Marlborough Safe Community

Name of the Community: MARLBOROUGH
Country: New Zealand
Number of inhabitants in the community: 45,620
Safe Community Programme started year: November 2011
International Safe Communities Network Membership: Designation year: 2014
Name of the Certifying Centre: Safe Communities Foundation New Zealand (SCFNZ)

For further information contact:
Name: Monica McKone
Institution: Nelson Marlborough District Health Board
Address: Wairau Hospital, Witherlea
Municipality/City: Blenheim
Zip code: 7201
Country: New Zealand
Phone/Fax: 64 3 520 9973
E-mail: monica.mckone@nmdhb.govt.nz
http://www.marlborough.govt.nz/

The programme covers the following safety promotion activities:
For the age group:
Children 0-14 years
Home:
Synergy Youth Mentoring
ODARA programme (Ontario Domestic Assault Risk Assessment)
New Zealand/Shake-out campaign – earthquake preparedness/drills
Burns safety – Plunket
CPTED programme – Marlborough District Council
Smokefree youth ambassadors – primary schools
Wairau Children’s/Teenager programme/Women’s refuge
Family counselling – Barnardos
‘Friends for Life’ – Barnardos
Footsteps to feeling safe – Barnardos
Marlborough Clued-up Kids programme – Fire/Home safety
Safeguarding Children and Young People initiative
Mana Tahoi – Mentoring at risk youth
Alco-link project – Police
Tamariki ora Well Child assessments
Family works youth services
Active Dads programme

**Traffic:**
Marlborough Clued-up Kids programme – Cycle helmets/safety at intersections
‘20 km past school buses’ campaign
Child car seat education programmed – Plunket
Police in primary schools – YES programme/violence prevention
Driveway safety – Safekids
Buckle bear programme - Plunket
Booster seat programme - Plunket
Road safety education for preschools – MDC/ Sunny Girl

**School:**
Mistletoe Bay Eco village programme
Marlborough Clued-up Kids programme – personal safety
Health Play initiative – Sport Tasman – Preventing injuries in children
Community Training programme – Red Cross
Marlborough Community Hubs – Edible gardens – mental health wellbeing
Cancer Society – Sunsmart Programme

**Sports and leisure:**
Mistletoe Bay Eco village
Red Cross Community training programme
Marlborough Clued-up Kids programme – Quad bike safety
Healthy Play initiative – Marlborough Hockey
Super kids holiday programme –Elim Church
Learn to sail courses – Queen Charlotte Yacht club
Cancer Society of NZ campaigns – Sunsmart/ Smokefree/ Relay for life

**Evidence-based strategies:**
Programmes are developed and implemented as part of Safe Communities within Safe and Sound @ the Top are based on proven or promising national and international evidence.

**Youth 15-24 years:**

**Home:**
Marlborough Violence Intervention Project
‘Top of the South’ rural support trust
Awatere rural support Hub
‘Turnaround Marlborough - restorative justice
Rangatahi Boys programme
Men’s Preventing Violence programme
Women’s Preventing Violence programme
Peer support programme

Traffic:
NZ Driver Induction course
Master Driver services
Quad bike project - MBIE
Helmets on Quad bikes – Rural Women
Rotary Young Driver Awareness (RYDA) programme
Top of the south motorcycle safety plan
‘Sublime 5’ discount Taxi voucher scheme
Media and billboard ‘anti drink driving‘ campaigns
Learners License course
Safe driving map – Top of the South
Media campaign to address cell phone use distraction
Students Against Drunk Driving (SADD)
Police in the secondary school – YES programme
Hot Rod youth mentoring programme

Occupational:
‘Falls from Heights’ - Harm reduction project - MBIE
Machine Guarding
Vulnerable workers/Viticultural sector - support and access to services
Health and Safety EXPO and Health and Safety Forum workshops
‘Safe Start’ breakfasts
Fire Safety flip chart
‘Break out’ professional certification
Forestry harm reduction project
KiwiRail staff safety assessment programme
Recognised Seasonal Employer programmed (RSE)
Annual Farm Safety days

School:
‘Not in Employment, Education or training (NEET) project
Marlborough Youth Forum
My Voice website – Marlborough Youth Council
Marlborough Peer support Programme
Smokefree Youth Ambassadors

Sports/Leisure
NMIT Maritime courses

Evidence-based strategies
Programmes are developed and implemented as part of Safe communities within the Safe and Sound @ the Top project are based on proven or promising national and international evidence.

