SAFE COMMUNITY RE-DESIGNATION APPLICATION

Introducing Our Waitakere 2006

SAFE WAITAKERE

Message from the Mayor

Our communities face increasingly difficult challenges in addressing safety issues for their citizens. As our world becomes more complex it is important our local communities explore and implement ways to make our city a safer place for all.

The World Health Organisation's Safe Community Network provides a framework for health and safety promotion as well as injury prevention. As New Zealand's first city to be awarded WHO Safe Community accreditation, Waitakere has always been committed to improving safety for individuals, children and families.

In 1993 we adopted the United Nations "First Call For Children" strategy and we are mindful of this commitment in all of our council agenda.

Our WHO accreditation has provided a greater focus on what needs to be done and what can be done to achieve a safer quality of life and it gives us a benchmark to reflect on how we are delivering the safe community principles; signalling direction of developments and measuring our progress.

Council is in the process of developing an action plan with the aim of declaring Waitakere a "City For Peace." We believe adopting the principles of peace can provide a perspective towards helping our region to become a safer, more peaceful place. This complements the progress being made by Safe Waitakere and the Wellbeing process.

It is through partnerships between Waitakere City Council, our local communities and government agencies that we strive to make Waitakere such a great place to live. This collaboration fosters a shared commitment to finding new and innovative approaches to make our region a safer place to live and work. While there still remains much to be done, we see identifying, planning and implementing safety initiatives as part of our commitment here in Waitakere.

I am greatly troubled by the indications and statistics on what is happening in New Zealand but I am optimistic that by working together with the range of agencies we can look towards a more positive and safe future.

Bob Harvey QSO, JP
Mayor

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Waitakere - New Zealand's Eco City for Sustainable Living

Waitakere's landscape enjoys a spectacular location as the western sector of New Zealand's major metropolitan area, Auckland.

At its western edge are the magnificent bush clad Waitakere ranges and the open wild beaches of the West Coast. To the south and east are the Manukau and Waitemata Harbours. Its urban area, shaped by post-war expansion, forms a network of villages, town centres and suburban sprawl with its central business district located at Henderson. The total land area is 367 square kilometres.

Waitakere's population size is currently 183,700 residents [2006 provisional census counts]. It is a young city with 39% of its population under the age of 24 [2001 Census].

The original inhabitants of the area were Te Kawerau a Maki and Ngati Whatua Mäori peoples and since European settlement began in the 1830s ethnic diversity has increased markedly to the point where approximately 60 different ethnic groups reside in the area. The population of Waitakere City contains a larger proportion of Pacific peoples (14.5%) and larger proportion of Asian people (11.0%) compared with the whole of New Zealand (at 6.5% and 6.6% respectively). [source: 2001 census]. There are 61,800 occupied dwellings in the area [source: provisional 2006 census counts].

Now the City faces the challenges of accommodating growth while protecting its unique natural environment. Its urban villages and green network strategies are designed to promote more diverse and concentrated urban centres, to create more local jobs and to improve the base for public transport services.

Waitakere City's economic performance in 2004 was strong. It recorded growth in employment (5%), the number of business units (10.3%), real gross domestic product – GDP (4.8%) and population (1.9%). It outperformed New Zealand on all these key performance indicators and the Auckland region on employment growth, business growth and real GDP growth.

Being an eco city means working together for better social, economic and environmental outcomes for our children, our grandchildren and ourselves. We do this through using resources better and creating less waste, improving social infrastructure, protecting and expanding the 'green network' that links our streams and parks from the Ranges to the Sea as well as creating attractive town centres and a strong local economy.

FROM THE BEGINNING- THE SAFE WAITAKERE STORY

Waitakere is proud to have been the pioneering New Zealand city in Community Injury Prevention. Safe Waitakere had its origins in 1995 when a successful application was made by a multi-agency steering group (supported and hosted by Waitakere City Council), to the Public Health Commission, to take on the role of piloting Community Injury Prevention in an urban setting. It was a serious task, as the pilot was rigorously evaluated with a view to being extended across the country, dependent on its success.

The Safe Waitakere Injury Prevention Project was set up with a strong community development focus; the governance group drawn from a wide range of agencies and from the key target populations. That model was to serve as a template for other projects established in crime prevention (the Waitakere Safer Community Council), alcohol harm minimisation (Safe Waitakere Alcohol Project), and road safety. All the community safety projects have since operated under the Safe Waitakere banner.

In 1999, as a natural step in its evolution, Waitakere applied to become New Zealand's first World Health Organisation accredited Safe Community. Safe Waitakere organised the first Community Safety conference in New Zealand, bringing together many agencies and communities from all over the country. The conference was held at the Kura Kaupapa at Hoani Waititi Marae, symbolic of the close partnerships established over the foundation years. One outcome of the conference was the subsequent establishment of the Injury Prevention Network Aotearoa New Zealand.

The culmination of the conference was the ceremony at which Waitakere was presented with its accreditation by Leif Svanstrom of the Karolinska Institute, representing the World Health Organisation.

POLICY FRAMEWORK

Community Safety activities in Waitakere have developed exponentially since 1999. This development has taken place within a context of a steadily evolving policy and process framework, at both local and national level. The iterative processes involved in Safe Waitakere's evolution have encouraged the emergence of unique and innovative links between policy and practice.

WAITAKERE ECO CITY

Waitakere City Council's **Eco City** policies have underpinned the support it has given to Safe Waitakere. Waitakere City Council declared itself an eco city in 1993, when it adopted the Principles of the Rio Declaration on Environment and Development and Agenda 21as guiding documents.[1] The first Rio Principle is:

Human beings are at the centre of concerns for sustainable development.

[1] For a full explanation, refer to Waitakere City Council Long Term Council Community Plan 2006-2016, from which this summary is taken.

They are entitled to a healthy productive life in harmony with nature.

Over the years since Safe Community Accreditation, community safety has become increasingly accepted as 'core business' for the Council, and built in to its own policy and operations.

Council recommitted to the Principles of the Rio Declaration and Agenda 21in 2005. In addition it adopted twelve "Sustainable City" Commitments, and ten Principles for sustainable development policy and decision making.

Amongst the Commitments are several which relate to community safety including:

- **Planning and Design-** *We are committed to a strategic role for urban planning and design in addressing environmental, social, economic, health and cultural issues for the benefit of all*
- **Better Mobility, Less traffic-** *We recognise the interdependence of transport, health and environment and we are committed to strongly promoting sustainable mobility choices*
- **Local Action for Health-** *We are committed to protecting and promoting the health and wellbeing of our citizens*

The ten Principles cover the processes for decision making, and include:

- *Seeking innovative solutions that are mutually reinforcing, rather than accepting that gain in one area will necessarily be achieved at the expense of another*
- *Working in partnership with local government, central government and other sectors and encouraging transparent and participatory processes*

These reinforce the approach of multiple agency involvement which distinguishes the 'Waitakere Way', and Safe Waitakere's Governance and operations.

STRATEGIC PRIORITIES

WCC has also adopted 5 Strategic Priorities (appendix A1). These are regarded as overarching; everything the Council does must take them into account:

- The Treaty of Waitangi (Te Tiriti O Waitangi)
- Sustainable Development
- First Call for Children
- Safe City
- Lifelong Learning

While all have an impact on Community Safety, the First Call for Children and Safe City Priorities have and continue to play major roles impacting on Community Safety.

First Call for Children

The Vision: A city where children and youth: participate in the development of the city; play and hang out safely; have good health care, education and housing; are free from violence; develop their own cultural identity and enjoy the city's diversity; access integrated transport systems; enjoy clean air water and green spaces; are free from poverty.

Summary: This priority requires that consideration is given to the needs and rights of children in all council activities and planning, and that the Council advocates for and supports the prioritisation of the wellbeing of children.

Safe City

The Vision: Waitakere City - A safe place to be.

Summary: This priority requires that in addition to formal occupational health and safety considerations, the general safety of the community is integral to all of the Council's activities and planning and that the Council advocates for and supports safety initiatives with its planning partners.

LONG TERM COUNCIL COMMUNITY PLAN

Under the provisions of the Local Government Act 2002, all local authorities are required to undertake a consultation and planning process culminating in the production of a Long Term Council Community Plan (LTCCP). This identifies the Community Outcomes of the city, and provides a long term (ten year) focus for the local authority's decisions and activities.

In Waitakere, the current 2006 -2016 LTCCP is built on the Eco City principles, and on the earlier (2003) LTCCP, together with extensive community consultation.
In addition to the Commitments, Principles and Strategic Priorities listed above, the LTCCP is constructed around nine 'Strategic Platforms' (appendix A1):

- Urban and Rural Villages
- Integrated Transport and Communication
- Strong Innovative Economy
- Active Democracy
- Strong Communities
- Green Network
- Three Waters
- Sustainable Energy and Clean Air
- Zero Waste

Of these the one most directly concerned with community safety is Strong Communities.

Strong Communities

He iwi kaha
The Vision: People are active, informed, healthy and content. They feel safe and there is a strong sense of community. Our city is a great place for children. We enjoy our diversity of lifestyles and people.
Summary: This platform addresses how we support the health and wellbeing of the city's residents.

- Strong communities that 'connect' with (mix and understand) each other
- A safe and supportive environment for children
- Community safety and accessible health and support services
- Leisure facilities and services that people enjoy
- Library, education and information services that meet resident's needs
- Access to appropriate housing.

In addition, however, the **Active Democracy** Strategic Platform reinforces the concepts of the 'Waitakere Way'; the active involvement of multiple agencies, and of all communities in Waitakere.

Active Democracy

He tikanga pai te iwi e hiahia ana
The vision: People feel they can make a difference. There are high levels of community participation and respect for each other's views.

Summary: This platform supports the involvement of citizens in the Council's decision making process, through education, removing barriers, developing partnerships, improving information flows and supporting communities' own ways of interacting with the Council.

PARTNERS IN SAFETY

Maori

From the earliest beginnings of Safe Waitakere, recognition of the prime importance of involvement of mana whenua and tangata whenua saw formal agreements established which have continued to guide planning and delivery of policies and projects. The existence and support of **Te Taumata Runanga,** as a standing committee of the City Council, continues to be critical to the relationship between the safety projects and Maori. It provides links with both iwi claiming mana whenua status in the city, Te Kawerau A Maki, and Ngati Whatua, and with a number of pan tribal organisations, including Te Whanau O Waipareira, actively involved in safety issues.
Te Taumata Runanga has representatives on the Board of Safe Waitakere Injury Prevention Project, and has facilitated Maori representation and involvement in all other safety projects. Details of specific involvements in a selection of projects will be covered in later sections.

Pacific Islands

Waitakere has a very significant representation from all Pacific Island nations. These have made significant contributions in community safety from the beginnings of Safe Waitakere, when the three 'target populations' around which programmes were constructed were Maori, Pacific Island and 'general population', with the financial and staffing resources being spread amongst each.
As with Te Taumata Runanga, so the **Waitakere Pacific Board** has assisted with access to Pacific Islands communities. Today strong relationships with, and projects targeted to, Pacific Island populations, continue. Some will be featured in later sections.

New Ethnic Communities

One of the most striking features of Waitakere City's growth in the last decade has been the rapid increase in people from an ever expanding range of ethnic and cultural backgrounds, particularly Asian. Waitakere today is quite a different place demographically from 1999, and as a result, many changes are underway to address the new, rich reality, in community safety as in all other areas.

A major step forward was taken when in 2003 the **Waitakere Ethnic Board (WEB)** was formed to act as a networking, information and advocacy body for the city's emerging communities. As it develops its role it has entered into a Partnership Agreement with Waitakere City Council, and now has a seat on the Safe Waitakere Injury Prevention Board. Increasingly, ethnic-specific projects are being created to ensure the safety programmes take into account the needs of new migrants, examples of which will feature in later sections.

Central Government Agencies

Many central government agencies are involved with Safe Waitakere. Some are funders, some involved with project implementation, and others serve on governance boards and reference groups. Commonly, a key agency such as Police or ACC, perform a number of these roles. In some of these cases, memoranda of understanding have been created to outline and affirm the partnership-based approach. The case studies highlighted later will describe in detail some of these relationships, which are acknowledged as critical to our success.

