



# Safer Napier

## Partial annual report, for the period January – June 2016

Napier is a safe and healthy city



## Introduction

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Napier City is proud to be an accredited Safe Community. First accredited in 2010, Safe Communities<sup>1</sup> is an international concept that recognises safety as a universal concern and a responsibility for all. It creates ways to increase action on community safety through the building of local partnerships.

Safer Napier focuses on injury prevention, crime prevention, road safety, community resilience, alcohol related harm, and collaboration. It is an 'umbrella' for over 40 initiatives and projects with 43 agencies, organisations and groups as signatories to the Safer Napier Memorandum of Commitment.<sup>2</sup>

As an accredited Safe Community, priority setting, data analysis and evaluation is important. The programme uses Results Based Accountability (RBA) to measure what difference is being made. This report is for January to June 2016. It incorporates 'report cards' for the five Safer Napier goals and two in-depth project case studies (Safe as Houses and One for One).

Highlights during this time include the re-accreditation of Safer Napier in March 2016 and implementation of successful programmes, both ongoing and new, as summarised in this report.<sup>3</sup>

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<sup>1</sup> For more information on Safe Communities see [www.safecommunities.org.nz](http://www.safecommunities.org.nz)

<sup>2</sup> For more information about Safer Napier see <https://www.napier.govt.nz/napier/community-development/community-safety/safer-napier/>

<sup>3</sup> Please note this report gives an overview of Safer Napier activities and does not include all community safety initiatives occurring in Napier.



# Safer Napier

## Partial annual report, for the period January – June 2016

### Projects and initiatives covered in these report cards

Injury Prevention	Crime Prevention	Road Safety	Community Resilience	Alcohol Related Harm
<p><b>Safety in the home</b> Safe as Houses Injury Prevention Home and Safety Packs</p> <p><b>Fall prevention</b> Tai Chi</p> <p><b>Childhood injuries and family violence (FV)</b> Family Start HBDHB VIP FV Intervention in Primary Care</p> <p><b>Water safety</b> Beach Patrol</p> <p><b>Suicide and self harm</b> Kia Piki Te Ora</p> <p><b>Sport and recreation injuries</b> Green Prescriptions</p> <p><b>Fire safety</b> Firewise Fire Awareness Intervention (FAIP)</p>	<p><b>Strengthening neighbourhoods</b> Neighbourhood Support Safe as Houses Civic Pride</p> <p><b>Safety in public places</b> CCTV Crime Prevention Through Environmental Design (CPTED)</p> <p><b>Youth and family violence</b> Loves Me Not</p> <p><b>Burglary and theft</b> Community Patrols Retailers Crime prevention Plan</p>	<p><b>Speed</b> School Zones Slow Down for Jervoistown</p> <p><b>Alcohol and drug impaired driving</b> HB Youth Alcohol Expo Road Safety Education Programme</p> <p><b>Young drivers</b> WCC Students Drivers Licencing</p> <p><b>Safe roads &amp; roadsides</b> Crash Reduction Study</p> <p><b>Pedestrians and cyclist safety</b> Cycleways – iWays Kea Crossing Review</p> <p><b>Motorcyclists</b> Ride Forever</p>	<p><b>Emergency readiness</b> Siren Testing Public Education Mobile Emergency Operations Centre Safe as Houses Tangitū Bay Watch People Savers</p> <p><b>Community connections</b> Outreach Service for Rough Sleepers Napier Connects Toolkit</p>	<p><b>Host responsibility</b> Ease Up in the Bay</p> <p><b>Responsible drinking behaviour</b> One for One</p> <p><b>Alcohol related injury reduction</b> Save A Mate</p> <p><b>Sale and supply of alcohol</b> Alcohol Control Purchase Operation</p> <p><b>Consumption of alcohol in public places</b> Liquor Bans</p> <p>See also <b>Road Safety:</b> Alcohol and drug impaired driving projects</p>



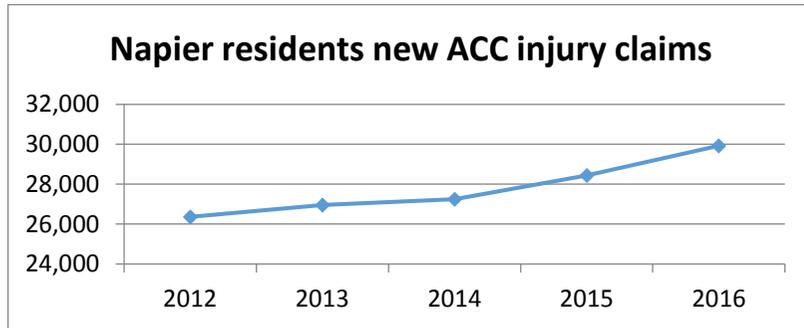
# Goal One: People are injury free in Napier - How well are we doing?

## Our target population: Napier community

### How we measure success:

#### 1. Number of ACC injury claims in Napier

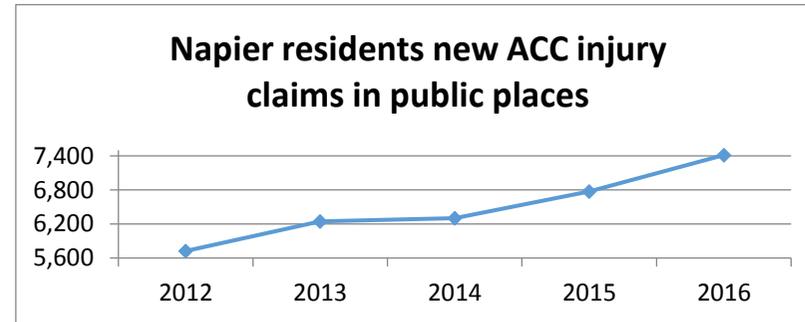
The number of new injuries per year being covered by ACC increased between 2012 (26,363 claims) and 2016 (29,928 claims). Between 2015 and 2016 there was a 5.2% increase in new claims locally and a 4.6% increase nationally.



Source: ACC

#### 2. Number of injuries in public places

The number of new injuries covered by ACC that occurred in public places (school and place of recreation or sport) increased between 2012 (5,723 claims) and 2016 (7,414 claims). Between 2015 and 2016 there was an 11.6% increase in injuries in place of recreation and sport locally and a 2.2% increase nationally.



Source: ACC

### The story behind the data

An increase in ACC claims for both Napier and New Zealand indicates that injury prevention continues to be a top community safety priority. Of all new ACC injury claims in 2016, 52% (15,517 claims) occurred in the home, followed by 20% (6,071 claims) in places of sport and recreation. Priorities for Safer Napier in 2017 are:

- Safety in the home
- Family violence prevention (Napier's rate of serious assault resulting in injury is 41 per 10,000 compared to 22 nationally)
- Fire safety
- Suicide and self-harm prevention
- Water safety (water sport related injuries are increasing, 51 per 10,000 compared to 42 nationally)
- Sport and recreation injuries

**Note:** This information does not include injuries where people have not made an ACC claim. Also the injury may not have occurred in Napier but the person lives in Napier.



