

CASE STUDIES

BUILDING A SOLID BASE OF INFORMATION

THE INJURY PREVENTION INFORMATION CENTRE

Gay Richards says that tackling the tough questions is what makes her job as manager and information specialist at the Injury Prevention Information Centre so interesting.

"I enjoy the challenge of meeting the differing needs of people from a broad range of organisations and ethnic backgrounds and it is great to be connected with people who are trying to make a difference."

The Injury Prevention Information Centre is based at The University of Auckland's School of Population Health.

Gay has a Masters in Library and Information Studies and has more than twenty years experience as a librarian in the health, education and business sectors.

Much of her work involves disseminating the results of New Zealand-based and relevant international injury prevention research to injury prevention sector practitioners, service providers, policymakers and researchers.

"The problem for the injury prevention sector is that the information is all over the place and covers so many fields. Much of it is locked up in scientific journals which can make it extremely difficult for community-based organisations at the coalface of injury prevention to source the material they require. We are the bridge that assists them to access that material."

Sometimes Gay's role is as simple as directing people to selected online websites, databases and publications.

"Typing a keyword into Google can be an effective way to search but we have easy access to a wealth of online resources that are dedicated to injury prevention. A targeted search will help people to find the information they need so much quicker."

The Centre's own website is an excellent first point of reference. It has an Injury Literature Database that includes a catalogue of the centre's library and a selective index to research articles, reports, websites and newsletters. There is also a directory with contact details of almost 350 people working in injury prevention in New Zealand, along with research bulletins and fact sheets that

Access to UP-TO-DATE INFORMATION and injury DATA UNDERPINS the entire injury prevention SPECTRUM and aids the development of the most EFFECTIVE interventions

highlight injury prevention research carried out at the University of Auckland.

"A lot of information is accessible online however I do prefer that people contact me so I can ensure that they are being provided with the most up-to-date information for their query."

Gay also answers quick reference questions relating to injury prevention and control, provides statistics, finds resources on specific injury topics and conducts literature searches.

The Centre is also a valuable resource for organisations planning to implement an injury prevention project, she says.

"We can advise organisations whether their idea has been previously evaluated and tried either in New Zealand or overseas and whether or not it was a success. There are only limited resources available in New Zealand so organisations usually undertake careful research before any money is spent."

Gay works hard to ensure that good information is disseminated to Maori and Pacific Groups.

"I'm always actively trying to include material that is of relevance to these groups however there has not been a great deal of injury prevention work done around these cultures. It can be a challenge to both find the material and get it out to groups that are working in these areas."

The Injury Prevention Information Centre provides the most comprehensive range of information for the whole sector, says Gay.

"In addition there are other organisations that provide information with a more specific focus in fields such as Safekids that focuses on child safety. It was this organisation that adapted the Spectrum of Prevention model used by injury prevention organisations in New Zealand."

Gay likes the collaborative approach that is found in the sector.

A MAORI AND PACIFIC PERSPECTIVE

Trina Baggett, Injury Prevention Coordinator, Kahungunu Executive and Pepe Sapolu-Reweti, National Pacific Manager, Injury Prevention Network Aotearoa agree that it can be challenging to access injury prevention project information with a Maori or Pacific Island focus.

"I generally contact Gay at the Injury Prevention Information Centre immediately as her response to any request is always prompt and thorough and she is willing to go the extra mile to find as much information as possible. With her help I can get on with my job without spending hours looking for something that is at Gay's fingertips," says Pepe.

Trina has recently used the service to source literature reviews on the prevalence of dog attacks in Aotearoa New Zealand in addition to the benefits of Tai Chi for Arthritis to assist with a programme she was developing for the Maori community.

"Gay provides a fantastic service and is very supportive. She openly shares her knowledge and has also opened opportunities for me to develop my own research skills. With her help I am able to make an informed decision about whether or not to progress with a project."

"We all draw from each other and no one works in isolation."

Gay says that having access to a solid base of information is extremely important in injury prevention work.