Waitakere Community Sector

Waitakere has always had a strong tradition of community organisations networking, arising out of the original relative lack of facilities and services, which necessitated the communities working together to achieve common goals. This tradition over the years has become known as 'The Waitakere Way' and it largely determined the methodology of establishing Safe Waitakere.

As with central government agencies, Safe Waitakere's success could not be achieved without the continuing participation at many levels of the community and voluntary sector organisations. From Marae to preschools, churches and health groups to umbrella network groups such as WAVES, a multitude of

community-based groups are involved, and their enthusiastic contributions over a long period are warmly acknowledged.

WELLBEING COLLABORATION PROJECT

The early years of Safe Waitakere, as well as being a national pilot in community injury prevention, provided crucial learnings in the area of multi-party governance and project implementation. Through the 1990s these were progressively applied to other areas of social wellbeing, with the development of the Wellbeing Reports, the first of which was published in 1996, and a series of Wellbeing Summits. These were pioneering attempts to address a wide range of community issues by drawing together all the key agencies and communities. Safe Waitakere was represented on the Community Wellbeing Network established to ensure community mandates in the organisation of these, and later took up representation on the organising group of what has now become the **Wellbeing Collaboration Project.**

Formally established in 2002, this has developed into a sophisticated, multi faceted range of projects, guided by a Collaboration Strategy Group. It has at its core a Three Way Partnership, between the Waitakere community sector, central government agencies, and Waitakere City Council. A Collaboration Project Manager is co-funded by WCC and central government agencies to manage the process.

Safe Waitakere retains representation on the Collaboration Strategy Group, and community safety has emerged as a significant component of the Wellbeing Collaboration Project. Several safety initiatives are now emerging as Wellbeing Collaboration 'Calls to Action'. A significant call to action being: 'violence against women and children is reduced'. In 2003 Great Start Waitakere Te Korowai Manaaki, a collaborative set of projects targeting the wellbeing and safety of Under Fives, was also launched.

NATIONAL POLICIES

When Waitakere began its work in Community Injury Prevention in 1995 there was very little in the way of a policy framework at national level. Safe Waitakere hosted New Zealand's first Community Safety Conference in 1999, to coincide with the city's accreditation as New Zealand's first Safe City.

Since that time, the position has considerably altered. Waitakere projects are now implemented within a constantly evolving policy, information and research framework. In turn, Waitakere's experience has assisted demonstrably in the development of this framework, and Safe Waitakere personnel have played key roles.

This particularly applies to the **New Zealand Injury Prevention Strategy RAUTAKI ARAI WHARA O AOTEAROA, 2005-2008. Safe Waitakere was strongly represented** on the Minister-appointed Stakeholder Reference Group for the strategy.

Other national policies now in place to which Waitakere has contributed, and now guide our work, include:

National Crime Prevention Strategy – this guided the production of our own Safe Waitakere Crime Reduction Strategy, 2004
National Drug Policy- guides the Community Alcohol Youth and Drugs (CAYAD)

SAFE WAITAKERE- THE TEAM GROWS

The Safe Waitakere Team has developed significantly from the solid foundations which were laid in 1999, when Waitakere became New Zealand's first accredited Safe City. At that point the Safe Waitakere team consisted of:

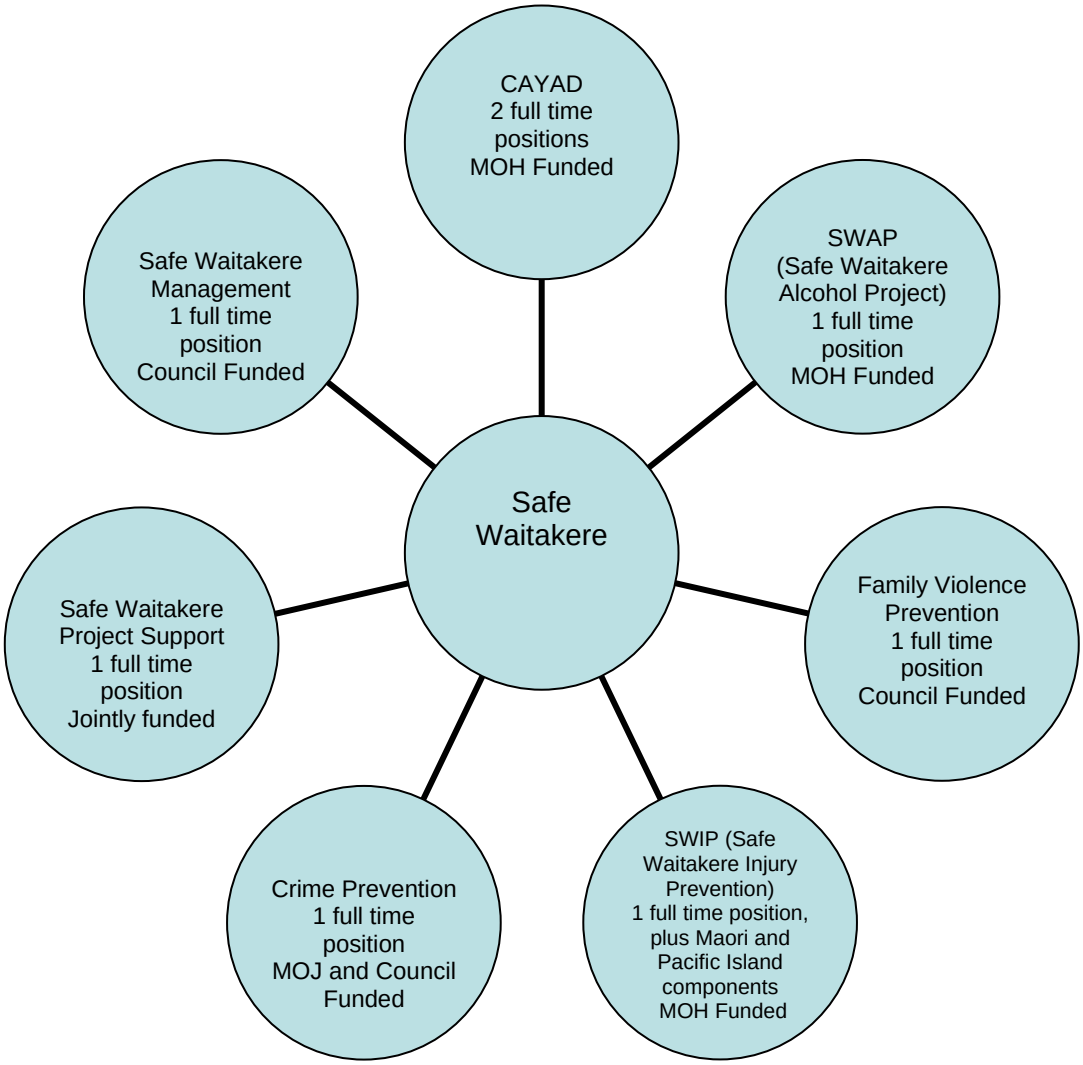
1. **Safe Waitakere Injury Prevention**- Three staff (2 part-time), General population, Maori and Pacific
2. **Waitakere Safer Community Council-** one staff member
3. **Road Safety Project-** one staff member
4. **Safe Waitakere Alcohol Project-** one staff member (part time)

WCC supported Safe Waitakere by housing some staff and providing management support. However, all projects were funded by external agencies.

Since that point the staffing and funding picture has considerably expanded, as has the contribution and support provided by WCC. Waitakere now has a vibrant and healthy Safe Waitakere Team, integrated within Council, which is dedicated to community safety. Although the Road Safety portfolio sits outside of the Safe Waitakere Team in terms of official council organisational structure, strong links, collaboration, and quality relationships have been maintained.

Significantly WCC now funds a dedicated senior position to lead the Safe Waitakere team. This development is a major recognition of the centrality of community safety to Waitakere City Council.

The chart below details the current structure of the Safe Waitakere Team

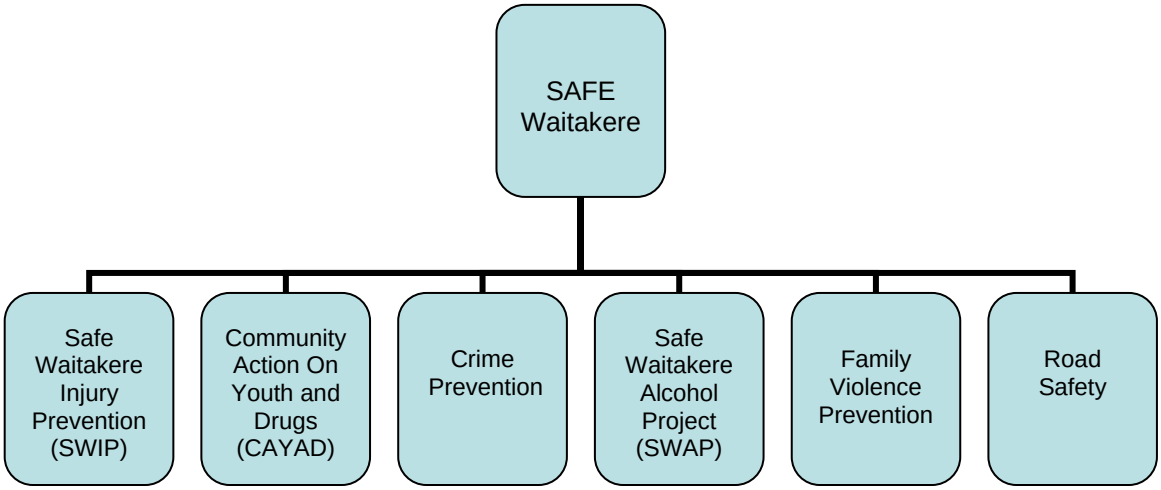


As indicated by the above chart and narrative descriptions Waitakere clearly has a well established infrastructure based on partnerships and collaboration supported by cross sectorial advisory and steering groups responsible for safety promotion (criteria one) throughout the city.

Criteria two, three, four and five of the application relate to redesignation as an International WHO Safe Community and state that:

Communities must have long-term sustainable programmes as well as programmes that target high-risk groups and environments that are based on analysis of relevant data and include evaluative processes.

There are currently six portfolios that support Safe Waitakere:



The next section of this application provides a detailed overview of each of the components of Safe Waitakere and includes selected examples of portfolio activities.

SAFE WAITAKERE INJURY PREVENTION

The Safe Waitakere Injury Prevention (SWIP) Board has nominated two projects as examples of unintentional injury prevention work being carried out in Waitakere City in support of WHO re-accreditation. Analysis of injury data has always been a cornerstone of project development within SWIP (Appendix B1- profile of injury data).

The nominated projects are examples of collaborative activity targeting firstly the general, Mäori and Pacific populations and secondly the emerging population group of new migrants in the Waitakere west coast area.

A number of projects were given consideration for inclusion:

- Falls prevention older people
    - Tai Chi exercise programme
    - Strength and Balance programme
- Playground safety
- Safety and access by design
- Be safe Be seen
- Safe Homes for Pacific Kids programme
- Safe Season Campaign (Appendix B2)

The two projects chosen to be included are highlighted below. They have come out of the working and network groups which are also listed:

- Child Safety working group
    - **Fall-Safe Kids programme**
- Trauma Reference Network
    - **Rock Fishing project**

FALL-SAFE KIDS

General description

The Safe Waitakere Child Safety Working Group (CSWG), whilst facilitated by Safe Waitakere, is a collaborative interagency group which focuses its operational activity on the prevention of unintentional injuries to children who live in Waitakere City. Currently CSWG is working on the emerging Safe Season Campaign

Members of the CSWG were involved in the Fall-Safe Kids campaign which is the nominated project to be highlighted for the WHO accreditation process.

The Fall-Safe Kids campaign was a child safety falls-prevention campaign, the first of its kind for Waitakere City. The campaign aimed to prevent preschoolers ending up in hospital due to a fall. Falls are by far the greatest cause of injury admittance to hospitals for the under fives. About 75 Waitakere preschoolers are severely injured and hospitalised each year as a result of a fall. Safe

Waitakere, ACC and support agencies hoped the Fall-Safe Kids campaign would bring about a reduction in falls.