## Injury prevention projects include:

<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/ evaluation findings)
<p><b>Safe as Houses</b></p> <p>Door to door home safety assessments in a target street to raise awareness of issues and make physical changes to the home environment to prevent risks of falls, fire, crime and manage natural hazards.</p> <p>Project partners: NCC, ACC, Police, NZ Fire, NNHS and HNZA.</p> <p>See case study page 27.</p>	<p>In Napier streets; Rutherford Rd, Barker Rd and Rata St, 53 homes participated. All received key messages about fall prevention and other safety tips. New or replacement smoke alarms were installed in 10 homes (19%) and other actions in 13 homes (25%) including non-slip mats, cutting back shrubs, improving lighting and road and footpath damage to reduce risk of falls.</p>	<p>The evaluation showed an increased awareness of safety issues. Of the 27 households surveyed three months after the home assessment, half (52%) had made changes to improve their or their family's safety. These changes were in addition to the actions the agencies and groups involved implemented.</p>
<p><b>Injury Prevention Home and Safety Packs</b></p> <p>Injury prevention education and resources by way of home visits to high need families with low incomes and children under five.</p> <p>Project Partners: HBDHB, Plunket, TTOH, ACC and NZ Fire Service.</p>	<p>In Napier 42 homes were visited (39 by Plunket and 3 by TTOH). These homes received safety kits, smoke alarms, cupboard latches, non slip mats, hot water temperature reduction and socket protectors.</p>	<p>The programme has minimised the risk of injury in the homes for children as well as educated parents about preventable injuries.</p>
<p><b>Tai Chi</b></p> <p>Tai Chi eight week block course to help improve balance and prevent falls. Initially funded through ACC, this is now a fully user pays model.</p> <p>Project Partners: Sport HB.</p>	<p>For the six month period from 1 June 2016 – 30 June 2016, 16 courses were run. This saw 135 clients coming through courses.</p> <p>There continues to be a 100% satisfaction rating from those attending the courses.</p>	<p>Attendees show improved balance, increased lower limb strength, improved flexibility and range of movement. For those that have experienced hip replacements and knee surgery, the key elements of Tai Chi have been instrumental as a rehabilitation tool.</p>



<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/ evaluation findings)
<p><b>Family Start</b></p> <p>A child-centred, intensive home visit programme that focuses on improving children’s growth and health, learning and relationships, family circumstances, environment and safety. The programme helps families and whānau who are struggling with challenges or problems that put at risk good health, education and social outcomes for their children.</p> <p>Project partners: TKHA and Oranga Tamariki Ministry of Vulnerable Children.</p>	<p>TKHA is contracted to work with 108 whānau/families. For this period a further 55 whānau were made active of which 89% had Child Family Plans reviewed every three months and 90% received a minimum of one visit per fortnight.</p>	<p>Whanau are more aware and able to prioritise their children’s health and well being. Of those on the programme at this time, 100% of whānau were enrolled with a PHO/GP, 99% of children were up to date with immunisations, 97% Well Child visits had been completed and 100% of children aged 18 months and over were attending licensed or certificated early childhood education (ECE).</p>
<p><b>HBDHB Violence Intervention Programmes (VIP)</b></p> <p>A range of staff training and education programmes are aimed at reducing intimate partner violence (IPV), child abuse and neglect and elder abuse throughout the HBDHB services.</p> <p>This training is held in collaboration with other service providers such as: HBDHB staff, Oranga Tamariki Ministry of Vulnerable Children, Police, DOVE and Hastings Women’s Refuge.</p>	<p>During the period January to end of June 2016, 214 staff attended the VIP Core Training (8 hours).</p> <p>Refresher and advanced training sessions were delivered to staff who had already attended VIP Core Training.</p> <p>Training is also provided to HBDHB VIP Clinical Champions throughout the year.</p>	<p>Staff awareness is raised around intimate partner violence (IPV), child abuse and neglect and elder abuse within their designated roles at HBDHB.</p> <p>Training has led to increased levels of screening for IPV and feedback from staff indicates increased levels of confidence around what to do when concerns are held for the safety and wellbeing of victims of IPV, children (including unborn) and the elderly.</p>



<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/ evaluation findings)
<p><b>Family Violence Intervention in Primary Care</b></p> <p>Training provided to primary health care workers, predominantly general practitioners (GPs) and nurses, to identify the signs of abuse, confidently screen and refer the patient to the appropriate Family Violence Intervention agency.</p> <p>Project Partners: HHB, General Practice, Women’s Refuge, Police and HBDHB.</p>	<p>From January to June 2016, two training sessions were held with 23 people attending from General Practice.</p>	<p>Each participant who attended received resources to enable them to screen their patients for Family Violence. At the end of the training session, participants reported an increase in knowledge and confidence to recognise the signs of violence, ask relevant questions and refer to the appropriate service provider.</p>
<p><b>Beach Patrol</b></p> <p>To promote water and beach safety at popular surf beaches.</p> <p>Project partners: Hawke’s Bay Surf Life Saving, NCC and HDC.</p>	<p>Lifeguard patrols operated at Westshore, Marine Parade and Waipatiki beaches over the summer period of December 2015 and January 2016. Training and support were given to the local community, raising overall rescue proficiency. Signage also advises visitors of the potential risks at Waipatiki Beach.</p>	<p>Lifeguard patrols were involved in 1,009 preventative actions to stop beach goers getting into dangerous situations, and one rescue.</p>



<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/ evaluation findings)
<p><b>Kia Piki Te Ora</b></p> <p>A national programme supporting suicide prevention. The programme includes support for whānau, hapu, iwi and communities to prevent suicide and / or provide support after a suicide.</p> <p>Project partners: TKHA, HBDHB, HBRC, NCC, HDC, Central Hawke’s Bay District Council, Wairoa District Council.</p>	<p>Kia Piki Te Ora Coordinators actively collaborate with government and non-government organisations in Hawke’s Bay.</p> <p>The Positive Living, Health and Wellness programme was delivered to rangatahi (youth) at Tamatea High School and Wairoa College. This programme deals with a range of issues that rangatahi may face including aspirations, bullying, identity and relationship breakdowns.</p>	<p>Agencies within the Hawke’s Bay region strengthen their networks and are able to share resources and information collectively, providing improved services for communities.</p> <p>Evaluation of the programme by rangatahi indicates a lift in positivity toward themselves, each other and school. Teaching staff have noticed students become more settled in class. Whānau have commented that attending the programme has placed rangatahi “in good stead for later in life.”</p>
<p><b>GRx – Green Prescription</b></p> <p>Green Prescription [GRx] is an exercise prescription given to patients by their health professional. The aim is to increase fitness and improve patients’ health conditions through exercise and education sessions.</p> <p>Project Partners: Sport HB, HBDHB and HHB.</p>	<p>During 2016 Sport HB made some significant changes to the delivery model for Green Prescription. The programme now provides group based activity and nutrition workshops for adults as well as having strong partnerships with some preferred facilities in the community to provide access to Green Prescription clients. For the period 1/1/16 – 30/06/16 there were 857 referrals to the Green Prescription programmes.</p>	<p>78% of clients in the adult programme are more active since beginning GRx and 78% are now more motivated to be active. Half say they have improved their food choices.</p>