"Access to up-to-date information and injury data underpins the entire injury prevention spectrum and aids the development of the most effective interventions."

FOSTERING COALITIONS & NETWORKS

SOUTHLAND SAFETY WORKOUT

A network including government agencies, three Councils and some of Southland's largest employers is working together to reduce non-work related injuries in the region.

Nic Miller, Injury Prevention Consultant from ACC, Invercargill says the Southland Safety Workout (previously know as Sphere of Influence) coalition grew from initial work ACC was completing with the Invercargill City Council and the Southland District Health Board in 2007.

"These organisations had identified that their staff were having large numbers of non-work injuries compared to work-related injuries". While they had health and safety protocols in place to deal with injuries at work they were keen to reduce the number of injuries that were occurring outside the workplace."

After reviewing their staff's injury claims, the organisations identified similar topics of concern, says Nic.

"The areas that tended to be raised included road safety, this was due to these organisations having fleet vehicles and so they were looking at things such as policies, fatigue and vehicle technology. Sports injuries and home safety were recognised as other key areas of risk."

ACC and these organisations then looked at how they could work together to educate and influence staff about these issues.

Nic says that around the time of Safety NZ Week other organisations began to show an interest in the project and the coalition started to grow from there.

"Rather than reinvent the wheel ACC called a meeting that brought in the region's two other Councils and key influences in the community including the Invercargill Licensing Trust and major employers such as Fonterra, Southport and New Zealand Aluminium Smelters. We talked about how, as a network, we could look at the four major topics around non-work related injury – road safety, sport safety, home safety and safe holidays, and come up with a plan to implement these strategies."

Four different safety topics are now addressed by the coalition each year, with

We now come TOGETHER before each TOPIC to discuss the ISSUES that each ORGANISATION is facing with regards to it in their WORKPLACE. Everyone WORKS TOGETHER.

each topic running for three months.

Nic says that the coalition has come along way from its initial stages when ACC simply gathered the appropriate information about each topic and disseminated it to the organisations involved that would then get it out to their employers.

"We now come together before each topic to discuss the issues that each organisation is facing with regards to it in their workplace. Everyone works together to share ideas and resources. For example if one organisation decides to run a project it will inform all the other agencies in the coalition and invite them along as well. This is exactly the sort of outcome we were hoping for."

Another positive is that other agencies and organisations within the community with specific areas of expertise, such as NZ Police, Plunket, Mitre 10 Mega and Road Safety Coordinators, are brought in to assist with topics that are pertinent to them.

Nic says that the non-work injury prevention work being carried out by the coalition is impacting right across the region.

"These organisations have over 5000 employees between them and are recognised as leaders in the community. As well as reaching their employees, the information is also going out to their families and the wider community."

With three Councils involved in the coalition, Nic says there has been a more cohesive approach to planning around Injury Prevention.

Anecdotally there has been a drop in non-work related injuries from the organisations involved in the coalition. "We don't have a formal system to track the numbers yet - that is the next part of the plan, but the feedback is very positive."

She says the strength of the support networks and the sharing of ideas and

HOME SAFETY FOCUS for Safety NZ Week

Southland Sphere of Influence coalition partners focussed on Home Safety as part of Safety NZ Week. Throughout the week and as part of the plan they shared both resources and activities focussing on Home Safety which collectively targeted over 5000 employees. These employees then passed the messages onto their families, whanau and the wider community.

"One key aspect of this coalition group is that we have the key players sitting at the table to be able to make the key decisions. They can then work together with the other partners to come up with ideas and follow these through," says Nic Miller, Injury Prevention Consultant from ACC.

Some examples of this during Safety NZ Week included:

The City Council supplied all of their Council Homes with the Safety in the Home resources

Discussions were held with the Licensing Trust and the Council about promoting the Home Safety message on a projection screen to be used at various events throughout the week.

The Council and Licensing Trust also provided prizes for a competition which was run in the community paper.

A driveway hazards demonstration was set up and all agencies were invited to attend.

information within the coalition is a huge asset to injury prevention work in the region.