Adults 25-64 years:

Home:
Marlborough Violence Intervention Project
Stopping Violence for men
Turnaround Marlborough - restorative justice
ODARA programme
Men’s Preventing violence programme
Women’s Preventing violence programme
‘Steps to Freedom’ - Women’s refuge  
Strengthening Families

Traffic:
The ‘Expect to get stuck’ training days - 4WD Club  
Top of the south motorcycle safety plan  
‘Sublime 5’ discount Taxi voucher scheme  
Media and billboard ‘anti drink driving’ campaigns  
NZ Driver Induction course  
Master Driver services  
Quad bike project – Ministry of Business, Innovation and Enterprise (MBIE)

Occupational:
The ‘Safe Start’ breakfasts  
Fire Safety flip chart  
‘Break out’ professional certification  
Forestry Harm reduction project  
KiwiRail staff safety assessment programme  
Recognised Seasonal Employer programme (RSE)  
Annual farm safety days  
‘Falls from Heights’ - Harm reduction project - MBIE  
Machine Guarding - MBIE  
Vulnerable workers/Viticultural sector - support and access to services  
Health and Safety EXPO  
Health and Safety Forum workshops

Sports /Leisure:  
Quad bike project - MBIE  
Helmets on Quad bikes – Rural Women  
‘Safety in the Sounds’ promotions

Evidence-based strategies:  
Programmes are developed and implemented as part of Safe communities within the Safe and Sound @ the Top project are based on proven or promising national and international evidence.

Elderly 65+ years:

Home:
Marlborough Older Person’s Forum  
Goodhomes for good lives project  
Alzheimers Search Group Volunteer Recruitment and Training programme  
Marlborough Community Hubs  
REAP courses – health days/fire safety /civil defence  
Medical alarm support - St John  
Presbyterian support - Volunteer services  
Neighbourhood support  
Building Great Dads and Grandads – Barnardos  
Building Great Families/Dads and Grandads - Barnardos

Traffic:  
Mobility Scooter training  
Older Persons driver training courses  
Car-Fit for older drivers programme

Sports:  
Community Eldercare coordinator
REAP activity courses – health days

**Leisure:**
Computer/social media courses and groups
Totara Day activity programme
REAP activity courses

**Evidence-based strategies**
Programmes are developed and implemented as part of Safe communities within the Safe and Sound @ the Top project are based on proven or promising national and international evidence.

**Natural Disaster:**
New Zealand ‘Shake-out’ campaign- earthquake preparness/drills
Marlborough Civil Defence  Emergency Management Group
Rural Fire Service
The Wakamarina, Canvastown and Wairau Valley Emergency Response Plans project
4WD Civil Defence Response role
Emergency Location Point Initiative
Wither Hills Farm Park Plan
Marlborough LandSAR Volunteer Training programme
Marlborough Harbour Authority
Marlborough Sounds Safe boating initiatives
Regional Council transport committee

**Suicide Prevention:**
Lifeline Counselling services
Child and Mental Health Services (CAMHS)
Witherlea House/Adult Mental Health Services

**Violence prevention):**
Marlborough Violence Intervention project
ODARA programme (Ontario Domestic Assault Risk Assessment)
Men’s Preventing Violence Programme - Relationships Aotearoa
Bread of Life  -  Hope House
Women’s Preventing Violence Programme - Relationships Aotearoa
Womens Refuge  programmes
Barnardos parenting education courses
Hot Rod youth mentoring programme – Drug ARM
Rangatahi Boys’ programme - Maata waka ki Te Tau Ihu Trust
Stopping violence for men – Maata waka ki Te Tau Ihu Trust
Safeguarding Children seminar initiative
Footsteps to Feeling Safe - Barnardos
Family therapy workshops – Relationships Aotearoa
Changes for women workshops – Relationships Aotearoa