The Fall-Safe Kids Campaign included the three population components of Safe Waitakere:

- General Population
- Maori
- Pacific Island

It was multifaceted and supported by many agencies. The campaign ran from May to October promoting three key themes:

- *Carry with care* (promoting safe holding of young babies by adults and older children)
- *Buckle Up* (promoting the use of safety straps with all childhood furniture and equipment)
- *Check Your Home* (safe practices around stairs, trampolines, second floor windows, clear floor spaces, and banning baby walkers).

Each theme contained key messages about fall prevention practices.

Three phases of the campaign:

1. **Baseline survey**. An initial baseline survey was conducted in November - December 2002 to inform the development of the campaign, and to enable measures to be collected to assess the impact and effectiveness

of the campaign. Literature reviews and consultation with key stakeholders were undertaken.

2. **Development and Implementation of Campaign programme activity.** The campaign ran from May to October 2003 and activity was linked to three main themes: CARRY WITH CARE (promoting safe holding of young babies by adults and older children), BUCKLE UP (promoting the use of safety straps with all childhood furniture and equipment) and CHECK YOUR HOME (safe practices around stairs, trampolines, second floor windows, clear floor spaces; and banning baby walkers).

3. **Post evaluation survey.**

Results/evaluation

Evaluation results show substantial increases in safer family practices and knowledge i.e. safety strap on supermarket trolleys, use of stair guards, reduction in baby walker ownership, and changing nappies on the floor.

Impact on Council and other partners

Safer family practices increased in line with the Safe Waitakere and Safer communities WHO concept.

Project activity included:

- Falls information & background - literature reviews and national data
- Consultation with key stakeholders
- Project launch
- Three themes & flyers: development and distribution
- Agency participation
- Key campaign strategies
    - Research– baseline survey and post-intervention evaluation survey
    - General Public – development and distribution of the three-themed flyer inserted into editions of the Waitakere City News (Council's newsletter). To complement the insert, an article was printed on the front page of each issue explaining the campaign, encouraging people to look for the insert and to check the lucky number on their insert
    - Community educations day,
    - 'Dump your Baby Walker' promotion
    - Schools- a Fall-Safe Kids School Pack and competition
    - Retailer Advocacy- safe high chairs at restaurants and suppliers of baby walkers
    - Special Promotions-local retailers discounted safety products, particularly stair guards and trampoline safety pads to complement theme messages

- Puriri strategies- Tamariki Ora days, 'Buckle Up' Campaign at Hoani Waititi Marae, Kohanga education programme, parent education workshops: Te Ukaipo
- Pasifika strategies -community education and open health days
- ACC projects – supermarket voice-overs and promotions on safe trolley use.

The campaign was co-ordinated by Safe Waitakere, in partnership with ACC and supported by a wide number of agencies and evaluated successfully with key objectives being met (Appendix B3 represents a selection of visual images relating to this campaign).

Fall-Safe Strategic Plans and linkages with National Plans

- Waitakere City 'Safe Under 5 Plan'.
- Safekids data
- New Zealand National Injury Prevention Strategy 2003

More recently

- Preventing Injury from falls: The National Strategy 2005-15
- SWIP Strategic Plan 06/07 (appendix B4)

Governance arrangements

All activity was reported to the SWIP Board and key agencies involved in the campaign.

Partner organisations

Each agency involved took on a different role or activity to support the campaign. These are summarised as follows:

Safe Waitakere:	Overall coordination and project management, project funding, organisation and delivery of project strategies
Te Pikiora Maori Health Trust:	Co-ordination of specific Maori strategies and project support for some strategies, project funding
Pasifika Healthcare:	Project support for general strategies, coordination of Pacific people's strategies, project funding
ACC:	Project funding, coordination of specific strategies to complement campaign
Farmers	Sponsorship of product prizes, distribution on flyers

Waitemata DHB, Public Health Nurses: Pre-testing flyers, delivery of school strategy

WestKids:	Pre-testing, distribution of flyers
Barnardos:	Pre-testing flyers, distribution of flyers, co-ordination and delivery of special promotions
Plunket:	Pre-testing flyers, distribution of flyers, co-ordination and delivery of special promotions
Safekids:	Provision of background data & literature review, pre-testing resources

Waipareira Pasifika Parents As First Teachers: Pre-testing flyers, distribution of flyers

Mitre10 (Henderson, New Lynn, & Westgate): Special promotion

Waitakere Schools:	Support & delivery of school strategy
Waitakere City Council	Project funding, pre-testing of resources, administration project support, media spokespeople

Funding

Safe Waitakere, WCC Wellbeing fund and ACC all contributed towards the funding of this campaign.

Staffing

A project manager was appointed to manage the three phases of the campaign, in conjunction with the Safe Waitakere CIPP Coordinator.

THE ROCK FISHER PROJECT

Safe Waitakere brought together trauma services and supported the establishment of the Waitakere Trauma Reference Network. The Rock Fisher project was developed in response to a spate of rock-fishing fatalities on Auckland's rugged west coast during 2005, after discussion at the Trauma Network.

Concerns were raised by rescue organisations, police, councils and regional water safety groups about the frequency with which fishers get into difficulty at high risk surf locations, many of which are isolated and with little chance of immediate professional rescue assistance. Concerns were also raised within the new migrant community that recent victims were relatively new arrivals to the country that may not have been aware of, or suitably prepared for, the hazards associated with rock fishing on Auckland's west coast.

Auckland Regional Council (ARC), WaterSafe Auckland Inc (WAI) and Surf Life Saving Northern Region (SLSNR) jointly commissioned this project to address mounting these concerns. The purposes of the project were threefold:

1. Pilot an on-site rock fishing safety education promotion
2. Study the demographics, beliefs and behaviours of Auckland's west coast rock fishers
3. Make recommendations for future rock fishing safety promotion based on the information obtained.

Four high-risk rock fishing locations (Muriwai, Piha, Karekare and Whatipu) were selected as sites to pilot the safety campaign and survey rock fishers during the summer months of 2005-06. Four temporary rangers fluent in Mandarin, were employed and trained as rock fishing safety advisers and survey administrators.
All rock fishers either on-site or in transit to the site were asked to complete a self-directed, written questionnaire that sought information on fishing practices and beliefs. A very high response rate (91%) was obtained with only 21 refusals during the 10-week data-gathering period, resulting in a final database of 250 fishers.

From this several recommendations have been made:

- Retain the rock fishing safety adviser summer campaign for a further two years
- Promote the use of collar-type inflatable lifejackets
- Target rock fishing safety promotion at rock fishers from among the Asian
  community and among those of recent residency, with multilingual information via DVDs and videos, community TV and other media
- Promote swimming survival and other emergency skills among all fishers
- Erect multilingual signage at all high-risk sites indicating site-specific dangers and emergency instructions
- Appropriate flotation devices should be placed at all high-risk locations and regularly maintained (as is current practice on Flat Rock, Muriwai).

Strategic Plans and linkages with National Plans

- West Coast drowning data 2001-5
- Watersafe Auckland plan
- Injury Prevention strategy 2005/8

Populations targeted

- Asian

Governance arrangements

Representatives of collaborating partners from WaterSafe Auckland Inc [WAI], the Auckland Regional Council [ARC] and Surf Life Saving Northern [SLSN] developed Terms of Reference and a timeline.

Partner organisations

WaterSafe Auckland Inc [WAI], the Auckland Regional Council [ARC] staff, Surf Life Saving Northern [SLSN] and New Zealand Chinese Youth Trust and the Chinese New Settlers Services Trust

Staffing

A working party and a safety advice/research team of four Mandarin speakers were trained to conduct all aspects of the fieldwork process from education to data collection and management.

Funding

The Auckland Regional Council (ARC), WaterSafe Auckland Inc (WAI) and Surf Life Saving Northern Region (SLSNR) jointly commissioned this project.

Results/evaluation

The project ascertained the composition of Auckland's west coast rock fisher population; the level of water safety skills of Auckland's west coast rock fisher population; what fishers off Auckland's west coast think and do about drowning risk and their water safety behaviour when fishing from rocks; as well as strategies that address the safety of rock fishers in Waitakere.

COMMUNITY ACTION ON YOUTH AND DRUGS

The Ministry of Health approached Waitakere City Council in October 2003 with the offer of a contract (appendix C1) to sponsor a **Community Action on Youth and Drugs (CAYAD)** project in Waitakere City. This is one of twenty three projects funded by the Ministry of Health since 1 November 2003. There are an additional three new sites in the early development stage.

The purpose of the project is to improve the health and wellbeing of the population by minimising harm caused by illicit drug use to both individuals and the community, and increasing community ownership and capacity to address these health issues.

The Government has adopted an Intersectoral National Drug Policy and this initiative contributes to the implementation of this policy.

The 5 key objectives are:

1. To reduce harm
2. To increase informed community debate
3. To promote positive Whanau responses
4. To reduce the supply of illicit drugs to young people
5. To develop local capacity to support young people

CAYAD recognises that young people should not been seen in isolation from their families and communities. One of the core principles of the project is to support communities in implementing actions which are most appropriate and relevant to them. The role of CAYAD staff can range from linking community groups to other resources, assisting with strategic (youth) development**,** making recommendations for funding of appropriate initiatives and providing the forum for community debate and information sharing.

A community may choose to engage with the CAYAD project at many different levels, which may change according to what the community needs are at the time. However, 'city-wide' strategies will be implemented and provide the basis for ongoing collaboration between about 25 service providers within Waitakere City.

STRATEGIC PLANS AND LINKAGES WITH NATIONAL PLANS

National Drug Policy

CAYAD (Waitakere) was invited to provide a submission on the proposed 2006-2011 National Drug Policy (appendix C2) as an initiative which works towards achieving the overarching goal in the first National Drug Policy of preventing and reducing harm. It is an example of a recent achievement that has occurred under the auspices of the National Drug Policy. Providing a submission on the proposed policy is directly related to the strategic development of city-wide strategies and of increasing the opportunity for community debate. The process involved widespread consultation with our partners and stakeholders.

One quote from a stakeholder, included in the submission about prevention (or lack of) follows:

> *"We are not identifying the core reasons as to why young people take drugs. Often used as amelioration to the hurt and pain they have gone through. Look at the statistics of abuse, either witnessed or directly experienced by children and youth." (Child Psychologist)*

Another quote included from Nador Tanczos (MP, Green Party 5 September 2000):

> *"..It is interesting to look at something like the Community Action on Youth and Drugs Programme. It suggested that the cost of running one of its units is something like $60,000, which is only marginally more than the cost of keeping one person in prison. How many people will those units keep out of prison? We need to have some long-term thinking on this…New Zealand has one of the highest rates of imprisonment in the Western World. Youth specific action plans need to be developed with youth participation."*

Other points included:

- Prevention, prevention, prevention. Age-appropriate developmental initiatives targeted at health and wellbeing including protective and resiliency factors versus purely 'bottom of the cliff' service delivery and drug education and treatment
- Greater support for family and whanau including health promotion/prevention measures
- 'One Stop Shop' approach for youth health combining not only drug and alcohol services but also Mental Health Services, care and protection, health, education, and access to youth and community workers etc. A coordinated, collaborative approach.
- Increased support for affordable access to recreational and leisure facilities with opportunities in education and employment.
- Increased acknowledgement and validation of youth who are role models

CAYAD strongly advocated for the engagement of youth in developing these strategies. We recommend employing 'Harts Model of Youth Participation'.

Populations targeted

- Young people (13-24yrs) and their family/whanau of Waitakere City.

Governance arrangements

Representatives from the following:

- Councillor from Youth portfolio, Safe Waitakere, Strategy & Development, CADS - Community Alcohol and Drugs Services, CYFS, Waitakere Police,

Hoani Waititi Marae, Te Whanau 0 Waipareira, Pasifika Healthcare, Healthwest, Odyssey House, Tupu, Child and Adolescent Mental Health Services and Alternative Education.

The relationship with the Advisory Group is crucial to CAYAD's success and without the support of these key agencies would not be able to fulfill its contractual obligations. The relationship, however, goes beyond its contractual obligations and is invaluable to the project.