"Southland is a bit like that. We have a good community base here and everyone is willing to work together."

STRENGTHENING INDIVIDUAL KNOWLEDGE AND SKILLS

TE KOTUKU - BOOK AND JIGSAW PUZZLE PROJECT

A set of book and jigsaw puzzle resources developed by Gisborne firefighter Allan Brown are helping to educate young children about safety at home, in the playground, and on New Zealand roads.

The project, Te Kotuku, was named after Allan's youngest daughter. It is also the Maori name for the White Heron which according to Maori legend is symbolic of safety and protection. Allan had the idea for developing the resources in the late 1990s when Te Kotuku was a pre-schooler. "When she started going to Kohanga Reo I noticed that there were no Maori language educational resources around health and safety which was important to me both as a father and as a fire fighter. I visited numerous toy stores and chatted to puzzle manufacturers who confirmed that these resources simply didn't exist."

Later, when Te Kotuku was around five or six she had a cup of hot tea spilt over her and ended up in Waikato Hospital being treated for burns. "I still vividly recall the Plunket Nurse showing us how to change her dressings which was a painful experience for both Te Kotuku and myself."

Allan was particularly concerned by the disproportionately high number of Maori children that were being hospitalised by largely preventable injuries such as burns and scalds, pedestrian injuries and motor vehicle accidents. "I was determined to help educate my daughter and other young children about keeping themselves safe, so decided to make some resources myself."

With the help of an author and illustrator, Allan produced Te Kotuku's first book, *Kotuku Saves the Day* which tells the story of a child who forgets to fasten his seatbelt on a trip to the

beach with his family. He also developed thirteen jigsaw puzzles with themes including Fire Safety, Water Safety, Crossing the Road, Jug Cords, Stranger Danger and Pot Handles. Each of the puzzles has a colourful drawing, with Te Kotuku, (the white heron) providing the safety message in either English, Maori, Samoan or Tongan. "The puzzles are screen-printed by craftsman and the individual pieces are cut out by hand and sanded to remove any sharp edges. We have used non-toxic paint and a water based lacquer to finish them," says Allan.

From the puzzles came more books, which have since been recorded as bi-lingual radio stories that won the Best Maori Broadcast section at the New Zealand Radio Awards in 2008. In 2009 Allan presented a case study to the IPNANZ conference called Kai Whai Oranga a Mokopuna (or 'well child') which gave the resources a national profile. Te Kotuku was also a finalist in the Te Taura Whiri i Te Reo Maori Awards –Maori Language Commission awards in 2009.

When Allan first developed the Te Kotuku products he approached ACC and won a contract to provide them to Kohanga Reo in the far north. "The resource also has a Maori language component which fits well with Kohanga Reo's main focus on preserving Te Reo." Allan has promoted the resources via Kohanga Reo, through websites, radio, by word of mouth, attending conferences and on sales trips around the North Island. He is a member of the Injury Prevention Network Aotearoa New Zealand and says that he has enjoyed the opportunity to connect with "like minded people" who see value in the resources.

"I have worked with organisations including Maori and Government agencies, ACC and the Fire Service who

TALKING BIRDS

Promote Safety Message

One of the latest additions to the Te Kotuku family of resources is a Kotuku bird suit that is used when to deliver health and safety messages to young children. Allan Brown of Te Kotuku says that children respond very well when someone is dressed up in the suit and engaging with them.

"The children are beginning to understand that when the Kotuku comes to visit that they are going to learn something to do with safety in the home or their environment. The bird stimulates activity and connects the children to the message."

In addition to its range of books, jigsaw puzzles, radio stories and "big bird", Te Kotuku has developed a sample talking bird that speaks in both Maori and English. "We are continually looking at new and innovative ways to get the safety message across."

have all been very supportive."

Te Kotuku's educational programme comes with a teacher's lesson planner to help them get the most out of the resources, he says.

Allan believes that community based knowledge and strengthening individual knowledge and skills are keys to achieving a reduction in injuries to young children. "This will only happen through education which is a work in progress every day. If we all do a little then we can make our environment a safer place for our children and this is the primary goal of Te Kotuku resources."