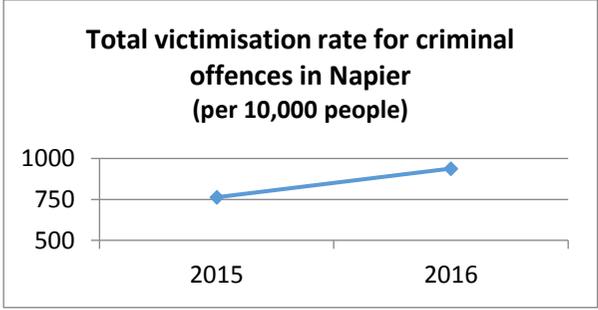
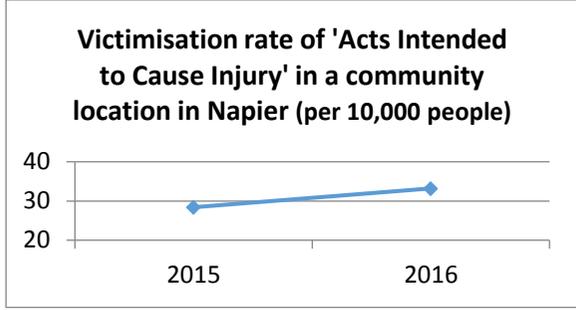
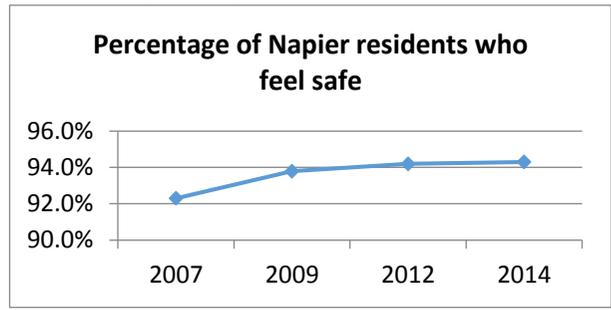
<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/ evaluation findings)
<p><b>Firewise</b>            A national programme to increase fire safety awareness in school children.            Project Partners: NZ Fire Service and Napier Schools.</p>	<p>Firewise was delivered to Year 1 and 2 students in five Napier Schools; Meeanee School, Napier Central School, Nelson Park School, Patoka School and Tamatea School.</p>	<p>The Get Firewise education programme and the Māui-Tinei-Ahi programme for Māori children in Kura Kaupapa continue to be effective at teaching children the correct action to take if there is a fire in their house.</p>
<p><b>Fire Awareness Intervention Programme (FAIP)</b>            FAIP is a free, consequence based, education programme delivered by trained firefighters to help children overcome unhealthy fire lighting behaviour. Referrals for the programme come from Police, MoJ and schools.            Project Partners: NZ Fire Service and Police.</p>	<p>Twenty eight FAIP interventions were completed in Napier.</p>	<p>This programme continues to help prevent significant property loss in the community.</p>



# Goal Two: Napier is free from crime – How well are we doing?

## Our target population: Napier community

### How we measure success:

<p><b>1. Rate of recorded criminal victimisations</b></p> <p>The rate of people who have had a crime committed against them in Napier increased from 2015 (763 per 10,000 people) to 2016 (938). This is above the national rate of 601 in 2016.</p>  <p style="text-align: center;"><i>Source: Police</i></p>	<p><b>2. Rate of reported victimisation for assault in community location</b></p> <p>Public place violent offences are now recorded as “Acts Intended to Cause Injury” and increased between 2015 (28.4 per 10,000 people) and 2016 (33.2) This is above the national rate of 26.6 in 2016.</p>  <p style="text-align: center;"><i>Source: Police</i></p>	<p><b>3. Percentage of people who feel safe</b></p> <p>The percentage of people surveyed who rated their feeling of safety for themselves and other family members as average or better continually increased between 2007 (92.3%) and 2014 (94.3%).</p>  <p style="text-align: center;"><i>Source: NCC Social Monitor Report</i></p>
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### The story behind the data

Police have changed to a victim focused approach and this is reflected in their statistics now being victimisations as opposed to offences. Data is only available from July 2014 but shows an increase in rates for both total victimisations and public place / community locations assaults. Napier victimisation rates, as well as increasing, are also higher than the national rate and this indicates that crime prevention continues to be a top safety priority. Focus areas for 2017 are: strengthening neighbourhoods, family violence (reported under injury prevention), burglary and theft, and safety in public places. Target groups are whānau / families and young people.

**Note:** The information relates to reported crime and we know many crimes go unreported. A victimisation counts a person once for each criminal incident for the most serious offence within an offence division. The NCC Social Monitor Report was not undertaken in 2016.



## Crime prevention projects include:

<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/evaluation findings)
<p><b>Neighbourhood Support</b></p> <p>This programme promotes the safety and protection of people living in Napier. It facilitates the formation of new groups and helps maintain them. It also raises community awareness of specific safety issues in localised areas.</p> <p>Project partners: Napier NHS, Police and NCC.</p>	<p>Almost half (47%) of Napier's households belong to a Neighbourhood Support Group. This is one of the highest proportionally in New Zealand. In June 2016 there were over 1,000 groups in operation across the city. Quarterly newsletters and 12 crime alerts were sent out. The annual survey showed most people felt Napier NHS was a good source of up to date information.</p>	<p>There is less crime reported in areas that have Neighbourhood Support Groups. NHS groups tend to have a heightened awareness for crime prevention because they have a direct relationship with Police and often do not hesitate in reporting unusual incidents.</p> <p>The high proportion of households involved and the established networks mean Napier NHS is a very effective way of disseminating information.</p>
<p><b>Safe as Houses</b></p> <p>Door to door home safety assessments in a target street to raise awareness of safety issues and make physical changes to the home environment to prevent risks of falls, fire, crime and natural hazards.</p> <p>Project partners: NCC, ACC, Police, NZ Fire and NNHS.</p> <p>See case study page 27.</p>	<p>In Napier streets; Rutherford Rd, Barker Rd and Rata St, 53 homes participated. All received key messages about crime prevention and other safety tips. Thirty four households (64%) have been referred to Napier Neighbourhood Support to start up groups.</p>	<p>An evaluation of this project showed an increased awareness of safety issues. Of the 27 households surveyed three months after the home assessment half (52%) had made changes to improve their or their family's safety. These changes were in addition to the actions the agencies and groups involved implemented.</p>