CAYAD has a contractual obligation to encourage key stakeholders to maintain their membership to, and/or join, the CAYAD Advisory Group. Quarterly meetings are held to encourage the group to provide support, advice and partnership to CAYAD project staff and any projects undertaken as well as to assist Council to set the Strategic Direction which includes:

- Determine the strategic direction, priorities and projects/activities
- Oversee the planning and implementation processes for the programme
- Monitor the achievements of projects/activities against performance indicators
- Report to MoH (through Council) on the performance of the contract every 6 months, negotiate any variations. (appendix C3)

The Advisory Group also has a role to provide advice on:

- Professional and operational expertise
- Data, analysis of information/data
- Guidance on methods and processes
- Problem-solving

And:

- Facilitate the development of partnerships with statutory and community agencies and groups
- Explore and enable access to additional funding and resources

Although CAYAD's focus is predominantly illicit drugs it recognizes it cannot develop strategies in isolation from other drugs such as alcohol. Having the unique Safe Waitakere Alcohol Project working alongside enables CAYAD to extend its reach and strengthen its ability to deliver a service which serves the *needs* of young people.

Partner organisations

- Ministry of Health (MoH) and Waitakere City Council

Staffing

- 1 Project Leader, 1 Project Coordinator both full-time.

Results/evaluation

Formative evaluators from SHORE/Whariki were included in the project up until the end of 2005. CAYAD had a relationship and utilised information and advice from them in developing their strategies. Although the contract to SHORE/Whariki has been withdrawn and they no longer provide formative evaluation they still maintain invaluable links and resources to CAYAD (Final Evaluation: appendix C4).

The impact on Council, stakeholders and the community can be summarised in the phrase *Connectors and Catalysts*. CAYAD Waitakere is viewed favourably by MoH, it consistently acts as a linking arm and connector for services and the community at a local, regional and national level.

SUMMARY OF MAIN PROJECTS

Current projects

- Converse06 – see below
- Methamphetamine City wide education programme – see below
- Youth Assist – see below
- Service Providers Expo – showcase of Alcohol & Drug Providers facilitating networking opportunities, exchanging information and delivery of presentations. Recorded by He Taonga Films (awaiting screening release)
- Alcohol & Drug Service Providers directory – distributed bi-annually to stakeholders, schools, Youth Court and also available on Waitakere City Council website (appendix C5).
- Pacific in the Park – free family event focused on safety in partnership with Police, ACC, WINZ, Village, Waitakere City Council, Land Transport NZ, Sport Waitakere, Waipareira Pasifika, NZ Fire Service, Pasifika Healthcare and Plunket. Statistics suggest that Pacific children are 14 times as likely as other children to be injured as vehicle passengers. Motor vehicle crashes on a public road are also the leading cause of injury death for Pacific people in Waitakere accounting for just over 40% of injury deaths. Multiple fatalities in recent years involving Pacific families have generated a strong commitment in the Pacific community to taking preventive action. By addressing the issues our youth are facing we were also able to target their parents to ensure that the messages are taken on board.

  The key messages at the event were: the need for children to wear the correct child restraints; and general road safety messages of speed and alcohol and drugs. Our Pacific communities have benefited immensely from this initiative. Many Pacific peoples attended the event to see Pacific sporting and musical icons, as well as having enjoyed a Pacific flavoured event with lots of food and give-aways. The promotion of the event, and the messages portrayed at the

event, were linked in branding style and encouraged a road safety culture within this community.

- Driving Towards a Future – Road safety campaign in collaboration with Waitakere Tag Out Trust, Auahi Kore, Practice, Waitakere Trusts, Juice TV and Road Safety. Delivered to all High Schools and Intermediate Schools including workshops.
- City Wide Methamphetamine Strategy – 3 point action plan focusing on supply, raising awareness, policy development and service delivery (appendix C6).
- Up 2 You – Pacific Island Youth education programme brokering the gap between Pacific Island community and Drug and Alcohol Service Providers within Church Groups. Delivered by a group of young people demonstrating the strength of youth participation.
- Mauriora Project - youth at risk programme involving primary school age children aimed at physical fitness and wellbeing (HAUORA MAORI).
- Warrior Kids publication – health and well-being programme designed to empower children, reinforcing appropriate behaviour and instilling self control, self determination and confidence.
- Secondary Schools evaluation and project planning – providing support, networking opportunities and responding to calls for action. An example of a Call for Action was from the Intermediate Principles regarding the lack of services for the under-13 year olds in relation to drugs and alcohol.

  There are numerous services and strategies for High School students and schools but many services are not funded for Intermediate age children. Following a meeting with the Advisory Group several agencies provided services and made links with the schools. This work continues to develop.

- YOT – strategic development of this group to include prevention strategy in primary schools.
- Youth Justice – Health and Education Assessment Process within Family Group Conference system. Connected Service Providers and Youth Court Judges.
- Gridiron Gang - is a film based on a true story of a Youth Correctional facility in the United States where the re-offending rate was around 75%. One of the guards decided to ‘make something’ of these young men, so set about forming a Gridiron team to help these young men become part of something other than the gang culture. The theme to the movie was to create an environment of discipline, kinship, trust and to bring these young men together to work as a team.

  A screening in Waitakere for the Alternative Education Establishments and TEC students was planned in collaboration with Safe Waitakere and other Council employees Henderson Police and West Auckland Youth Services. Evaluation forms were given to all attendees including tutors to gauge the usefulness and impact of the event. The tutors followed up with workshops exploring the themes and messages of the film.

Planned Projects

- **Rangatahi sports day.** This event will include Alternative Education and TEC students in a one-day youth participation project aimed to show some of the services that is available to them for their own personal development and goal setting. This emphasis steers towards the 'Waitakere Safe' programme. Partnerships include The Waipareira Alternative Education (AE) Unit, Waitakere AE Consortium, Sport Waitakere, Maori Wardens, Kaupapa Maori Day Programme (Waipareira Trust), SENZ, Kathryn Davies, Te Roopu Puawai, Waitakere City Youth Council and Safe Waitakere. Its mission is to bring together 'at risk youth' and organisations to promote team work and fair play. The planning committee includes Alternative Education students.

- **Converse07**. This event will follow the template of the previous events with increased youth participation from Waitakere City. It will be a 2 day event – Day One will be held as a regional summit with participants from all Auckland regions coming together to discuss issues affecting them. For the first time workshops will include tools and strategies for the participants to use to effect change. These could include how to lobby for change, how to seek media coverage, how to develop strategies for action and for involving the community. The second day will be held at local level for each city to host their own summit to decide upon the issue(s) affecting them, form working groups and use the skills learnt to action the plans.

- **Development of Youth Advisory Group for CAYAD project.** This will target Alternative Education and Tertiary Education Course students to continue working with marginalised and 'at risk' youth.

KEY PROJECTS

Aims and objectives

The Waitakere City Youth Council (WCYC) and Te Roopu Puawai Youth Council, in collaboration with Safe Waitakere, Waitakere Youth Transition Services, and Tag Out Trust delivered 'Converse06 – The Waitakere City Urban Youth Summit'. It is a one day 'Urban Youth Summit' participation project, to inspire young people to challenge the stereotypes surrounding their culture and to start to express how they see themselves rather than how society sees them.

An Award Winning Project

The concept originated from Auckland City CAYAD and Youth Council holding the first and only summit of its kind in NZ in 2005. Converse won the UNICEF Child and Youth Friendly Community award. This has raised interest in the concept througout NZ. Converse 06 included Waitakere City, Auckland City, North Shore City and Manukau City.

Youth Week was targeted as the perfect platform for our discussions.
The theme of Converse06 was Youth Crime with workshops, keynote speakers and entertainment. The workshops were 'adult free' supervised by Youthline trained facilitators and covered Graffitti, Gangs, Alcohol & Drugs, Vision for the city and What do you want for the West?

Target Audience

Ninety-one 13-18 year olds within Waitakere City participated. They included High School and Alternative Education students with peer and social leaders amongst this population.

Partner organisations

The Waitakere City Youth Council (WCYC) and Te Roopu Puawai Youth Council, in collaboration with Safe Waitakere, Waitakere Council, Tag Out

Trust, Youth Horizons, WAYS, Youthline, Auckland City Council, North Shore Council and Manukau Council.

Evaluation

All information was passed on to both The Waitakere City Youth Council and Te Roopu Puawai Youth Council and other stake holders to discuss the feedback from the forum and to decide what steps needed to be taken to make a change in Waitakere City.

The day was a huge success with positive feedback from the delegates (attached), the invited guests and the partners. The aim is for Converse to be an annual event with planning underway for next year involving regional partners.

Converse 06 ***COMMENTS FROM PARTICIPANTS***

It was awesome!! Keep it up!

Workshop was awesome! Learnt heaps. Good interactive session with other!! Meeting different people.

Great people.

More summits should be established like this.

Good at encouraging and including everyone in activities.

It was the shiz.

Awesome experience and would help future generation.

Thanks for the experience.

METHAMPHETAMINE CITY-WIDE EDUCATION PROGRAMME

Aims and objectives

- Delivery of the Methamphetamine Education Programme throughout Waitakere City
- To offer a presentation package, education material and information handouts to specific community leaders and agencies that work closely with youth and their families

- Work in collaboration with other alcohol and drug providers to provide referrals and follow up assessment and treatment
- To deliver sixteen workshops throughout Waitakere City, four presentations in each of the four wards
- CAYAD continued support, in terms of supervision, programme attendance, contacting organisations and schools for referral purposes.

Populations targeted

- The Waitakere City Community and alcohol and drug providers, (youth specific)
- Youth Training establishments
- High Schools
- Community Centres and sports clubs.

Governance arrangements

Work in collaboration with the CAYAD Advisory Group, comprising of alcohol and drug service providers and Community leaders.

Partner organisations

CAYAD, Waitakere City, Community Alcohol Drug Services (West) Tupu Services, Wai Health Addictions and Odyssey House Youth Services.

Funding

Whole methamphetamine package funded by CAYAD $30,000.

YOUTH ASSIST (YEAR 2)

Aims and objectives

- This programme seeks to reduce the level of youth offending in the Waitakere area and offers an alternative to negative behaviour in the community. Utilising sport and physical activity as a vehicle for behaviour change has been highly successful in reaching the key objectives of this programme.

  The Youth Assist Basketball programme is an early intervention, focusing on young men aged between 13-15 years who may have been brought to the attention of the New Zealand Police as potential offenders.

- The programme attempts to provide an alternative to criminal activity and hopes to impact positively on the growing number of young men committing criminal offences in Waitakere City.

Populations targeted

Young men identified by their schools and communities as on the fringe of committing negative acts.

Partner organisations

Sport Waitakere, NZ Breakers, Waitakere Police Youth Development team and Unitec. CAYAD assisted in the design of the project in terms of advocating for the inclusion of a leadership component.

The participants of Year 1 were given the opportunity to take part in the second project to act as mentors and continue with their development. An opportunity for a 'live' evaluation process involving the participants was trialled alongside the formal evaluation process. (The findings from this are attached).

Evaluation

- 22 participants that have been involved with the Youth Assist programme over 2 years - only 1 has exhibited negative behaviour that has come to the attention of the Police in the community.
- The differences between Year 1 and year 2 participants were clear to see from the start. Year 1 participants demonstrated a more mature, committed and respectful attitude. By the end of Year 2 this attitude was found in all participants.

YOUTH ASSIST Live Evaluation 19TH JUNE 06, Waitakere Trust Stadium

The following are direct quotes from the participants when asked a range of evaluation questions about the Youth Assist Programme and Unitec Leadership component. The aim of the exercise was to provide an opportunity for the participants to voice their opinions. There will also be an opportunity for them to record their thoughts via written evaluation. Some of the participants were not in attendance.

Overall Impression

- Good for learning
- Happy with it
- Glad to be part of it

Was it worth it?

- Yes
- Lot of time in it

Useful aspects

- Marshmallows
- Getting to know each other
- Won games
- Training sessions
- Community service (with the Breakers)

Not useful

- Training

- Physical tasks
- Losing games

What happens next?

- Look to carry on
- Church teams but not school teams – most have basketball teams.
- Interested to stay part of it.
- Helping others with leadership – none in schools, out in community (youth groups, church)

One sentence to describe best part of working with the team…

- Being a team, getting to know each other.
- Becoming mates
- Field trips
- Increasing knowledge about basketball
- Quotes from Michael Jordan – inspiring stuff.

