are not identified as key Safer CHB key themes, Safer CHB does acknowledge the importance of these areas. However these areas were identified in the Safer CHB application as integral members of the forum and Safer CHB will support these areas in the work that they do.

<b>Goal One</b> <b>ACCESS</b> An identified pathway for dissemination and sharing of information is available to the Central Hawke’s Bay Community					
Goal	Action	Measure	Year 1	Year 2	Year 3
A communication plan for each work stream is developed	Each work stream responsible for producing a communication plan and presenting this plan to the Safer CHB forum	Communication plans for each work streams are developed and presented	✓		
The minutes of Safer CHB meetings are available to the community	Publish minutes onto the CHB DC website	Minutes are available on the CHB DC website	✓	✓	✓
Stakeholder and Council briefings and updates.	Update CHB DC and stakeholders 6 monthly	6 monthly updates are presented to Council and stakeholders	✓	✓	✓

**Goal Two**

**EQUITY**

All of the Central Hawke’s Bay community has an equal opportunity to accessing services and resources

Goal	Action	Measure	Year 1	Year 2	Year 3
Advocate on behalf of the Central Hawke’s Bay community on safety issues.	All Safer CHB forum members will advocate on behalf of the CHB Community with regards to safety issues and concerns within the three work streams	Number of times the wider partnership advocates service is provided	✓	✓	✓
New and Emerging Issues	Safer CHB members will ensure any new or emerging issues will be brought to the wider partnership for consideration and action	Actions that result from emerging issue	✓	✓	✓
Ensure isolated rural communities have similar access to services and resources.	Ensure the three work streams are inclusive of rural communities	Rural communities have access to services and resources	✓	✓	✓
Support those who need support through the wider partnership network of Safer CHB.	Work stream leads bring any issue or safety concerns that they cannot resolve to the wider partnership for resolution	Number of issues/concerns resolved by wider partnership	✓	✓	✓
Ensure those communities/Whanau that are identified as being most at risk from injury will have access to the service and support specific to their needs.	Ensure the three work streams target their work to those that need our support and service	Number of people in high risk groups receiving service that has made them safer and/or met their needs		✓	✓

**Goal Three****COLLABORATION**

Identifying key partners within the community to work with the Central Hawke’s Bay Community to improve outcomes in the Falls, Fire and Family Violence priority areas and to be responsive to emerging issues

Goal	Action	Measure	Year 1	Year 2	Year 3
An engagement plan for each priority area is developed.	Each work stream responsible for producing an engagement plan and presenting this plan to the Safer CHB forum	Engagement plans for each work streams are developed and presented	✓		
Identify and support funding applications in the three priority areas.	Identify appropriate funding sources and projects to be funded and apply for funding	Funding applications are made	✓	✓	✓
Identify future priority areas.	Annual street survey, postal questionnaire and review of data to ensure Safer CHB is aware of any emerging issues outside of the three identified work streams	Future priority areas identified and addressed	✓	✓	✓

**Goal Four**

**MONITORING**

To ensure outcomes are being met for the Central Hawke’s Bay Community in the priority areas

Goal	Action	Measure	Year 1	Year 2	Year 3
Ensure Results Based Accountability (RBA) is applied to each priority areas that will clearly show what we want to achieve, who our target population is, how we intend to measure our success and what partners we will be working with.	Work streams to develop RBA result cards	RBA result cards are developed and agreed by the Safer CHB partnership	✓		
Ensure organisational data and statistics are reviewed by each priority area to ensure outcomes are being achieved.	Updated stats to be provided from each work stream to ensure intervention is having a positive impact and to identify any emerging trends and issues	Stats are prove intervention is having a positive impact.  Interventional adjusted to ensure positive impact.  New trends identified.	✓	✓	✓
Complete an annual community safety survey.	Organise annual community survey in CHB	Annual community survey’s in CHB are held	✓	✓	✓
Provide an annual report of progress that will be communicated to the wider Community of CHB.	Develop annual report	Annual report developed and communicated to Safer CHB members and the CHB Community	✓	✓	✓