<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/evaluation findings)
<p><b>Civic Pride</b></p> <p>Projects that aim to reduce the incidence of graffiti and vandalism in public places.</p> <ul style="list-style-type: none"> <li>• Graffiti removal</li> <li>• Murals</li> </ul> <p>Project partner: NCC.</p>	<p>Council has painted out 216 reported cases of graffiti.</p> <p>Murals were designed and painted by the local community in Pirimai and Marewa.</p> <ul style="list-style-type: none"> <li>• Allen Berry Reserve activity wall – marked out with games and a mural</li> <li>• The Koha Shed.</li> </ul> <p>The Otatara Pa Pou walkway has also been completed with the final Pou installed and community event held.</p>	<p>Quick removal of tagging not only improves the amenity of a place but is believed to reduce future tagging and vandalism.</p> <p>The murals and Pou increase local identity and safety through community ownership and improved amenity.</p>
<p><b>Closed Circuit Television (CCTV)</b></p> <p>CCTV cameras are located in public places for the deterrence or immediate detection of criminal offences.</p> <p>Project partners: Napier Safety Trust, Police, Community Patrols, NCC and Airnet / NOW.</p>	<p>There were 15 cameras operating 24/7 in Napier with real time monitoring occurring at the peak hours of 5pm – 3am Thursday to Sunday.</p> <p>All people involved with monitoring and operating the cameras received on-going training.</p>	<p>Between January and June 2016, 18 arrests were made that were directly attributable to the cameras. A further 18 incidents were resolved through Police attendance.</p> <p>Fighting and assaults made up the vast majority of the arrests and these were mainly in the Ahuriri bar area at West Quay.</p>
<p><b>Crime Prevention through Environmental Design (CPTED)</b></p> <p>Safer by design - a multi-disciplinary approach to deterring criminal behaviour through changing the physical set up of an area.</p> <p>Project partners: NCC, iWay and local communities.</p>	<p>CPTED practices were incorporated into the Marine Parade upgrades.</p> <p>A CPTED assessment was completed for the new section of iWay shared walking and cycling path in Pirimai.</p>	<p>These public spaces have been made safer through their design including clear sightlines, 'nodes' at key decision points along the route for safety and wayfinding, and a strong sense of community ownership.</p>



<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/evaluation findings)
<p><b>Loves Me Not</b></p> <p>A ‘whole-school approach’ to prevent abusive behaviour in relationships. It is based on a student inquiry learning process, where students take action (personal action, effective bystander action and community action) to prevent harm from relationship abuse.</p> <p>Project partners: Police, Sophie Elliott Foundation and William Colenso College.</p>	<p>Implemented to both male and female Year 12 students at William Colenso College (approximately 75 students).</p>	<p>This programme encourages and empowers young people to absolutely reject abuse in relationships. It helps young people know who they can go to in their community to seek advice and support if they need it as either victims or perpetrators.</p>
<p><b>Community Patrols</b></p> <p>Community Patrols provides volunteers who patrol Napier City in the effort to prevent crime. Specific patrols have taken place around events such as Mission Concert, Art Deco Vintage Car Parade and international cricket games to focus particularly on car burglary prevention.</p> <p>Project partners: Community Patrols, NCC, Police and Napier Safety Trust.</p>	<p>There are six patrol cars and approximately 240 volunteers, one of the largest and most successful in New Zealand.</p> <p>In June 2016, Police asked NACP to help with observations in an area having ongoing burglaries. Over this month patrollers gave 202 hours to this area alone.</p>	<p>The Community Patrol provides an extra presence, eyes and ears out on the street. They highlight key safety issues and hotspots to NCC, Police and other key stakeholders.</p> <p>Major incidents and situations reported include;</p> <p>Vehicles suspicious or driving dangerously = 85</p> <p>Property – including insecure premises = 75</p> <p>Disorder including fighting (not including CCTV operator reports) = 30</p> <p>People – suspicious people = 43</p>
<p><b>Retailers Crime Prevention Plan</b></p> <p>Working with Napier businesses to provide security tips and information including how to reduce shoplifting.</p> <p>Project partners: Police, Napier City Business Inc. and NCC.</p>	<p>All retailers in the Central Business District (CBD) have been visited and given information about crime prevention.</p>	<p>Retailers are changing their approach to shop lifters and being more proactive. This includes Pac ‘n Save and Cotton On who experience a high level of shop lifting.</p>



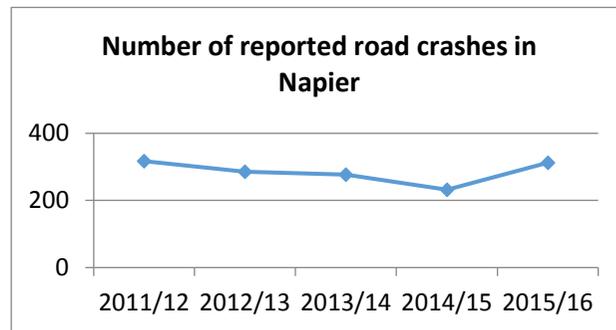
# Goal Three: Napier roads are safe for all – How are we doing?

Our target population: all road users in the Napier area

## How we measure success:

### 1. Number of reported road crashes

The number of reported road crashes in Napier has decreased over time between financial years 2011/12 and 2014/15. It then increased in 2015/16 to 312 crashes (90 injury and 222 non-injury crashes).



Source: Crash Analysis System (CAS)\*

### 2. Number of kilometres of cycleways and cycle lanes

Napier and the wider Hawke's Bay region has a strong and developing network of on-road cycle lanes and off-road shared pathways. In 2016 seven kilometres (km) of new off-road paths were formed. The region has over 180 km of cycle trails.

#### New NCC off-road paths including Pathway Trust (in kilometres)

Year	2012	2013	2014	2015	2016
Off-road path	1.9	0.5	0.0	0.0	7.0

Source: Napier City Council

## The story behind the data

Road safety in Napier has been improving but an increase in road crashes in 2015/16 highlights this is still a community safety priority for the area. Through national and local promotional campaigns people are becoming more aware of risks. Road upgrades are helping to improve road conditions. The number of people using the cycleways and lanes has increased on average by 10% with the off-road routes such as Marine Parade and the Marewa Loop being the most popular. Based on the NZTA briefing notes, Napier statistics and community consultation focus areas in 2017 are: alcohol and drug impaired drivers, intersections, safe speeds, driver distractions, restraint use, and safe roads and roadsides. Target groups are pedestrians, cyclists, young people, motorcyclists, learner and restricted licence holders, and children.

**Note:** \*CAS data relates to crashes reported to Police. There will be crashes, particularly minor ones that are not reported. The data is also for the number of crashes not the number of people injured. CAS data is from a dynamic operational database and subject to change, however change is predicted to be minor.



