

9. INJURY PREVENTION STRATEGY

Officer responsible Jonathan Fletcher	Author Mary Richardson, DDI 371-1882
Corporate Plan Output: Policy Advice	

The purpose of this report is to seek Council endorsement for the development of a Christchurch Injury Prevention Strategy.

INTRODUCTION

This project proposes the establishment of an “Injury Prevention Christchurch” initiative that will develop a collaborative and co-ordinated response to injury prevention under the leadership of Christchurch City Council and Crown Public Health and involving all other stakeholders.

While Christchurch already has many agencies actively involved in injury prevention, there is need for a framework to encourage collaboration and joint action to address injury prevention in a co-ordinated and appropriate manner for this city.

This opportunity is about having all contributors working together to determine the needs of our communities within Christchurch and create a unified and coherent response to these needs.

BACKGROUND

Injury prevention in Christchurch has achieved spectacular success with road safety initiatives over the last decade. (In Christchurch there were 1,417 injury and fatal crashes in 1990. By 1999 there were 685 injury and fatal crashes reported). One of the principal factors for achieving this was the co-ordinated approach achieved with the Christchurch Co-ordinating Committee for Traffic Safety. This committee structure of the Christchurch City Council is supported by the road safety community (LTSA, MOT, Police, Canterbury Regional Council, Automobile Association, ACC, Transit NZ, Secondary Principals Association, NZ Road Transport Association, Institute of Driving Instructors, Students Against Driving Drunk, NZ Roadshow Trust) and has now been adopted by most other local authorities in New Zealand. The development of a similar approach for other injury prevention initiatives would be a major breakthrough in Christchurch.

Within Christchurch the public health sector was involved with these road safety initiatives in the early 1990's (through the then Canterbury Area Health Board, followed by Healthlink South). With the formation of Crown Public Health four years ago the injury prevention work principally involved strategies dealing with alcohol-related harm. These programmes have continued and were the major health input for the road safety initiatives during this time. Crown Public Health has interests in other injury initiatives, for example Project MANA - a youth suicide programme which was recently launched, and involvement with the Elder Care Canterbury Project. The goal of this project is to integrate and improve health services for older people. The project uses an ecological model to address injury prevention. Initially Crown Public Health Injury Prevention Project would be supporting and offering expert knowledge to drive the health promotion components particularly in the area of fall prevention and fire safety. In addition, Crown Public Health has supported other injury prevention initiatives such as Injury Prevention Waimakariri and Kidsafe Week.

Injury prevention in Christchurch is currently based on either agencies with specific responsibilities (e.g. ACC, OSH, LTSA) or co-ordinated activities amongst the agencies and community interests in specific areas (e.g. Kidsafe Week, road safety initiatives).

There are a number of Government agencies, non-government organisations, and groups are active in injury prevention work (although some may not yet associate/realise the injury prevention connection (a list of some of the agencies are attached in Appendix 1).

STRATEGIC FIT WITH COUNCIL'S OBJECTIVES AND ROLES

The initiatives aligns with key Council policy including the Social Well-being Policy. The Council vision identifies an aim that “*People are free of crime and Injury*”, The Council Strategic Goal of Community Cohesion and Well-being identifies the goal of *enhancing safety*” and “*supporting public safety initiatives*”. The draft Disability Policy identifies Injury Prevention as a key goal.

The initiative also aligns with Council's emphasis on Community Governance (including strategic partnerships etc).

The Christchurch City Council also has a key involvement in the area of injury prevention. For example, it currently undertakes work which supports injury prevention (road safety, swimming pool fencing, sports and recreation activities, Building Act, resource consents). It has successfully developed other community initiatives such as the cycle strategy and it is a key player in a successful structure for supporting road safety.

PROPOSAL

Crown Public Health has received funding (in principle) from ACC for a Community Injury Prevention and Safety Promotion Programme. This is a two stage process. Stage I involves community consultation and the development of a strategy involving intersectorial, community based, population-based injury prevention and safety promotion. At the end of this stage organisations can apply for additional funding for implementation. Stage 2 is the implementation and evaluation of interventions.

The ACC and the Crown Public Health have identified that the Council endorsement and involvement in this project is critical to its success.

The ACC funding for stage 1 (\$50,000) will cover the costs of employing a co-ordinator for nine months and some overhead cost. We anticipate that the Council's contribution will involve providing desk space and support and will be able to be absorbed within existing operating budgets.

The initial phase of the project will ensure Christchurch organisations and groups will have the opportunity to participate and see an opportunity to commit and accept roles and responsibilities appropriate for themselves to achieve Injury Prevention Christchurch. Based on this a framework which co-ordinates and initiates local strategies, initiatives and activities, which encourages and allows for collaboration within the Christchurch community, will be developed.

Chairman's

Recommendation:

1. That Council staff work with Crown Public Health and other agencies to develop and implement the project.
2. That the Council endorse the development of an Injury Prevention Strategy.