UNITEC Leadership course

- Helped with team – trust each other
- Stronger and that – yeah, home – decisions re stuff involved not overall
- Class work – wanted to hurry up – activities rather than class – take onto court – leadership/team work/techniques/strategies as a team – run very well.
- Work books – very informative, helpful, encouraging, educational, fun, quotes – boring, not interesting, pages hard to turn, more homework, writing, dumb (quotes – some OK Michael Jordon)
- Run again? – yes
- New participants? Previous participants – some older next year again.

CRIME PREVENTION PORTFOLIO

Crime Prevention is one of the five portfolios which make up the Safe Waitakere Team.

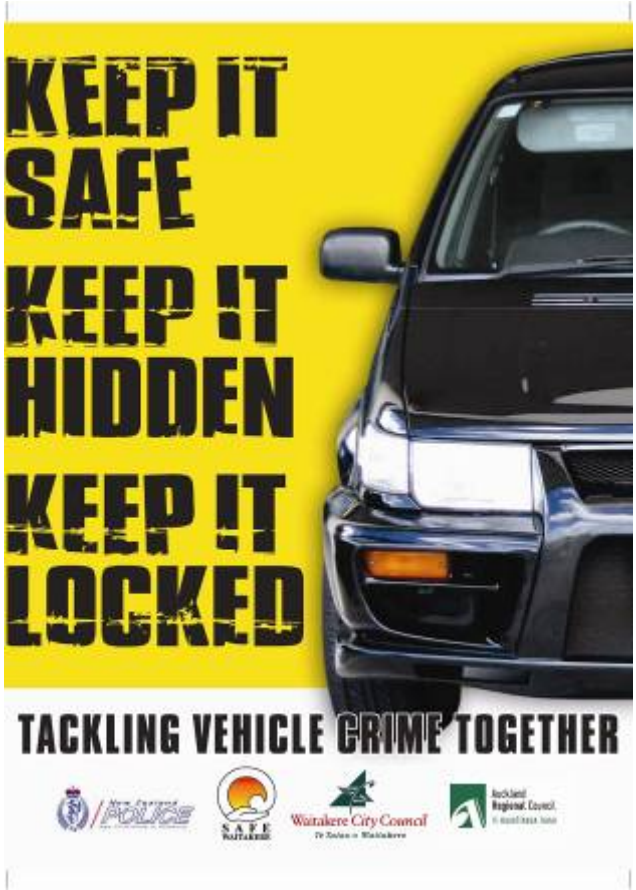
The position is funded jointly by the Ministry of Justice-Crime Prevention Unit and Waitakere City Council. The activity of the Crime Prevention portfolio is delivered following a contractual agreement between the two parties (appendix D1). In accordance with the contract the portfolio reports on a regular basis to the Ministry of Justice (sample report attached – appendix D2).

Waitakere Crime Prevention Strategy (appendix D3) embraces the principles of the National Crime Reduction Strategy (CRS). In May 2001, the Government replaced the Crime Prevention Strategy with the CRS. The CRS sets out seven priorities for preventing and reducing crime. The CRS is a cross-government strategy.

The Crime Prevention Unit (CPU) is currently leading projects under the CRS to:

- reduce community violence and sexual violence
- reduce theft of cars and theft *from* cars
- reduce organised criminal activity.

The Safe Waitakere Crime Prevention project includes a focus on community violence and vehicle crime. The Waitakere Crime Prevention Strategy guides the activity of the portfolio which incorporates the Crime Prevention Reference Group.



CRIME PREVENTION REFERENCE GROUP (CPRG)

The purpose of the CPRG is to provide information and guidance in the formulation and implementation of the Waitakere Crime Prevention Strategy. It does not exercise governance or employment functions.

Assisting Council to set the Strategic Direction:

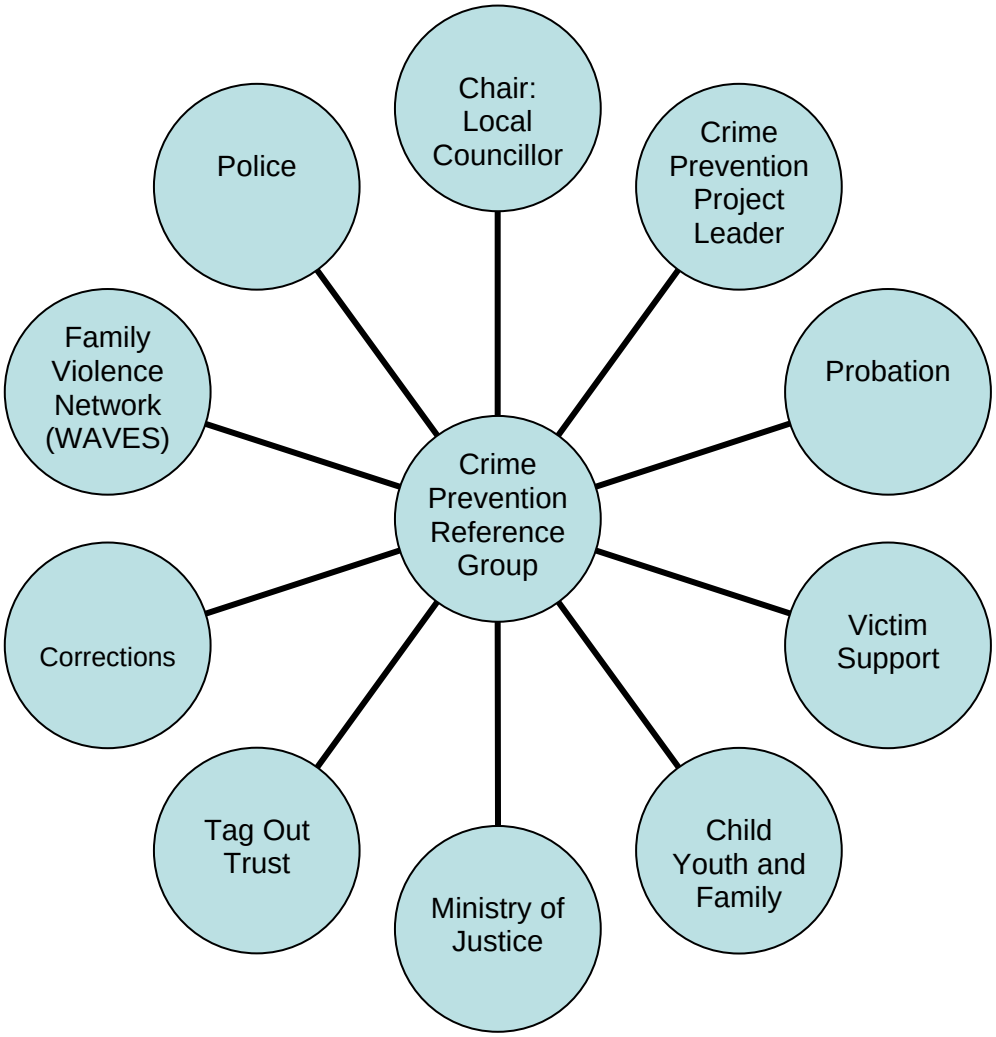
- Determine the strategic direction, priorities and projects/activities
- Oversee the planning and implementation processes for the programme

- Monitor the achievements of projects/activities against performance indicators
- Report to Ministry of Justice (MoJ) through Council, on the performance of the contract, negotiate any variations.
- Professional and operational expertise
- Data, analysis of information/data
- Guidance on methods and processes
- Problem-solving

Partnership:

- Facilitate the development of partnerships with statutory and community agencies and groups
- Explore and enable access to additional funding and resources

Membership/Composition:



A Memorandum of Understanding exists between the Council and the Police (appendix D4). The organisations represented within the CPRG have strong links to a number of related groups across the Waitakere area, including:

- City Development Committee
- Youth Offending Team
- Court User Group
- Waitakere Against Violence Essential Services (WAVES)
- Vehicle Crime Action Group (VCAG)
- City Safety Liaison Group

Geographically, the Crime Prevention portfolio covers all areas of Waitakere and every crime type is included in the collection plan for the portfolio. Hot spot locations are targeted and particular crime prevention themes have been adopted.

WAITAKERE CRIME PREVENTION ACTIVITY INCLUDES:

Graffiti Vandalism:

Strong collaboration takes place between the Council, Police, Tag Out Trust and the Community. This includes the collection of graffiti vandalism images which are used to target recidivist graffiti vandalism offenders. A Waitakere Council Officer (Parks Assets Senior Planner) manages a council contract held with Tag Out Trust and the officer also chairs the Regional Graffiti Vandalism Advisory Group.

Safe Plates:

This initiative was established in Waitakere. The project involves fitting tamper resistant screws to the registration plates of vehicles.

This provides for the following:

- Additional security to combat plate theft.
- Hi-visibility presence in hot spot locations during Safe Plates events.
- Vehicle crime prevention awareness raising capability (promotion material attached- appendix D5)
- Funding source for local volunteer groups (gold coin donation requested for service).

Safe Plates has received national recognition, it has been covered extensively in the media including: TV1, the Sunday Star Times and the New Zealand Herald. The Motor Trade Association has intimated that they will also trial the initiative in the Wellington area.

CCTV:

The council and police have enhanced their existing partnership by jointly funding the installation of CCTV cameras at several key locations across Waitakere. The installation followed recommendations made by a council/police CCTV working party.

Alcohol Related Violence Strategy:

This strategy (Project Respect - appendix D6) has been formulated to target alcohol-related violence across Waitakere. Encompassed within the strategy is a strong focus on Maori and Pacific Island offending. Intelligence analysis identified that a disproportionate level of offending was committed by these two population groups. A 6 month pilot initiative has been established which received Ministry of Justice funding for the Maori and Pacific elements contained within the strategy.

Significant Areas of Crime Prevention Activity

Two significant areas of crime prevention activity contained within the portfolio are:

- Vehicle Crime Action Group (VCAG).
- Crime Prevention Through Environmental Design (CPTED).

Vehicle Crime Action Group (VCAG)

VCAG is a multi-agency group that focuses on tackling vehicle crime across Waitakere.

The Ministry of Justice provided funding to support the activity of VCAG over a two year period (contract-appendix D7). 6-monthly reports are produced in relation to activity and submitted to MOJ (latest report: appendix D8).

The group is action focused, meets on a monthly basis and has the following membership:

Intelligence analysis completed by the police identified three key areas for VCAG to concentrate on.

One was the numerous rural and remote car parks located within the Waitakere Ranges and West Coast beaches.

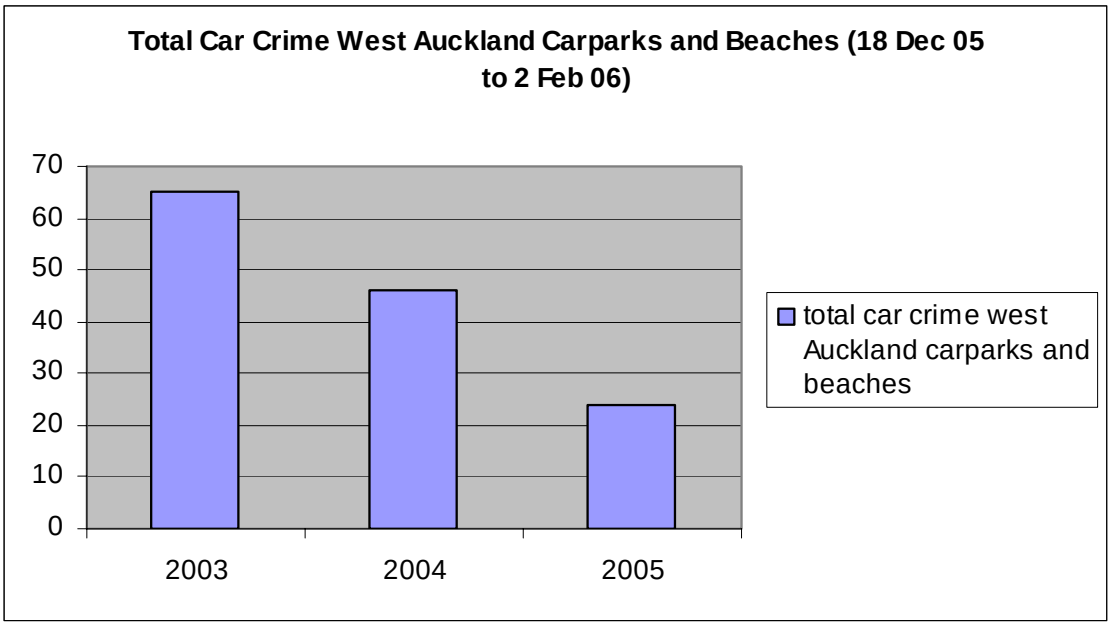
The bulk of the vehicle crime offending within this location was identified as being over the summer period and as a result the "West Coast Beaches and Ranges Summer Vehicle Crime Action Plan" was developed.