**Programs aiming at “High risk-groups”:**

**Emerging communities:**
Settling-in’ project - Marlborough Migrant Centre
Forestry Harm Reduction Programme
Multi-Cultural Festival
Marlborough Health and Safety Forum
Vulnerable workers - Viticultural sector support
NZ Driver Induction course

**Older persons:**
Meals on Wheels services
Totara Day Activity
Older Person Forum and Senior EXPO
Goodhomes for good lives project
Medical alarm support - St John
Presbyterian Support Services

**Child and Youth:**
Youth snapshot programme – Gateway Housing Trust
Fetal Alcohol Spectrum Disorder (FASD) awareness programme
Whanau ora Home and family assessment and support services
Street Van - Drug Arm inc
Crime Through Environmental Design (CPTED) programme
Marlborough Peer support programme
Synergy Youth mentoring
Marlborough Violence Intervention project
Project K

**Evidence-based strategies:**
Programmes are developed and implemented as part of Safe communities within the Safe and Sound at the Top project are based on proven or promising national and international evidence.

**Surveillance of injuries:**
Information about the injuries in the Marlborough District have been obtained from but are not limited to:
- ACC Marlborough Community profile 2011/2012
- Nelson Marlborough District Health Board
- NZTA Road Safety Statistics
- Otago University Injury Prevention Unit
- Recorded Crime Statistics/Marlborough
- National Injury Query System
- ACC Injury Statistics tool
- Watersafety NZ
- Statistics NZ

**Public Hospital discharge data reports:** Unintentional Injury Hospitalisations for the 2007-2011 Marlborough TLA.

<table>
<thead>
<tr>
<th>External Cause</th>
<th>Number of Discharges</th>
<th>Crude Rate (per 100,000 persons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cut/Pierce</td>
<td>67</td>
<td>29.9</td>
</tr>
<tr>
<td>Drowning</td>
<td>0</td>
<td>+</td>
</tr>
<tr>
<td>Fall</td>
<td>1,002</td>
<td>446.5</td>
</tr>
<tr>
<td>Struck by or Against</td>
<td>123</td>
<td>54.8</td>
</tr>
<tr>
<td>Fire/Flame</td>
<td>5</td>
<td>2.2</td>
</tr>
<tr>
<td>Hot Object/Substance</td>
<td>14</td>
<td>6.2</td>
</tr>
<tr>
<td>Machinery</td>
<td>18</td>
<td>8.0</td>
</tr>
<tr>
<td>Natural/Environmental</td>
<td>52</td>
<td>23.2</td>
</tr>
</tbody>
</table>
Population base: 45,620
Started year: 2007 – 2011

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupant in MVTC</td>
<td>141</td>
<td>62.8</td>
</tr>
<tr>
<td>Motorcyclist in MVTC</td>
<td>35</td>
<td>15.6</td>
</tr>
<tr>
<td>Pedal Cyclist in MVTC</td>
<td>5</td>
<td>2.2</td>
</tr>
<tr>
<td>Pedestrian in MVTC</td>
<td>4</td>
<td>+</td>
</tr>
<tr>
<td>Other &amp; Unspecified MVTC</td>
<td>1</td>
<td>+</td>
</tr>
<tr>
<td>Pedal Cyclist, Other</td>
<td>73</td>
<td>32.5</td>
</tr>
<tr>
<td>Pedestrian, Other</td>
<td>6</td>
<td>2.7</td>
</tr>
<tr>
<td>Other Land Transport</td>
<td>119</td>
<td>53.0</td>
</tr>
<tr>
<td>Other Transport</td>
<td>17</td>
<td>7.6</td>
</tr>
<tr>
<td>Overexertion</td>
<td>84</td>
<td>37.4</td>
</tr>
<tr>
<td>Suffocation</td>
<td>10</td>
<td>4.5</td>
</tr>
<tr>
<td>Firearm</td>
<td>6</td>
<td>2.7</td>
</tr>
<tr>
<td>Poisoning</td>
<td>263</td>
<td>117.2</td>
</tr>
<tr>
<td>Other Specified</td>
<td>71</td>
<td>31.6</td>
</tr>
<tr>
<td>Unspecified</td>
<td>71</td>
<td>31.6</td>
</tr>
<tr>
<td>Drugs</td>
<td>30</td>
<td>13.4</td>
</tr>
<tr>
<td>Medical Care</td>
<td>465</td>
<td>207.2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,682</strong></td>
<td><strong>47.8</strong></td>
</tr>
</tbody>
</table>