Disproportionately **HIGH NUMBER** of **MAORI CHILDREN** that were being **HOSPITALISED** by largely **PREVENTABLE INJURIES** such as **BURNS** and **SCALDS**, **PEDESTRIAN** injuries and **MOTOR VEHICLE** accidents.

PROMOTING COMMUNITY EDUCATION

INJURY PREVENTION WAIMAKARIRI - DIY FALLS PROJECT

A ladder doesn't look dangerous but it is potentially one of the most lethal pieces of equipment that we use.

Around 6500 people are affected by ladder falls in New Zealand each year, costing an estimated \$14 million in ACC claims.

When local data collected in the Waimakariri district in 2007 showed that ladder falls were a significant issue for men in the 40-49 age group, Injury Prevention Waimakariri decided to run a community education programme targeted at this group.

"It was our goal to reduce the instance of ladder falls in the district and to affect a commitment to behaviour change toward safe practice with respect to ladder use," says project co-ordinator Tessa Sturley.

The organisation put together a project team that included Site Safe, ACC, the Brain Injury Association and St John's Ambulance in addition to a local physiotherapist, hire company and Mitre 10 store.

One of the first strategies was to develop a local brand for the campaign to be used for all advertising and media material and to create eye-catching visual displays at promotional events.

A formative evaluation was then developed and set up as a competition to gauge user practice. Entries were posted in all local DIY and equipment hire outlets.

"These evaluations supported local and national data, indicating that unsafe practice and ladder falls are a real issue in our community," says Tessa.

Some findings from the formative evaluation showed that :

- » 22% of ladder owners had experienced a ladder fall
- » 57% had experienced a near miss
- » 30% reported that their ladder was missing side locking straps or plastic feet
- » 60% stand on the top two steps when working on a ladder

Next, Injury Prevention Waimakariri implemented a comprehensive media

campaign around the issue including advertisements, articles and a centre page spread in a local newspaper that included the use of case studies to personalise the message.

Site Safe provided training to staff at Mitre 10 and Rangiora Hire to ensure they could offer assistance to the public about safe ladder use.

A 'Dodgy Ladder Amnesty' was held at Mitre 10 aimed at encouraging the public to discard unsafe ladders.

The project partners also organised displays at the North Canterbury Homeshow, Rangiora A & P Show

A MAJOR SUCCESS of the PROJECT was the RECOGNITION from within the COMMUNITY that LADDER FALLS are, IN FACT, A SIGNIFICANT injury issue

and Oxford A & P Show, where they distributed brochures, stickers and giveaways. They ran a competition with the aim of raising awareness about unsafe ladder practice.

"We were thrilled by the number of entries with over 300 people entering the Homeshow competition," says Tessa.

To round off the campaign a Ladder Safety Day was held at Mitre 10 Mega. This included an impact evaluation of the campaign which also ran alongside a competition.

Conclusions reached from the 203 respondents in the impact evaluation campaign included :

- 86% had committed to behaviour change as a result of the campaign
- 58% had spoken to others about the issue as a result of the campaign

There was a 51% increase between the formative and impact evaluations in the number of people who would get someone to hold the ladder as they climbed

Other positive outcomes included - employers taking information away for

Lindsay's STORY

A ladder fall continues to have a devastating impact on Lindsay's life. He was a successful car salesman when he fell backwards off a ladder into his Christchurch garden and was knocked unconscious several years ago.

"I just rushed to get the job done without taking the proper care," he says.

Lindsay's fall and resulting head injury have led to dramatic behaviour changes which have cost him his partner, his family, his work and even his home.

He now struggles to do a couple of hours of manual labour at a time. Other symptoms of his head injury include short-term memory loss, chronic fatigue, noise intolerance, speech difficulties and light intolerance.

"I've completely lost my confidence and at times can struggle to make even the simplest decisions." What makes it harder is that people think Lindsay is OK when he's not, he says.