This action plan was implemented over the 05/06 summer period and it included the following:

- **Dedicated police patrols** - police patrols were dedicated to the hot spot locations during peak offending periods
- **Intelligence sharing between agencies** - relevant intelligence was shared between agencies to inform patrols of activity
- **Multi-agency patrols** - patrols included ARC Rangers, Watercare Officers, Parking Infringement Officers, Police and a Council Ranger (Piha)
- **Shared communications** -where possible a common radio communications channel was utilised to assist collaboration
- **Safe Plates events:** Two events were carried out in the area
- **Thieves Like To Window Shop Notices** -notices (appendix D9) were placed on the windscreens of vehicles warning vehicle owners to secure their vehicles and property
- **Signage and Flyers** -quality resources in the form of signs and flyers (appendix D10) were produced to raise awareness and inform behaviour
- **Media** -extensive use of the media took place and this included coverage of one of the Safe Plates Events in the NZ Herald and also an article in the Waitakere City News
- **CPTED** - numerous CPTED site assessments were completed and recommendations implemented

- **Action Plan Debrief** - on completion of the action plan a multi-agency debrief was completed.

Overall during the period of the action plan a significant reduction in vehicle crime offending was achieved:



Members of the VCAG Team were invited to present the work of VCAG at the Local Government NZ Safer Communities Conference 2006.

Crime Prevention Through Environmental Design (CPTED)

CPTED is a crime prevention philosophy based on proper design and effective use of the built environment leading to a reduction in incidence and fear of crime, as well as an improvement in quality of life.

The use of CPTED is intended to reduce crime and fear of crime by reducing criminal opportunity and fostering positive social interaction among legitimate users of space. The emphasis is on prevention rather than apprehension and punishment. The principles outlined in the recently released National CPTED Guidelines have been embraced within the Safe Waitakere Crime Prevention portfolio.

The 4 Principles of CPTED are:

1. Surveillance - people are present and can see what is going on
2. Access Management - methods are used to attract people and vehicles to some places and restrict them from others
3. Territorial Reinforcement - clear boundaries encourage community ownership of the space
4. Quality Environments - good quality well-maintained places attract people and support surveillance.

The application of CPTED principles is evident throughout Waitakere in a variety of locations. CPTED practitioners and ambassadors are active in a number of agencies and professions including:

- Waitakere City Council
- Auckland Regional Council
- Watercare
- Police
- Local Politicians

Locations where the principles of CPTED have been applied include:

- **West Coast Beaches and Ranges Car Parks -** a collaborative approach has been taken to dealing with CPTED issues. Joint assessments in several car park locations have been completed with representatives from a variety of agencies (WCC, ARC, Police, Watercare). Recommendations arising from these assessments have been implemented. Of particular note is a car park located at Bethells Beach where an extensive amount of community consultation and involvement took place.

  CPTED principles were implemented at Bethells Beach Car Park and significant vehicle crime reductions were achieved. With regards to this location an external evaluation has been completed (draft evaluation- appendix D11)

- **Henderson CBD** - substantial development has taken place within the CBD. A Civic Centre (multi-level administration building attached), council car park, library and UNITEC building are all new additions to the landscape of Henderson. CPTED principles have been applied during the construction process of these buildings.

- **Traffic Control Boxes** - local artists were commissioned to create original artwork on traffic control boxes. CPTED principles have been applied with the effect of transforming uninspiring structures into areas that are visually pleasing and also less susceptible to graffiti vandalism.

- **Project Twin Steams** - is a partnership between Waitakere City Council and the local community that aims to restore the streams in Waitakere City. The objective of the project is to achieve better stormwater management. An extensive network of cycle ways and walkways is planned to run along the sides of the streams. Several CPTED site assessments have been completed on the proposed route of the cycle/walk ways. These site visits have also been extended to include a wider scope and safety and access by design guidelines have also been incorporated into the process.

The positive progress that Waitakere has made with regards to CPTED is highlighted in a Ministry of Justice DVD (Implementing Safer Design in New Zealand) recently released. In addition to this it is pleasing to note that representatives from Waitakere were invited to present at the International CPTED Association (ICA) Conference 2006.

Future Development

Collaboration is currently ongoing between Safe Waitakere and ACC to integrate the principles of CPTED with those of Injury Prevention Through Environmental Design (IPTED) under the umbrella of Safety and Access by Design.

Project Respect- an Alcohol Related Violence Project (commenced Nov 2006). Project outline detailed above.

SAFE WAITAKERE ALCOHOL PROJECT (SWAP)

STAFFING

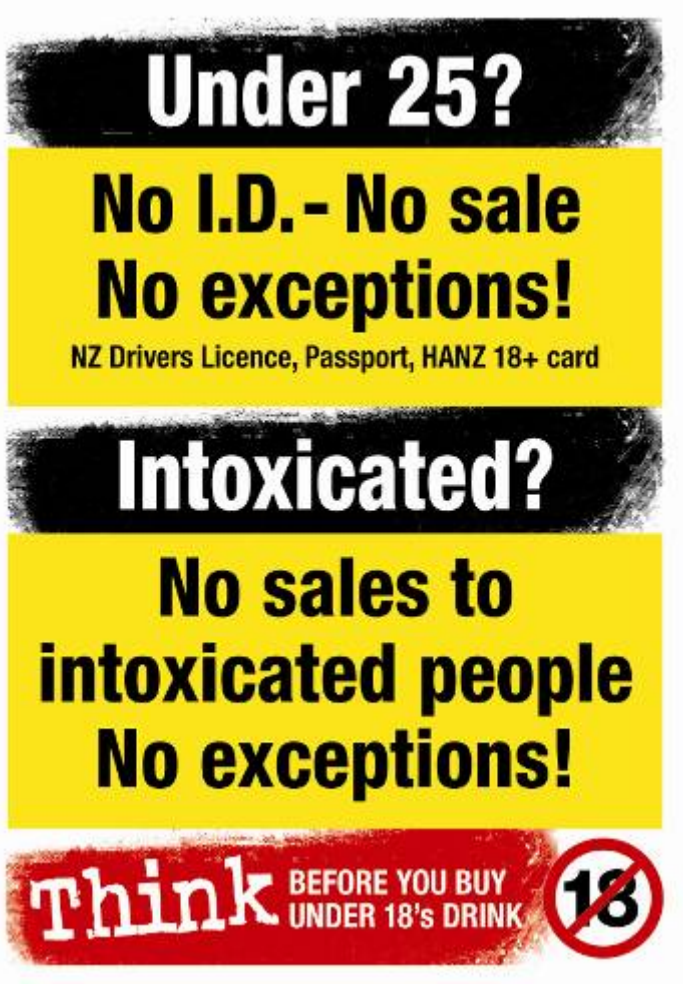
1 full time position funded by the Ministry of Health.

PURPOSE OF POSITION:

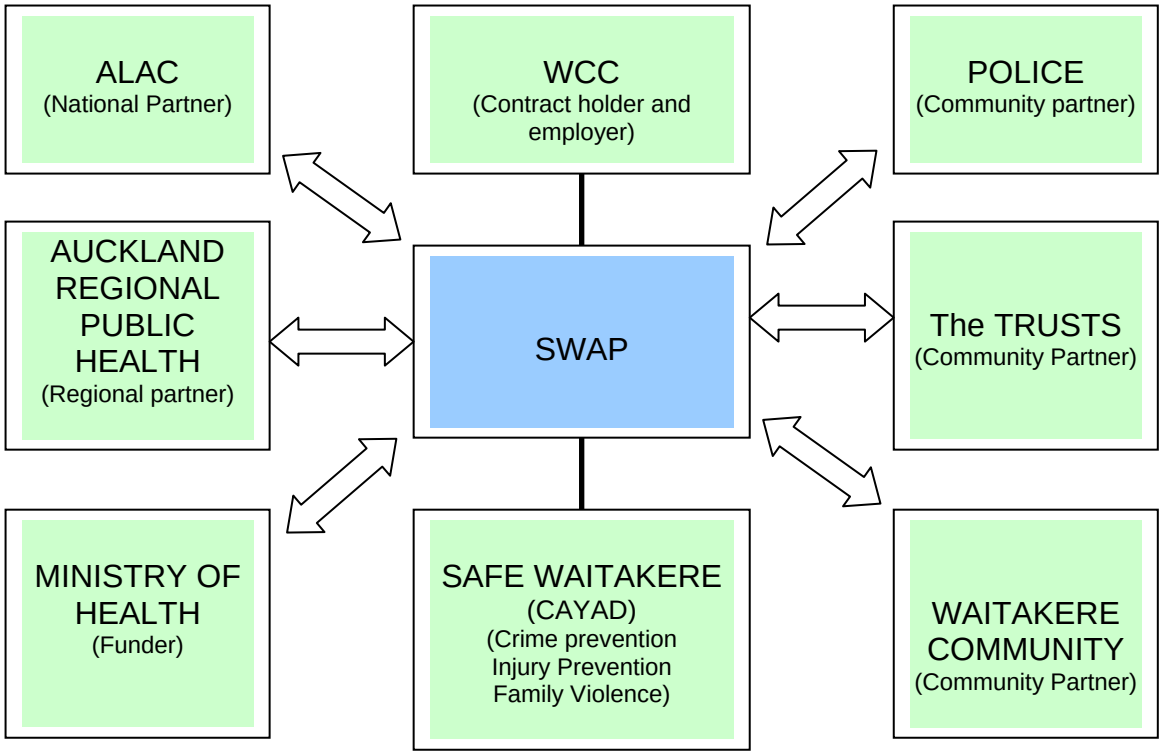
1. To support and promote Council's Strategic objectives and those expressed in the Safe Waitakere Alcohol Project contract with the Ministry of Health (appendix E1), to achieve:

    - Strong community leadership on alcohol-related issues
    - Advocacy and partnership management on behalf of Council and the residents of the City
    - Development and facilitation of an Advisory Group and participation of relevant government organisations and community groups in alcohol issues.

2. To manage a specific portfolio of projects which significantly advance objectives in relation to reducing the level and likelihood of alcohol related harm amongst the residents of Waitakere City (based on the contractual outputs) and, where appropriate, the Auckland region (when regional activity is the most effective way to make an impact for Waitakere City).



KEY RELATIONSHIPS



Local Strategic Documents:

- Waitakere City Council – City Wide Alcohol Strategy (appendix E2)
- Waitakere City Council – Liquor Licensing Policy (appendix E3)

KEY PROJECTS

Parent Pack

A resource (appendix E4) for parents containing tools and information to help them understand and manage issues pertaining to their teenagers.

Topics include:

- Raising teenagers,
- Alcohol,
- Drugs,
- Sex,
- Parenting parties
- Tagging
- Violence
- Internet safety
- School stand-downs
- Bullying
- Depression in young people

The pack has been produced following community feedback and an analysis of current information available. SWAP has identified that a large number of the issues faced by teenagers show alcohol as a key component. The pack has now been finalised via collaboration with CAYAD and a large number of other agencies and community groups, including; Police, CADS, Health West, West Auckland Youth Services, Altered High, Hoani Waititi Marae and many participating parents.

30,000 copies of the Parent Pack have been printed for distribution in the Waitakere community. Within the first week over 10,000 copies were supplied to the various schools within Waitakere.

In addition over 5000 have been supplied to various agencies and groups including:

- Community Alcohol and Drug Service (CADS-West),
- West Auckland Youth services,
- CYFS,
- Local Marae
- West Auckland Violence centre
- Safer communities council
- NZ Police
- Wai Marino
- Big Buddy
- AL-Anon
- Al –ateen
- A.A
- Ashburton Community alcohol and drugs service
- Various other councils

Feedback from the document to date has been very encouraging and some of these in the written form are attached.

