



## Safe Communities Foundation New Zealand

Certifying Centre for Safe Community Programs

On behalf of the WHO Collaborating Centre on Community Safety Promotion,  
Department of Public Health Sciences Division of Social Medicine, Karolinska Institute, Sweden

### Safe Community Tauranga



Country: **New Zealand**

Number of inhabitants: **104,000**

Programme started year: **2006**

International Safe Communities Network Membership: **Designation Year 2008**

Full application available: <http://ourcity.tauranga.govt.nz/community/safecity/>  
<http://www.safecommunities.org.nz/sc/t>

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**The programme covers the following safety promotion activities:**

**For the age group**

**Children 0-14 years:**

- Child car restraint programmes – Project Kiddiklic
- School travel plans
- School student bike skills programmes
- School gate pedestrian awareness campaign
- Ruben the Road Safety Bear programmes

- Puppet Vision programmes
- 'Kids on Feet' walking school buses
- Strengthening Families
- 'Swim for Life' learn to swim programme
- Swimming pool fencing compliance and advice

### Youth 15-24 years:

- SADD – students against drunk driving
- YATA – youth access to alcohol forum
- MOD Squad – moderating our drinking campaign
- "Think...consequences" underage sale and supply of alcohol campaign
- Off-License Accord
- Parent Pack: Tools for the teenage years
- P2S – Passport to Safety (workplace safety)
- YOT – youth offending team
- CAYAD – Ngaiterangi iwi
- Youth offending and reoffending programmes
- Youth Ambassadors project
- Surf lifesaving education, regional lifeguards
- Summer Activity Taskforce

### Adults 25-64 years:

- TMAPS – Tauranga Moana Abuse Prevention Strategy
- "Blow the Whistle on Violence" campaign
- White Ribbon – men against family violence campaign
- Booze bus and TAG enforcement campaigns
- Off-License Accord
- Neighbourhood Support
- Community Patrols
- Coastguard boating courses
- Life jacket compliance checks

### Older Adults 65+ years:

- Otago Exercise Programme
- Tai Chi
- 'City on its Feet' programme

### In the following Environments:

#### Home:

- Swimming pool fencing compliance

#### Traffic

- *Road Safety Strategic Plan Objectives:*
  - To reduce the incidence and severity of crashes in the RCA/Cluster Area
  - To better or equal the level of safety of similar RCAs/Cluster Areas throughout New Zealand
  - To identify road safety issues in the area and implement strategies promote safer roads and safer people.
  - To identify key agencies and set up working relationships were pertinent.
  - To reduce road crashes and injuries for road users.
  - To support the National RSP.



Road Safety



'City on its Feet' programme

- To support the regional council in specific road safety programmes and issues.
- To foster a road safety culture which develops safer attitudes, skills and behaviour
- To encourage more children to walk and cycle more often
- To promote the health benefits of walking and cycling
- To promote Travel Safe to schools and communities

### Occupational

- Western Bay of Plenty Industrial Safety Group
- Port User Safety and Health Group
- Bay of Plenty Safety Liaison Group
- P2S – Passport to Safety
- Road Safety programmes

### School

- Road Safety education programmes
- 'Kids on Feet' walking school buses
- Parent Pack: Tools for the teenage years
- SADD – students against drunk driving

### Sports

“Blow the Whistle on Violence” campaign



MOD squad – moderating our drinking campaign

### Leisure

- YATA – youth access to alcohol
- MOD squad – moderating our drinking campaign
- The Strand Night Management Plan
- Bar Code – District Licensing Authority newsletter
- General Licensee Forums
- Road safety education programmes
- Water safety education programmes – 'Swim for Life'
- Summer Activity Taskforce

### Violence prevention:

- TMAPS – Tauranga Moana Abuse Prevention Strategy
- “Blow the Whistle on Violence” campaign
- “White Ribbon” campaigns
- Shakti Ethnic Women’s Support new women’s refuge
- The Strand Night Management Plan

### Suicide prevention:

National strategy released 2007

### Programmes aimed at “high risk-groups”

- **Children 0-14:** water safety, road safety
- **Youth 15-24:** water safety, road safety, alcohol-related harm, crime prevention, workplace safety
- **Adult 25-64:** water safety, road safety, alcohol-related harm, family violence, workplace safety
- **Older Adults 65+:** falls prevention



**Surveillance of injuries:**

The following data sources are monitored and analysed:

- ACC claims statistics
- Bay of Plenty District Health Board – Emergency Department presentations; injury hospitalisation statistics
- PHI data – self harm; suicide
- Safe Communities Foundation Information Sheets
- Police crime statistics
- Police Alcolink data
- Crash and injury statistics – LTNZ, Police
- Water Safety NZ; Bay of Plenty Surf Lifesaving; Coastguard Eastern Region

**Produced information material, pamphlets:**

- Parent Pack: tools for the teenage years
- ‘White Ribbon’ campaign posters, print media advertisements
- “Blow the Whistle on Violence” campaign: large banner, posters, radio and print advertisements, drinks coasters, whistles with printed lanyards
- MOD Squad (moderating our drinking) campaign: t-shirts, silicone bracelets, tattoos

**International commitments:**

- Tauranga Safe Communities Forum, 8 November 2006
- 2007 Workshop for the International Safe Community Network in New Zealand, 10 October 2007
- 2008 Member of the 17th International Safe Community National Advisory Group. Will present paper and participate at the conference.

**Staff:**

Number: **1**

Professions: **Part-time coordinator**

Contract: **May 2008**

Organisation: **Tauranga City Council**

Specific intersectoral leadership group: **Tauranga Safe City Leadership Forum**

General public health/health promotion group: **Tauranga Safe City Coalition**



Mike Mills Coordinator



Tauranga Safe City Steering Committee