## Road safety projects include:

<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/evaluation findings)
<p><b>School Zones</b></p> <p>The installation of high profile signage to indicate a school zone ahead.                      Project partners: NCC and local schools.</p>	<p>Flashing school zone signs operate near 16 Napier Schools; Taradale Primary and Intermediate, Eskdale, Tamatea Primary, Intermediate and High, Sacred Heart College, St Patrick's, Bledisloe, Greenmeadows, Onekawa, Maraenui Bilingual, Arthur Miller, Reignier, Puketapu and Marewa.</p>	<p>The flashing signs outside schools have contributed to a reduction in speed, making the roads safer for all users.</p>
<p><b>Slow Down for Jervoistown</b></p> <p>A traffic calming project for the Napier suburb of Jervoistown aimed at reducing speed to improve road safety for both vehicles and pedestrians.                      Project partners: Jervoistown residents, NCC, Police.</p>	<p>Slow Down for Jervoistown campaign was launched which included speed monitoring, resident meetings and the installation of planter boxes (Napier Rd in March 2016 and Jervis St in April 2016).</p>	<p>The average speed reduced from 64 km/h to 42 km/h for the period of the trial.</p>



<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/evaluation findings)
<p><b>Hawke's Bay Youth Alcohol Expo</b></p> <p>The sixth annual Youth Alcohol Expo (May 2016) ran over one week for Year 11 students, parents/whanau and the wider Hawke's Bay community.</p> <p>It was based on high risk road safety issues for Hawke's Bay including speed, impaired driving-either by drugs or alcohol and young drivers. There were crash scenes, live demonstrations, presentations, and interactive exhibits.</p> <p>Project partners: RoadSafe HB, Police, HBDHB, Child Adult &amp; Family Services, Addiction and Mental Health Services, Public Health Nurses, NZ Red Cross, NZ Ambulance, NZ Fire Service, Directions Youth Health Service and other associated agencies.</p>	<p>Approximately 2,500 Year 11 students attended from Hawke's Bay regional secondary schools.</p> <p>The Expo continues to grow each year and plans are currently underway to create a school based road safety education package to help embed messages into the school curriculum. This supported international best practice guidelines along with studies undertaken in New Zealand.</p>	<p>By raising awareness of the risks and consequences of driving impaired, it is anticipated a change in behaviour and attitude will reduce the number of fatal and serious crashes.</p>
<p><b>William Colenso College Student Drivers Licensing Programme</b></p> <p>A drivers licensing program targeted at youth who are driving (or at risk of driving) without the appropriate licence.</p> <p>Project partners: William Colenso College, Police, Got Drive Trust, TPK and NCC.</p>	<p>Started in 2014 this programme now includes the learners, restricted and full drivers licence. To date, 161 students have passed their learners licence, 40 restricted, 35 attended Defensive Drivers courses and 10 students have gained their full drivers licence.</p>	<p>Young drivers are over represented in crash statistics and a lack of experience is believed to be one of the reasons for this. This course provides participants with key driving skills.</p>



<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/evaluation findings)
<p><b>Crash Reduction Study</b></p> <p>Based on road safety statistics (Crash Analysis System - CAS), areas are identified that have high crash rates or where the severity of injuries is high. Road improvements can then be carried out. Projects partners: RoadSafe HB, ACC, NCC, Police, NZTA and HBDHB.</p>	<p>Two major road improvements have occurred; Prebensen Drive four laning completed between SH2B and Hyderabad Road and Te Awa Avenue stage one between Creagh Street and the North End of the Te Awa residential development.</p>	<p>Improvements to the physical road network have made these identified 'problem areas' much safer for road users.</p>
<p><b>Cycleways and cycle lanes</b></p> <p>Paths provided for cyclists and walkers that link key areas. Project partners: Pathway Trust, Rotary, HBRC and NCC.</p>	<p>Between January and June, 6.5km of off-road paths were built as part of the iWay project.</p>	<p>It is widely accepted that the safest cycleway is an off-road track. On-road cycle lanes also make it safer, as road markings assist in separating the cyclists from vehicles.</p>
<p><b>Kea Crossing Review</b></p> <p>A physical inspection and information provided to Napier schools with Kea Crossings (road crossing point where school patrols can control traffic and safely guide children across the street). Project partners: NCC, Police, NZTA and local schools.</p>	<p>The new Kea Crossing manual was launched in March 2016 at Onekawa School. A review of all Napier school Kea Crossings has started.</p>	<p>Kea crossings provide children with a safe place to cross the road. The review will lead to re-painting faded lines and replacement of any broken signage later in the year.</p>



<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/evaluation findings)
<p><b>Road Safety Education Programme</b></p> <p>A road safety programme held at the Hawke’s Bay prison focussed on leadership, breaking the recidivist drink drive cycle, changing behaviours and attitudes along with consequences of poor decision making and the repercussions for all road users.</p> <p>Project partners: Department of Corrections, RoadSafe HB and Police.</p>	<p>The programme is presented to 55 inmates from Unit 4 each six weeks. Work is underway on a framework that supports the decrease in re-offending rates. Further development will include a resource that can be provided by the existing education group within the prison.</p>	<p>Participants (some high risk drivers) learn simple strategies including planning to party safely and being safe on the road, leadership and increasing the sphere of influence. Therefore increasing the safety for all road users.</p>
<p><b>Ride Forever</b></p> <p>NZTA approved motorcycle training courses ranging from daily commuters skills to advanced riding techniques.</p> <p>Project partners: ACC.</p>	<p>In this period two participants successfully completed the Gold Course, two the Silver and two the Bronze.</p>	<p>Participants gain improved skills and confidence when riding a motor bike and are therefore less likely to have an accident. The course includes riding in different conditions, wearing the right gear, maintaining your bike and taking passengers.</p>



# Goal Four: People in Napier keep themselves safe – How well are we doing?

## Our target population: Napier community

### How we measure success:

<p><b>1. Households in Napier that are members of a Neighbourhood Support Group</b></p> <p>There are currently 10,443 members of Neighbourhood Support Groups in Napier. This is almost half of all Napier households (48%).</p> <p><b>Households in Napier that are members of a Neighbourhood Support Group</b></p> <p>Source: Napier Neighbourhood Support</p>	<p><b>2. Number of households with an emergency survival kit</b></p> <p>The number of surveyed households with an emergency survival kit remains over half with 59% in 2016. Of surveyed households 57% had an emergency plan.</p> <p><b>Napier households with an emergency survival kit</b></p> <p>Source: NCC Siren Survey (April)</p>	<p><b>3. Number of working smoke alarms in Napier homes</b></p> <p>The number of surveyed households with working smoke alarms has remained high over the last five years. Over 95% of households had working smoke alarms.</p> <p><b>Napier households with working smoke alarms</b></p> <p>Source: NCC Siren Survey (April)</p>
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### The story behind the data

Overall, these are encouraging indicators that show Napier residents and the Safer Napier programme are actively doing things to help keep people safer. Napier Neighbourhood Support continues to be a good way to promote community connections and share information. Focus areas in 2017 are: strengthening community connections, emergency readiness, community education and awareness of safety issues, community pride and healthy, accessible housing. Target groups are whānau / families, people with disabilities and tsunami red zone communities.

**Note:** The NCC Siren Survey results give a general trend but not absolute figures for all Napier households. This survey was not conducted in April 2015.