Budget

30,000 copies were produced at a cost of $22,000

A full evaluation of all Parent Packs used by communities throughout New Zealand is being undertaken by ALAC and will be finalised within the next few months.

Think Before You Buy under 18's drink and think consequence campaign

Overview

The *Should You Supply* campaign was a community-based campaign designed to reduce levels of problematic drinking among under-18s by discouraging inappropriate supply of alcohol by adults, including parents.

The campaign was evaluated in 2002 and the intervention demonstrated modestly successful results in achieving at least short-term reductions in the levels of supply to young people.

Background

In late 2005 SWAP coordinated a steering group to discuss the feasibility of implementing the "*THINK"* campaign on a regional level.

The general consensus of the group was that the campaign needed to incorporate both the *"THINK BEFORE YOU BUY THEM DRINK"* campaign and be supported by other coordinated activities:

- Controlled Purchase Operations,
- Shoulder Tap operations

Components of the campaign

The *Think Before You Buy Under 18s Drink* and *Think Consequence* campaign involves intensive advertising in local news media and where alcohol is sold and includes:

- Local newspaper and radio advertisements concerning the dangers of supplying alcohol to teenagers
- Local radio and print media interviews with community workers
- Media events, billboard advertisements, banners and other innovative promotions (appendix E5/6/7)
- The distribution of printed material
- The presentation of campaign information at point of sale.

Goals of the campaign

1. Encourage and promote initiatives that support reducing the social supply of alcohol to people under 18 years of age. *(Think campaign and shoulder tap operations)*

2. Encourage and promote initiatives that support reducing the off-license supply of alcohol to people under 18 years of age. *(Controlled purchase operations)*

Objectives of the campaign

- To minimise harm to young people through active challenging of social 'norms' which increases their exposure to alcohol and drugs.
- To have a whole community approach in debating and clarifying methods for reducing supply that is relevant to the individual needs of communities
- Raise public awareness of roles and responsibilities of legal guardians supplying alcohol to young people under 18.

The partners involved in this jointly funded collaborative project consisted of:

- Police,
- ACC
- Auckland Regional Public Health
- North Shore City Council
- Waitakere City Council
- Safe Waitakere
- Western Leader
- Waitakere City Youth Council representatives

This campaign is an ALAC evidenced-based campaign and previous evaluations conducted by ALAC indicate a moderate change in behaviour in relation to social supply.

SUMMARY OF OTHER PROJECTS

Driving towards a future

New Zealand musician Billy TK Jnr was instrumental in developing this campaign aimed at promoting key road safety messages to school aged children. The campaign was delivered into most intermediate and high schools in Waitakere. The programme also focused on messages pertaining to drink driving, it included Tamati Paul's personal delivery of "Shattered Dreams" (detailed below) and was funded substantially by the Portage and Waitakere Licensing Trusts, ($56,000) ARTA, Safe Waitakere and Waitakere Hospital Health promoting schools team.

Controlled purchase operations

These are operations that are run in conjunction with the District Licensing Agency and Police and are used to assess ID checking standards. The operations utilise an under-18 volunteer who, under Police direction, attempts to purchase liquor from various premises. Operations conducted in 2005 indicated a 12.5 % (3 out of 24) non-compliance rate whereas in 2006 this dropped to 4% (1 out of 24).

Intoxication seminar

On the 31st of October 2006 SWAP in conjunction with Police and licensing inspectors from Waitakere, Rodney and North Shore Councils an intoxication seminar was held for over 200 Licensees and managers of licensed premises. SWAP provided the project management role for this event.

Red and yellow cards

This is an innovative approach to assist certified managers (on licensed premises) in managing the intoxication levels of their patrons. Yellow = slow down, Red = you're out. This initiative will be launched at the Intoxication

seminar on the 31st October 2006. Copies of the cards and posters are attached (appendix E8/9/10).

Youth research

In 2007 Auckland University will conduct a further Youth research project aimed at collecting data pertaining to Youth Health. Safe Waitakere met with the Senior project leader for the research team and has negotiated a larger sample size to be taken for the Waitakere area. This information will assist in the development of future strategies pertaining to Youth in the Waitakere area.

Alcohol research

SWAP successfully negotiated with the WCC research group to undertake some research pertaining to "adults' perceptions of alcohol consumption amongst minors". This research has recently been completed and will be used by SWAP to formulate strategies to address some of the key findings.

Off-licence signage

SWAP has recently worked with the TRUSTS and the District Licensing Agency to develop a sign (appendix E11) that is effective and meets the requirements of all concerned.

Sports Club Accreditation Programme

This programme is a joint initiative between ACC and ALAC and aims to increase clubs' host responsibility, governance, financial management and injury prevention practices. SWAP contacted ACC and has been successful in negotiating Waitakere's involvement as one of the 4 pilot areas in New Zealand. The project is being managed locally by Sport Waitakere and will be evaluated in mid 2007.

Shattered Dreams

'Shattered dreams' is a drink driving programme led by Tamati Paul who was the victim of a drink drive crash. The programme was delivered to youth and key service providers in Waitakere in mid 2006. In excess of 200 students attended the presentation and the evaluation indicated that the message was well received and that 95% indicated that it would have a corresponding impact on their future behaviour.

Alcohol related violent crime

An inter-agency working group has been established consisting of Police, ACC, District Licensing Agency, Waitemata Maori Wardens and Safe Waitakere (Crime prevention and Alcohol Project) to implement various M.O.J funded alcohol related crime strategies.
Statistics indicate that the offending group is predominately Maori and Pacific Island males between the ages of 15 -24.
The strategies include:

- **Arrest referral scheme** intervention based strategy where contact is made with offenders prior to court appearance and assistance / guidance offered related to key alcohol and drug service delivery
- **Multi agency patrols** intelligence led patrols of "hot spot" areas during identified times of day and week
- **At risk interventions** identified potential future offenders are visited by multi agency partners to explore incentives for non-offending
- **Patrols by Maori Wardens** patrols in identified "Hot spot:" areas during identified times of day and week
- **Marketing Campaign** messages designed by key Maori and PI groups in Waitakere targeting the parents of Maori and Pacific Island youth
- **Controlled purchase operations** intelligence-driven operations designed to test licensee compliance related to sales to persons under the age of 18
- **Shoulder tap operations** intelligence-driven operations designed to detect adults purchasing liquor for people under the age of 18.

These initiatives will run over a 6 month period commencing November 2006.

FUTURE

SWAP will continue to work on the development of key strategies that progress towards fulfilling the overall goal of reducing alcohol-related harm in Waitakere.

A priority area of work is contributing to the development of data and systems that enable health professionals to measure the effectiveness of programmes on a national and local level.

The reduction of alcohol-related violent crime continues to be a key focus and SWAP will continue to participate in the working group outlined above to progress the strategies.

Based on the information from recent research, SWAP will be implementing a marketing campaign in the early stages of 2007 to raise the communities' knowledge of the law associated with supply of alcohol to minors.

FAMILY VIOLENCE PREVENTION

GENERAL DESCRIPTION

A new Family Violence Prevention role has recently been created within Council in response to a request from the community for the Council to prioritise the reduction of family violence. This role (fully funded by council over an initial 2 year term) commenced on the 1st August 2006 and Waitakere is understood to be one of the first Councils to have made such an appointment. The position is also a response to the Local Government Act (2002) which requires local authorities to develop community plans and to work with other organizations towards the economic, cultural, environment and social outcomes defined by their communities. It coincides with a significant commitment by government and non-government sectors, independent Crown entities and the judiciary to work together as outlined in the First Report on Taskforce for Action on Violence within Families July 2006. It is intended that this new role will support and complement the collaborative initiatives already well embedded in the Waitakere community.

In the past two and a half years there has been a real surge in projects around Family Violence Prevention, at primary, secondary and tertiary levels. In 2001 The Waitakere District Court, led by Judge Johnson, adopted a Family Violence Court Protocol, drawn up by a multi-agency group of involved stakeholders chaired by Waitakere Against Violence Essential Services- WAVES (appendix F1- Role and Purpose of WAVES). Central to the protocol was the setting aside of Wednesdays for Family Violence Court hearings. This arrangement allows for the Courts and the Family Violence Victim Services to provide a high level of co-ordinated services to offenders, victims and their families. In support of this the police have initiated investigative teams which each have a family violence investigator ensuring that there is an officer trained in family violence available at all times, including attendance at Family Violence Court.

Following the release of the Te Rito Strategy 2002, a Call to Action: “Violence against women and children is reduced”, was established at a Wellbeing Summit. This was in response to a strong mandate from the Waitakere community. WAVES was the agency asked to convene this call to action on behalf of the community.

Three projects emerged:

1. **Training Health Visitors** – an integrated training project (initially developed by Te Korowai Manaaki) for both health professionals and community agencies, with an initial focus on the home-visiting workforce.

2. **Case Management** – a forum in which vital and concerning information is shared about families or individuals presenting as high or very high risk family violence offenders or victims. The aim of this group is to work collaboratively to provide best practice services. Clear protocols have been established around information sharing and NGO’s are resourced in support of their attendance.

3. **Multi-agency project** – This collaborative project sought to introduce a family violence liaison worker to link with Police and other agencies that would work with high risk/repeat victims and connect them to services.

KEY PROJECTS

Family Violence Court

Waitakere District Court has a history of providing an innovative approach to dealing with family violence cases since the early 1990's when the first fast-track cases were heard along with the provision of advocacy and support services for victims and special programmes for offenders.

Over the following decade a number of factors combined to derail the fast track process. In March 2001 Judge Johnson called together a meeting of stakeholders to consider some ideas he had for addressing the problems associated with the delays in Court. The outcome of this meeting was the forming of a Family Violence Focus group, made up of involved stakeholders, NZ Police, Probation Services, legal counsel, and Viviana (an outreach service of Western Refuge). This group was chaired by the WAVES Co-ordinator. The group undertook the task of developing the "Family Violence Court Protocol" which was piloted for a six month period in 2001. Subsequent to this pilot being successful, the protocol was formally established and used in the Waitakere District Court until 2005. After a protocol for CVS was developed a review was undertaken and the protocol revised to better reflect the process that had evolved over time.

Family Violence Court (FVC) days were, and continue to be held every Wednesday in the District Court. The FVC deals with all charges where family violence is involved. It deals with pleas, sentence indications, sentencing and defended hearings. The various community organisations involved in victim advocacy and support, namely Tika Maranga, Viviana and Victim Support, are governed by the "Protocol for Family Violence Victim Services" which also includes speaking rights on behalf of their clients.

The principles enshrined in the Protocol for Family Violence Victim Services demonstrate a high level of commitment to co-ordination and best practice methodology.

These are:

- To provide the best possible level of service to victims of family violence
- To recognise the long-standing partnership between the Waitakere Court and community victim services.
- To avoid confusion among victims in relation to the available support and advisory services
- To harness the experience and commitment of the community victim services in Waitakere
- To reinstate the high level of co-operation and mutual recognition among all victim services at Waitakere
- To recognize the statutory obligations of Court staff and police.

Te Korowai Manaaki

Te Korowai Manaaki – Great Start Waitakere, 2003 - 2008 is a five year wellbeing collaboration project aimed at preventing violence to Children under 5. Made up of government and community agencies experienced in working with children and their families, community, local and central government agencies the project was given a city-wide mandate and initially launched in 2003.

Following a national trend to link the two areas of injury prevention and reducing family violence together, this led to the research and development of 'Great Start Waitakere, Te Korowai Manaaki (Protecting and Nurturing Our Tamariki) Strategic Plan 2003 – 2008' (see Appendix F2).

The agencies that were involved in the development of this strategy believed that working collaboratively would ensure greater outcomes for both children under 5 and their families. In 2004 a collaborative working model was developed based on a *Maori indigenous model*, called *'Te Korowai Manaaki', a cloak of care, support and protection*. The project was appropriately re-named, 'Te Korowai Manaaki – Great Start Waitakere 2003 - 2008', this also ensured that it stood out from other international 'Great Start' Programs.