Source: Injury Prevention Research Unit, Otago University

Ministry of Health – National Minimum Data
Since 1988, for Marlborough residents the number of deaths attributed to intentional and unintentional injuries varies year by year with the least occurring in 2006 (number = 10) and the most in 2002 (number = 31). Between 2005 and 2009, around 23% of the total number of deaths were of intentional intent (includes assaults and self-inflicted injury).

Accident Compensation Corporation (ACC) work-related claims
ACC claims covers all those with more severe injuries as well as those with less severe injuries where treatment is sought from a primary care provider or physiotherapist. The total number of new claims in Marlborough has reduced from 16,984 for the year Jul-Jun 2007/08 to 10,739 for the year Jul-Jun 2011/12. However despite these reductions in the number of new claims, there has been only a modest reduction in overall cost from 26,308,641 in Jul-Jun 2007/08 to 24,996,363 in Jul-Jun 2011/12.

New Zealand Transport Authority (NZTA)
Injuries occurring on rural roads and roadsides are of major concern for Marlborough and are reflected in the number of fatal, serious and minor injury crashes for this region. Taking the total number of fatal, serious, and minor injury crashes based on data reported by the New Zealand Transport Agency between 2007-2011, each year on average 2.6 people are killed, 13 seriously injured, 34 receiving minor injuries.

Crime and Violence statistics
The number of offences in Marlborough varies from year to year. On average during the 5 year period from 2007 to 2011, 5472 offences occurred every year of which on average 37.5% occur in a dwelling. There is currently 397 offenders on sentences in the Marlborough district of which 156 are on Community Work, 33 on electronically monitored sentences (Home Detention or Community Detention), 155 on supervisory sentences and 53 on post release sentences (Parole).
Publications:
ACC Community Profile 2011/2012
Statistics NZ
Long Term Plan/Marlborough District Council
Goodhomes resource material

Produced Information material:
‘Safe and Sound @ the Top’ - Poster, fact sheets, community flyers, media stories, Quarterly Newsletters
Marlborough Clued-up Kids - Evaluation report, stickers, flag and promotional DVD
CPTED - Evaluation report, Seven Sharp TV 1 interview, DVD
DrugARM - Seven Sharp TV 1 interview, DVD

Staff
Number: 1 and the time of the intersectoral leadership group  ‘Safe and Sound @ the Top’ International Safe communities*
Professions: Project Coordinator/ part-time
Organization: Community

General public health/health promotion group:  (Nelson Marlborough District Health Board)

Specific cross-sectoral leadership group  ‘Safe and Sound @ the Top’ International Safe communities*
- Nelson Marlborough District Health Board (NMDHB)
- Accident Compensation Corporation (ACC)
- Marlborough District Council (MDC)
- Barnardos
- Department of Corrections
- Ministry of Social Development
- Ministry of Business, Innovation and Employment
- Lion
- Marlborough Chamber of Commerce
- Marlborough Community Development Trust
- New Zealand Fire Service
- New Zealand Police
- Wine Marlborough
- Community/Independent Coordinator.

International commitments:
Organised Study visits for the following visiting communities - Site and accreditation visits in Nelson for the nelson/ Tasman International Safe Community ‘Safe at the Top’ project in 2011
Participation in Safe Community conferences
- Members attended 2008 ISC Conference in Christchurch
- Members attended Safety 2012 World Conference in Wellington, NZ
- Members also presented a Marlborough Clued-up Kids workshop at the Safety 2012 World Conference
- Participated in Pan Pacific Safe Communities Network Webinars
- Participation in annual New Zealand National Safe Community Forum Days