## Community resilience projects include:

<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (% change in KAB/impacts/environmental changes – evaluation findings)
<p><b>Siren Testing</b></p> <p>A testing exercise to determine current civil defence siren coverage and raise awareness/remind people to be prepared for an emergency. After these tests, the general public is asked to complete a survey form. Project partners: NCC, NZ Fire Service and NNHS.</p>	<p>The test was conducted in April with all 17 sirens activated across the city successfully.</p>	<p>Of the 414 people who completed the siren test survey, 86% heard the sirens. On hearing the sirens 58% of people surveyed remembered to check their smoke alarms, emergency kits and stored water.</p>
<p><b>Public Education</b></p> <p>Increase awareness and community preparedness for a civil defence emergency. Project partner: NCC.</p>	<p>A total of 17 presentations were given to a range of community, business and educational groups.</p> <p>Nine pre-designated Civil Defence Centres are located at community halls and schools throughout Napier. There were 62 civil defence volunteers trained in first aid and Emergency Management.</p> <p>Public Information resources such as bookmarks, wallet cards and notepads are available. These list Civil Defence Centres, helpful websites, radio frequencies and general emergency evacuation information.</p>	<p>Of the April Siren survey respondents, 57% stated they have an emergency plan.</p>



<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (% change in KAB/impacts/environmental changes – evaluation findings)
<p><b>Mobile Emergency Operations Centre</b></p> <p>A self-contained, satellite communications trailer which can be deployed and activated in an emergency, providing Internet connectivity to the Ministry of Civil Defence even in the event of internet and power failure.</p> <p>Project Partners: NCC and business groups – Revolutionz (Neocom, Big Save and effx solutions).</p>	<p>One trailer including tent, power generator and permanent off-shore contact.</p> <p>Due to work on the trailer the efficiency of the connection and operation is now at 100%.</p>	<p>Civil defence volunteers are trained to respond and establish the connections on activation. The trailer is available for other regions experiencing civil defence emergencies.</p>
<p><b>Tangitū Bay Watch</b></p> <p>Community Resilience planning in the Bay View, Whirinaki, Tangoio and Eskdale area.</p> <p>Project partners: Hawke’s Bay Civil Defence Emergency Management Group and the local community.</p>	<p>Held workshop to identify local hazards, impacts and vulnerabilities plus ascertain community resources.</p>	<p>A group of local people are working with Civil Defence Officers to make their community more prepared in case of an emergency.</p>
<p><b>Safe as Houses</b></p> <p>Door to door home safety assessments in a target street to raise awareness of issues and make physical changes to the home environment to prevent risks of falls, fire, crime and manage natural hazards.</p> <p>Project partners: NCC, ACC, Police, NZ Fire, NNHS and HNZC.</p> <p>See case study page 27.</p>	<p>In Napier streets; Rutherford Rd, Barker Rd and Rata St, 53 homes participated. All received key messages about emergency readiness and keeping yourself safe. A Get Ready Starter kit including a 25l water container was given to 21 households.</p>	<p>Households have an increased knowledge of what to do in an emergency and many now have a Get Ready Kit and household plan.</p>



<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (% change in KAB/impacts/environmental changes – evaluation findings)
<p><b>People Savers</b></p> <p>A free basic first aid course offered to Year 5 to 8 students. The People Savers course allows the children to be part of the chain of survival and teaches them what to do in an emergency.</p> <p>Project partners: NZ Red Cross and Napier Schools.</p>	<p>In Napier eight courses were delivered to 169 participants.</p> <p>The course covers dangers at an accident scene, how to call for help, care of an unconscious person, treatment for choking, burns, bleeding, shock, broken bones and poisons.</p>	<p>There are now 169 Napier 8 to 12 year olds who are better prepared to act in an emergency situation.</p>
<p><b>Outreach Service for Homeless/Rough Sleepers</b></p> <p>A project initiated to help find out more about those who are living on the street in Napier. The project also involved providing a service to work alongside individuals who are entrenched 'rough sleepers' or at high risk of becoming so.</p> <p>Project partners; Whatever it Takes Trust (WIT), NCC, Salvation Army Corp, Cross Sector Group – Homelessness.</p>	<p>Thirty one people indicated they wanted support around housing and the Outreach service opened its doors in February 2016. The research reported on the nature and scale of those living 'without shelter'. It identified that most people wanted to be housed, with supervision.</p>	<p>This service provides a much needed connection to services for this group of vulnerable people. Personal outcomes include: nine individuals being placed into housing and one person gaining employment.</p>



<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (% change in KAB/impacts/environmental changes – evaluation findings)
<p><b>Napier Connects</b></p> <p>Napier Connects is an initiative that supports community-led activities and projects that aim to encourage older people to become more engaged with their community, while addressing the social isolation that some of them experience.</p> <p>Project partners: NCC, MSD, TKHA, Age Concern, Grey Power, Volunteering HB, DIA and Napier RSA.</p>	<p>A toolkit that shares best practice from initial planning right through to measuring success has been produced and is available online, <a href="http://www.napier.govt.nz/napier/community-development/seniors/napier-connects-toolkit/">www.napier.govt.nz/napier/community-development/seniors/napier-connects-toolkit/</a></p> <p>It has received 733 page views since the toolkit went online in June 2015.</p>	<p>The online tool kit is an effective way to share knowledge and best practice with other regions who wish to address social isolation in the elderly.</p>



# Goal Five: Napier is free from alcohol related harm – How are we doing?

## Our target population: Napier community

### How we measure success:

<p><b>1. Number of alcohol related fatal and serious road crashes</b></p> <p>The number of road crashes where driver alcohol was a contributing factor in Napier has remained fairly steady over the last five years. In 2016 there were four alcohol related crashes that led to serious injuries.</p> <table border="1"> <caption>Alcohol related fatal and serious road crashes in Napier</caption> <thead> <tr> <th>Year</th> <th>Fatal</th> <th>Serious</th> </tr> </thead> <tbody> <tr> <td>2012</td> <td>1</td> <td>3</td> </tr> <tr> <td>2013</td> <td>1</td> <td>4</td> </tr> <tr> <td>2014</td> <td>1</td> <td>3</td> </tr> <tr> <td>2015</td> <td>1</td> <td>4</td> </tr> <tr> <td>2016</td> <td>1</td> <td>4</td> </tr> </tbody> </table> <p>Source: CAS*</p>	Year	Fatal	Serious	2012	1	3	2013	1	4	2014	1	3	2015	1	4	2016	1	4	<p><b>2. Number of excess breath and blood alcohol traffic proceedings</b></p> <p>The number of excess breath and blood alcohol traffic proceedings for drivers decreased between 2012 (576 proceedings) and 2016 (266 proceedings*).</p> <table border="1"> <caption>Napier excess breath / blood alcohol traffic proceedings</caption> <thead> <tr> <th>Year</th> <th>Proceedings</th> </tr> </thead> <tbody> <tr> <td>2012</td> <td>576</td> </tr> <tr> <td>2013</td> <td>500</td> </tr> <tr> <td>2014</td> <td>400</td> </tr> <tr> <td>2015</td> <td>300</td> </tr> <tr> <td>2016</td> <td>266</td> </tr> </tbody> </table> <p>Source: Police provisional data*</p>	Year	Proceedings	2012	576	2013	500	2014	400	2015	300	2016	266	<p><b>3. Rate of Napier 15 years and older hospitalisations wholly attributed to alcohol (per 100,000 people)</b></p> <p>The rate of people living in Napier admitted to hospital due to alcohol related conditions and injuries increased overall between 2010/11 (487) and 2014/16 (514). Māori have however shown a decrease in rate.</p> <table border="1"> <caption>Napier hospitalisations wholly attributed to alcohol per 100,000 15 yrs +</caption> <thead> <tr> <th>Year</th> <th>Rate</th> </tr> </thead> <tbody> <tr> <td>2010/11</td> <td>487</td> </tr> <tr> <td>2011/12</td> <td>480</td> </tr> <tr> <td>2012/13</td> <td>470</td> </tr> <tr> <td>2013/14</td> <td>480</td> </tr> <tr> <td>2014/15</td> <td>514</td> </tr> </tbody> </table> <p>Source: HBDHB Data Warehouse</p>	Year	Rate	2010/11	487	2011/12	480	2012/13	470	2013/14	480	2014/15	514
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### The story behind the data