A Strategic Working Group for under 5's was developed by June 2004 and is made up of representatives from Waitemata Plunket, Waitakere City Council, Tu Wahine Trust, Waitemata District Health Board, Pasifika Healthcare, Waitakere Wellbeing Collaboration Project, WAVES Trust and Violence Free Waitakere. This group is responsible for the implementation of the strategy and is a leadership and advocacy group for under 5's. Their role is to also oversee and develop inter-sector programs of work focused on under 5's in Waitakere. These programs are as follows:

- Family Violence Prevention Training for Agencies that Visit Homes
- Raising Community Awareness of the Importance of the First Five Years
- Promoting Great Parenting
- Promoting and Celebrating Waitakere's Children
- Supporting the Mental Wellbeing of Parents
- Locality Based Project Focused on Outcomes for under 5's
- Hono I te Ora Maori Caucus and Projects
- Ataata o le Taeao Pacific Caucus and Projects

Hono I te Ora Maori Caucus and Ataata o le Taeao Pacific Caucus are separate Strategic Working Groups that sit within their own communities – Hono I te Ora, within the Maori Community of Waitakere and Ataata o le Taeao representing the Pacific Nations of Waitakere City.

Violence Free Begins With Me

Violence Free Begins with Me (appendix F3) is a project run by Violence Free Waitakere

Violence Free Waitakere is an incorporated society made up of representatives of agencies and organizations dealing with violence and its effects within Waitakere. It is focused on violence prevention in the local community.

Violence Free Begins With Me aims to:

- Decrease the incidence of violence in Waitakere
- Increase awareness in the schools and community of possible personal choices which can make a difference around violence.
- Promote a variety of options for non-violent behaviour and attitudes
- Provide a directory of many of the local agencies and services able to assist families in violence intervention and healing
- Promote the phrase and concept of "Violence Free Begins with Me"
- To evaluate the effectiveness of the intervention.

The target group is 8-12 year olds and their families. The VFBWM Co-ordinator will conduct a teacher-training course on the methods, as well as show how to run the sessions. The modules will be delivered in school by teachers in a series of 1-2 hour sessions. The modules cover personal safety planning, self esteem, communication skills, understanding violence and abuse and the choices we can make, anger management and conflict resolution.

Alongside these modules session plans for teachers; an outline of additional and optional lessons and resources has been developed for staff to use. The whole programme has a positive and non-threatening approach to assist children and their families to look constructively at what can be done to generate an atmosphere of safety, respect, tolerance and cooperation.

An advisory group made up of members from local community organisations, education and government agencies, as well as private practitioners will continue to monitor the current pilot project and the intention is to roll this project out through schools in Waitakere.

FUTURE PROJECTS

Everyday Communities

Launched in Waitakere on 17th October 2006 with endorsement from the Mayor of Waitakere.

Everyday Communities is an innovative programme developed by Child Youth & Family that aims to raise public awareness and prevent issues of child abuse, neglect and family violence. This is the first time that Everyday Communities has come to a large urban community. Previously it has been run in rural areas

and has achieved widespread community ownership and participation in all the regions where it has been active. The objectives of Everyday Communities are:

- **Public Education** – the issue of wellbeing and safety of all children is made personally relevant to all people, raising awareness about actions people can take to ensure our children and families are safe.

- **Community capacity-building and capability** – Everyday Communities' flexible approach supports communities to work together towards the objectives of the programme. Child Youth & Family's role is to provide initial direction, co-ordination and resources and to assist the working party to realise their ideas.

- **Promote networking** – networking between government and non-government community groups, iwi and hapu encouraging all groups to work together to prevent family violence, child abuse and neglect.

White Ribbon Day

White Ribbon Day – The International Day for the Elimination of Violence Against Women.

A march is being organised for the morning of Friday 24 November 2006. It aims to show community solidarity on Family Violence Prevention and to provide the public with information on the appropriate action to take to prevent family violence.

ROAD SAFETY

The work of our Road Safety and Travel Plan team is to ensure the safe and sustainable movement of people around our city. This includes walking, cycling, public transport and car journeys. Reducing car trips and single vehicle journeys are also some of our challenges. Annually, a road safety issues report (appendix G1) is produced which highlights the key road safety issues in Waitakere.

Land Transport New Zealand has five national guiding principles which shape our work:

- Assist economic development
- Assist safety and personal security
- Improve access and mobility
- Protect and promote public health
- Ensure environmental sustainability.

All our local road safety activities fit with both the national and regional strategic plans. Land Transport NZ provides Waitakere City Council with annual road safety crash data which identify our problem areas. From this data we identify, consult, design and implement community road safety programmes which address our problem areas in the city.

In July 2006 Land Transport NZ in its road safety issues identified Waitakere City's four major road safety issues:

- Vulnerable road users
- Roadside hazards
- Crashes at bends
- Poor observation

These identified issues then direct us to look more carefully at those who are injured in these crashes and thus target our work. Vulnerable road users are those who have very little physical protection in the event of a crash and are therefore susceptible to severe injuries e.g. cyclists, motorcyclist and pedestrians (in especially the young and the older age groups).

Our Road Safety and Travel Plan team is positioned in the Transport Assets team in City Services:

- Road Safety Co-ordinator and Team Leader
- Road Safety Co-ordinator

- Travelwise Co-ordinator
- School Travel Plan Co-ordinator
- Workplace Travel Plan
- Bikewise co-ordinator

We work to get children walking safely to school by establishing walking school buses as part of School Travel Plans by taking our Bike West Cycle Safety programme into schools and the community. The team works with the community to identify their road safety problems and assist them in finding solutions.

We are funded by Waitakere City Council, Land Transport NZ, ACC, Trusts, Road Safety Trust and the Auckland Regional Transport Authority (ARTA) and report to Waitakere City Council, Land Transport NZ and ARTA.

We work with an extensive group of agencies such as NZ Police, ACC, Plunket and community and ethnic providers. Our work is very carefully evaluated and we endeavour to use creative and innovative solutions for injury prevention. The success of our work has resulted in some very dramatic injury reductions to our city over the past ten years. Many of our successful programmes have been replicated throughout the country and have also gone "international". What greater measure of success than others wanting to try something that worked for you.

KEY PROJECTS

OLA FA'ASAOINA – To Save Lives

This project is the second of its kind within Waitakere City and is based on the Tongan Church project 'Safe in His Hands' which won the Community Road Safety Award 2004. This project replicated the model of using church networks to communicate road safety messages to a particular Pacific audience. The target community was the Samoan Church Community in the Waitakere City suburbs of Henderson and Ranui. The programme aimed to reach the wider church network (some 300 members) of the Lincoln Road Church, and also the smaller Ranui Church community of about 150 members.

The programme aimed to reach the network through separate but linked initiatives with three main Church groups; pre-school children and their parents (focus on child restraints), the women's group (focus of driver licensing) and the youth group (focus on alcohol/speed/driver licensing).

The project could be described as a "modular" project. It had several segments, each of which used a different approach to address a major risk factor associated with road injuries for each group. Each segment or module was designed to add value to the others.

The project was planned, implemented and evaluated collaboratively by an inter-agency group. Several Church members were part of the planning group which also included Waitakere City Council Road Safety Co-ordinators, the

local ACC Injury Prevention Consultant, representatives from Plunket, NZ Police, Land Transport NZ, Pasifika Education Centre and Waitakere Workers Education Association. A Pacific Island Adviser, a project support person and an external evaluator were also part of the group.

This project was carried out during the period January 2005 to June 2006, and is currently continuing during the 2006-2007 financial year. An evaluation was built into the project plan to record the project activities, assess the short-term impacts of the projects and capture copies of the resources created during the project.

Driving Towards a Future

Changing attitudes and saving young lives

The need for a Road Safety campaign that is meaningful and that will touch young people is clear. The best way to achieve this is to take a well-publicised message and event to schools and deliver the facts and realities to youth in a way that they will accept and relate to.

This is a holistic and exciting approach to make young people aware that, through dangerous driving, they are dying and being hurt in significant numbers. This project gives them an 'in' to participating in getting this message 'out there' and across to other youth.

Driving this message home to youth, and in particular young men, is urgent but how it is done requires delicacy and the project is a careful combination of a number of factors that combine to make delivery of these messages both powerful and behaviour changing.

Schools on the itinerary are invited to compose a song in any musical style and format that addresses a young person's perspective on safe driving practices or experiences that they will perform when the road show visits. Some of New Zealand's top musicians will be involved with the road show and will communicate safe driving messages in a 'cool' relevant way, judge the school's performance of their song and perform themselves.

The three best schools and songs will win music gear for their schools and the overall winner wins a PA system and band equipment supplied by Music Works and valued at $30k. There will also be prizes of music equipment for schools which have the most licensed student drivers, worked out on a 'per capita' basis.

The main thrust is to reach youth and get them enrolled to promote safe driving messages themselves, to think about their messages and then communicate them back to other youth in the songs they have composed. Music is a great way to get messages across to youth and we will use this medium to promote road safety and the consequences of drink driving, speeding and unsafe

driving. Drive Safe messages and accident displays will feature at each event to convey to teenagers the consequences of bad driving.

This project was funded jointly by 'The Trusts', Land Transport New Zealand and Roadsafe Auckland. It was piloted here in our ten Waitakere high schools. It is hoped to visit over 60 schools nationally.

STRENGTHENING NATIONAL AND INTERNATIONAL NETWORKS

The final criteria for redesignation is the need to demonstrate ongoing participation in national and international networks to support community safety. Some examples where Waitakere fulfils this criteria include:

- The initial desire within Waitakere to achieve Safe Community designation in 1999 together with the ongoing support provided to the principles of this accolade, in terms of networking regionally, nationally and internationally.
- This application in isolation represents an ongoing commitment in this area.
- Secured Car Park Accreditation Scheme: Safe Waitakere representation on National Working Party.
- Ministry of Justice CPTED DVD/ National CPTED Guidelines: Safe Waitakere contributed to the production and development of this national resource.
- Regional Safer Communities representation: Safe Waitakere is represented on this local government collaborative partnership.
- CAYAD Regional Hui: Recently Waitakere CAYAD supported the development and implementation of this regional Hui.
- Responsible Auckland Region Project: SWAP provided ongoing support to this alcohol harm minimisation project.

CONCLUSION

Waitakere continues to be an exciting and progressive environment within which all aspects of community safety are provided with opportunities to grow. The authors of this report would like to express their thanks and admiration to all persons, community groups, service providers and others who over the years have invested their time, knowledge, expertise and passion into creating what is now commonly known as the Waitakere Way.

The Waitakere Way was clearly evident in 1999 with the initial accreditation of World Health Organisation Safe Community status. This re-accreditation report encapsulates some of the developments that have taken place since 1999 and in part signals the future direction of community safety within our city.

In order to achieve our strategic priority of “Safe City” we cannot rest on our laurels and therefore our Waitakere community will continue to anticipate and respond to any challenges that may lie ahead.

Our City is and will continue to be a great place to live, work and play!

SAFE
WAITAKERE

APPENDICES

These appendices have been compiled from a diverse range of contributors who have worked on the projects outlined in this report.

A1: WCC Strategic Priorities and Platforms

B1: Profile of Injury Prevention Data for Waitakere
B2: Safe Season Campaign
B3: Fall Safe Pictures
B4: SWIP Strategic Plan

C1: MOH/CAYAD Contract
C2: National Drug Policy Submission
C3: CAYAD Report to MOJ 2006
C4: SHORE/Whariki Final Evaluation Report 2005
C5: Waitakere City Drug and Alcohol Services
C6: 3 Point Plan for Methamphetamine

D1: WCC Funding Agreement with MOJ
D2: Crime Prevention Report to MOJ 2006
D3: WCC Crime Prevention Strategy
D4: WCC/Police MOU
D5: Safe Plates Flyer
D6: Project Respect
D7: Car Safe Agreement MOJ/WCC
D8: Car Safe Report 2006
D9: Thieve Like To Window Shop Notice
D10: Keep it Safe Flyer
D11: CPTED Evaluation

E1: SWAP Service Schedule
E2: WCC City Wide Alcohol Strategy
E3: WCC Liquor Licensing Policy
E4: Parent Pack
E5: Poster 1
E6: Poster 2
E7: Poster 3
E8: Red Card/Yellow Card Poster
E9: Yellow Card
E10: Red Card
E11: Poster 4

F1: Role and Purpose of WAVES
F2: Te Korowai Manaaki Plan
F3: Violence Free Begins With Me

G1: Road Safety Issues- Waitakere City