

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)

www.safecommunities.org.nz/sc/m <http://www.marlborough.govt.nz/Our-Community/International-Safe-Community.aspx>

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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

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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:

‘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:

‘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 :

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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

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Natural Disaster:

New Zealand ‘Shake-out’ campaign- earthquake preparedness/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 - Maataa Waka ki Te Tau Ihu Trust

Stopping violence for men – Maataa 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

Whanua 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 @ 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.

External Cause	Number of Discharges	Crude Rate (per 100,000 persons)
Cut/Pierce	67	29.9
Drowning	0	+
Fall	1,002	446.5
Struck by or Against	123	54.8
Fire/Flame	5	2.2
Hot Object/Substance	14	6.2
Machinery	18	8.0
Natural/Environmental	52	23.2

Occupant in MVTC	141	62.8
Motorcyclist in MVTC	35	15.6
Pedal Cyclist in MVTC	5	2.2
Pedestrian in MVTC	4	+
Other & Unspecified MVTC	1	+
Pedal Cyclist, Other	73	32.5
Pedestrian, Other	6	2.7
Other Land Transport	119	53.0
Other Transport	17	7.6
Overexertion	84	37.4
Suffocation	10	4.5
Firearm	6	2.7
Poisoning	263	117.2
Other Specified	71	31.6
Unspecified	71	31.6
Drugs	30	13.4
Medical Care	465	207.2
TOTAL	2,682	47.8

Population base: 45,620
Started year: 2007 – 2011

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)

Early Child Health, Injury Prevention, Sexual Health, Men's Health, Healthy Communities, Smokefree/Tobacco promotions, Well Child promotions, Alcohol related harm, Unintentional Injury Prevention, Health Promoting Schools, Nutrition and Physical Activity, Mental Health, Family Violence Prevention, Refugee and Migrant Health, Workforce Development.

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