The decrease in excess breath and blood alcohol traffic proceedings reflects the work that has been happening both locally and nationally to increase the awareness and effects of alcohol related harm. However hazardous drinking rates are over 60% higher in Hawke’s Bay than nationally and continue to cause widespread harm. Hawke’s Bay has higher death rates for alcohol related disease, higher incidences of road fatalities and higher alcohol related offending than the national averages\*\*. Alcohol related harm remains a Safer Napier priority with this goal being expanded in 2017 to addiction related harm. The focus areas are alcohol, illicit drugs and gambling.

**Notes:** \*Data is from a dynamic operational database and subject to change, however change is predicted to be minor. \*\*Hawke’s Bay Health Equity Report. Wholly attributable hospitalisations rates reported here are higher than previous reported rates due to changes in the methodology of identifying cases.



## Alcohol-related harm projects include:

<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/evaluation findings)
<p><b>Ease Up in the Bay</b></p> <p>A programme to assist sports clubs to manage alcohol responsibly, thereby reducing alcohol-related harm in the community.</p> <p>Project partners: HBDHB, ACC, Sport HB and Police.</p>	<p>Since the pilot in 2014, there are now five Napier based clubs involved in the programme; Napier Pirates Rugby Club, Maraenui Rugby and Sports Club, Napier City Rovers, Taradale and Sports Club, Eskdale Rugby and Sports Club.</p>	<p>This is a highly effective programme with identified outcomes including; changed host responsibility policies, more effective relationships with Police, club members feeling safer and more able to bring children into the club room environment.</p>
<p><b>One for One</b></p> <p>A visible campaign that supports people at large events to engage in responsible drinking behaviours by consuming water.</p> <p>Project partners: Joint Alcohol Strategy Reference Group; NCC, HDC, Council Liquor Licence personnel, Police, ACC and HBDHB.</p> <p>See case study page 29.</p>	<p>A team of eight promoted the high profile Hawke's Bay 'One for One' campaign at the Simply Red Mission Concert to concert goers aged 18+.</p> <p>Over one thousand (1,100) branded bottles were distributed and people completed the drinking behaviour quiz.</p>	<p>The objective of the campaign is to raise awareness that people can drink responsibly and enjoy themselves at events such as concerts without causing harm to themselves or others through excessive consumption of alcohol.</p> <p>People who did the scratchie quiz commented on an increased knowledge of responsible drinking.</p>
<p><b>Alcohol Free Events</b></p> <p>A range of community and city-wide events.</p> <p>Project partners: NCC and various partners depending on events.</p>	<p>There have been over 30 events held (led or supported by Napier City Council).</p>	<p>Provision of these opportunities allows people especially youth to engage without the presence of alcohol.</p>



<b>What did you do?</b> (title/brief narrative description)	<b>How well did you do it?</b> (reach/numbers)	<b>Is anyone better off?</b> (impacts/environmental changes/evaluation findings)
<p><b>Alcohol Control Purchase Operations (CPO)</b>            Planned operations to monitor the sale and supply of liquor to minors using supervised volunteers aged between 15 and 17 years attempting to buy alcohol from off-licensed, on-licensed and special licensed premises. Project partners: HBDHB, NCC, Police and ACC.</p>	<p>One CPO was conducted during which nine licensed premises were visited. There were no sales made to the underage volunteers.</p>	<p>Monitoring the sale of alcohol to minors and prosecuting those that do limits the ability of underage drinkers to buy alcohol.</p>
<p><b>Liquor bans</b>            NCC bylaw prohibiting the consumption of alcohol in identified areas 24 hours with the exception of Westshore where the ban runs between 8pm and 6am every day. Project partners: NCC and Police.</p>	<p>Napier has six liquor ban areas; Napier CBD, Ahuriri, Marewa, Maraenui, Taradale and Westshore.</p>	<p>Liquor bans enable police to enforce the law and prosecute problem drinkers in areas where alcohol abuse is getting out of hand.</p>



# Safer Napier Case Studies, January – June 2016

## Case study 1: Safe as Houses

**Initiative/Programme Name:** Safe as Houses – Rutherford / Barker Rd and Rata St



**Issue/Population Group Addressed:**

Issue: Home safety, including injury from falls and fire, crime prevention, Civil Defence preparedness and isolation / community connections.

Target group: Working age people and their families. In areas who have had criminal activity identified in the recent past and have no or inactive Neighbourhood Support Group operating.

**Goal:**

Increase awareness of safety issues and make physical changes to the home environment to prevent risk of falls, fire, and crime while increasing Civil Defence preparedness. Encourage interaction and connectedness between neighbours.

**Partners:**

Napier City Council (NCC) Community Strategies and Emergency Management, Accident Compensation Corporation (ACC), NZ Police, NZ Fire Service, Napier Neighbourhood Support (NNHS) and Housing New Zealand Corporation (HNZC).



**Evidence reviewed before implementing programme:** (i.e. Link to peer reviewed journal article, national strategy, guidelines on best practice etc.) Story behind data.

ACC statistics show that 55% of all injuries in Napier for 2012/2013 occurred at home and cost \$11,766,343 in ACC claims paid out. Theft, including burglary and theft from cars makes up almost



one third (31%, 2,070 offences) of all recorded offences for the Napier Police Station during 2014. Home safety is a priority for Safer Napier and this project links to the Safer Napier Strategic goals: People are injury free in Napier, People in Napier feel safe and People in Napier know how to keep themselves safe. It was originally based on the successful Tauranga Safe as Houses project.

<i>What did you do?</i>	<i>How well did you do?</i>	<i>Is anyone better off? (i.e. Changes in knowledge/attitude, Increase of skills, Safer Behaviours Safer Environments, Policy Change)</i>																								
<p>Door to door home safety assessments in two target streets were carried out with follow up actions and a street BBQ a week later.</p>	<p>A total of 53 households participated. All received key messages about fall prevention, fire safety, crime prevention and Civil Defence preparedness.</p> <p>Safety equipment and initiatives</p> <table border="1" data-bbox="488 757 1107 1592"> <thead> <tr> <th></th> <th>Rutherford &amp; Barker Rd</th> <th>Rata St</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Safe as Houses pack*</td> <td>21 (75%)</td> <td>12 (36%)</td> <td>33 (62%)</td> </tr> <tr> <td>Referral to Napier Neighbourhood Support</td> <td>13 (60%)</td> <td>21 (68%)</td> <td>34 (64%)</td> </tr> <tr> <td>Get Ready Get Thru starter kit**</td> <td>10 (45%)</td> <td>11 (35%)</td> <td>21 (40%)</td> </tr> <tr> <td>Smoke alarm check and / or installation</td> <td>2 (9%)</td> <td>8 (26%)</td> <td>10 (19%)</td> </tr> <tr> <td>Other injury prevention***</td> <td>6 (27%)</td> <td>7 (23%)</td> <td>13 (25%)</td> </tr> </tbody> </table> <p>*Varied information  **25 litre water container or torch  *** Non-slip mats, cutting back shrubs, improving lighting and road and footpath damage to reduce risk of falls</p> <p>Of the 27 surveyed participants (51% of participants)</p> <ul style="list-style-type: none"> <li>- 100% thought the officers who visited their home were helpful, polite and professional</li> <li>- 85% thought this was a worthwhile project</li> </ul>		Rutherford & Barker Rd	Rata St	Total	Safe as Houses pack*	21 (75%)	12 (36%)	33 (62%)	Referral to Napier Neighbourhood Support	13 (60%)	21 (68%)	34 (64%)	Get Ready Get Thru starter kit**	10 (45%)	11 (35%)	21 (40%)	Smoke alarm check and / or installation	2 (9%)	8 (26%)	10 (19%)	Other injury prevention***	6 (27%)	7 (23%)	13 (25%)	<p>Over three quarters (41 households, 79% of participants) have a safer environment as a result of being part of this project. This objective example of a circumstance change includes working smoke alarms, Get Ready Starter Pack and development of Neighbourhood Support Groups.</p> <p>In addition, of those surveyed half (52%) had made additional changes to improve their own or their family's safety. These changes were in addition to the actions the agencies and groups involved implemented.</p> <p>The evaluation found an increased awareness of home safety issues.</p>
	Rutherford & Barker Rd	Rata St	Total																							
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## Case study 2: 'One for One' at large events

**Initiative/Programme Name:** 'One for One' at Large Events – Mission Concert February 2016



**Issue/Population Group Addressed:**

Harm caused by excessive consumption of alcohol at large events

**Goal:**

Raise awareness and encourage people at large events to engage in responsible drinking behaviour by consuming water

**Partners:** Hawke's Bay Joint Alcohol Strategy Group – Hawke's Bay District Health Board (HBDHB), Napier City Council (NCC), Hastings District Council (HDC), Police, and ACC.

**Evidence reviewed before implementing programme:** (i.e. Link to peer reviewed journal article, national strategy, guidelines on best practice etc.) Story behind data.

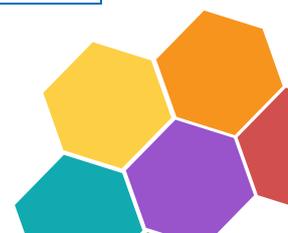
Hawke's Bay has higher death rates for alcohol related disease, higher incidences of road fatalities and higher alcohol related offending than the national averages. Nearly a quarter of people in Hawke's Bay that consume alcohol are hazardous drinkers. For both men and women (Māori and non-Māori) the rates of hazardous drinking in Hawke's Bay are nearly twice the New Zealand averages. These high rates are not explained by our younger population or our higher proportion of Māori.



Hawke's Bay hosts several annual large signature events, which involve alcohol consumption that have led to issues in the past such as Emergency Department presentations, crowd disruption, and anti-social behaviour. Behaviour at large events also reinforced the idea that hazardous drinking is an acceptable norm in our community.

This project contributes to the following priority Health Promotion Agency outcomes:

- 1) Shifting the drinking culture towards more people drinking at low-risk levels or not drinking, and less tolerance of high-risk drinking



2) Managing the responsible consumption of alcohol.

The project also contributes to the following objectives of the National Drug Policy framework (2015-2020):

- 1) Reducing hazardous drinking of alcohol
- 2) Reducing alcohol and other drug-related illness and injury
- 3) Shifting our attitudes towards alcohol and other drugs.

<i>What did you do?</i>	<i>How well did you do?</i>	<i>Is anyone better off?</i> <i>(i.e. Changes in knowledge/attitude, Increase of skills, Safer Behaviours Safer Environments, Policy Change)</i>
<p>A team of eight promoted the high profile Hawke's Bay 'One for One' campaign at the Simply Red Mission Concert to concert goers aged 18+.</p> <p>Drink one glass of water for every alcoholic drink.</p> <p>The team's gazebo was set up in the food court area of the concert, just along from the large water tank provided by the event operator, and the main bar.</p>	<p>Over one thousand (1,100) branded bottles were distributed</p> <p>1,000 (recyclable) 'One for One' paper cups of (unflavoured) sparkling water were distributed, including to people waiting in queues for food and the bar.</p> <p>All bottles and cups of water were handed out with a copy of the Drink Check pamphlet including a scratchie multi-choice quiz on drinking behaviour.</p> <p>The 'One for One' message was promoted in advance on NCC and HBDHB's Facebook pages.</p> <p>Event attendees had a genuine interest in learning about their drinking levels, and completing the drinking behaviour quiz – made more appealing when hearing it's a 'scratchie'.</p>	<p>People who did the scratchie quiz commented on an increased knowledge of responsible drinking.</p> <p>Behavioural changes included observations of people filling up and drinking water from their bottles. Police colleagues comment that although this was a much smaller crowd and an older demographic compared to previous Mission concerts, it was by far the best in regard to intoxication levels compared to previous events held by this promoter.</p> <p>Wider benefits include; maintaining the profile of the 'One for One' message with the target audience, working collaboratively with other agencies, sharing findings with others, and positive feedback from the promoter.</p> <p>The 'One for One' campaign was highlighted in the March 2016 edition of the national AlcoholNZ publication (<a href="http://alcohol.org.nz/resources-research/alcohol-resources/alcoholnz-magazine/alcoholnz-march-2016">http://alcohol.org.nz/resources-research/alcohol-resources/alcoholnz-magazine/alcoholnz-march-2016</a>) and also the March 2016 edition of the HBDHB CEO's In Focus newsletter, extending the campaign profile to a range of audiences.</p>



## Abbreviations

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Accident Compensation Corporation	ACC
Hastings District Council	HDC
Hawke's Bay District Health Board	HBDHB
Hawke's Bay Regional Council	HBRC
Health Hawke's Bay	HHB
Housing New Zealand Corporation	HNZC
Ministry of Social Development	MSD
Ministry of Justice	MoJ
Napier City Council	NCC
Napier Neighbourhood Support	NNHS
New Zealand Fire Service	NZ Fire Service
New Zealand Police	Police
New Zealand Red Cross	NZ Red Cross
New Zealand Transport Agency	NZTA
RoadSafe Hawke's Bay	RoadSafe HB
Sport Hawke's Bay	Sport HB
Te Kupenga Hauora - Ahuriri	TKHA
Te Puni Kōkiri	TPK
Te Taiwhenua O Heretaunga	TTOH
Volunteering Hawke's Bay	Volunteering HB