"People don't understand head injuries because they can't see anything. They wonder why you are on a sickness benefit when you can obviously walk and talk."

Just one moment's inattention was enough to change Lindsay's life forever.

"I really feel as if I'm in nowhere land."

their staff; employees concerned about safety within their organisation taking information for their employer; and businesses booking Site Safe courses on ladder safety.

Tessa says a major success of the project was the recognition from within the community that ladder falls are, in fact, a significant injury issue.

"Given the project's target demographic of men aged 40 to 49 we thought we might have had a hard road to get the message across, but we were very pleased by the level of engagement we had with this group and their willingness to share their own ladder safety and injury stories."

EDUCATING PROVIDERS

RAISING AWARENESS OF HEALTH AND SAFETY ISSUES FOR PACIFIC WORKERS

The Puataunofu Manukau Project is raising awareness of health and safety issues for Pacific workers to provide them with the tools to 'Come Home Safely' after a day in the workplace.

In 2006 the second-highest rate for workplace injury claims were from Pacific peoples who are often over-represented in semi-skilled or low skilled jobs.

A number of stakeholders including the Manukau City Council, Council of Trade Unions Komiti Pasefika, Engineering Printing and Manufacturing Union, Department of Labour, Accident Compensation Corporation, and Ministry of Pacific Island Affairs worked together to develop the programme to raise awareness of health and safety issues for Pacific people in Manukau.

They chose the name Puataunofu for the project, which comes from a popular Pacific flower and is also a Samoan concept that refers to the integral centre of flowers in the Pacific. This symbolises the collaborative opportunity for key stakeholders to work together towards this common goal.

A successful pilot project was conducted from March 2008 to March 2009.

Four companies in Manukau that employ high numbers of Pacific staff – APN Print, Heller Tasty, Big Tuff Pallets and Amcor Kiwi Packaging, were invited to be involved in the pilot.

Contact was also made with agencies that had an interest in health and safety in the workplace including Enterprising Manukau, Employers Manufacturing Association and Safe Communities Foundation New Zealand.

The Department of Labour conducted meetings with the managers and health and safety coordinators of the four participating companies to secure dates and venues for Health and Safety Workshops that were delivered to their identified employees using culturally appropriate protocols.

The workshops started with a PowerPoint presentation that showed pictures of hazards and safety themes. The attendees were then encouraged to share their own stories of workplace safety experiences before ACC presented an overview of its role in assisting to prevent injury in the workplace. Prizes were then handed out during a question and answer session.

The project team also developed a Communications Resource Kit, using Radio 531pi community talkback programmes, developing a Health and Safety Song Project, running a Health and Safety Breakfast and producing a DVD called 'Come Home Safely'.

The 10 minute documentary features two Pacific workers telling their personal stories of serious accidents in the workplace which are intercut with re-enactments. The DVD can be played in English, Tongan or Samoan.

The Puataunofu Manukau Project has already been recognised at industry awards.

It received a commendation at the Safeguard Awards and some of those involved in the project were invited to run a workshop at the International Safe Communities Conference held in Christchurch in 2008.

PASSPORT to Pacific Youth

The Puataunofu Manukau Project is targeting young Pacific students through its Passport to Safety Project.

This web-based, self-paced learning and test programme is aimed at young people aged 15-24 years old who are preparing to enter the part time or casual workforce for the first time.

The programme can be taken on an individual basis or as part of a coordinated approach through schools or workplaces. It highlights the individual's rights and responsibilities regarding safety in the workplace.

Successful participants are awarded a 'Passport to Safety' that can be attached to their resume to demonstrate a basic awareness of workplace health and safety.

The Department of Labour sponsors the Passport to Safety Certificates for Pacific youth with Safe Communities Foundation New Zealand providing the training.

Dates and venues for HEALTH AND SAFETY WORKSHOPS that were DELIVERED to their IDENTIFIED EMPLOYEES using CULTURALLY APPROPRIATE protocols.

CHANGING ORGANISATIONAL PRACTICES

DRIVEWAY RUN-OVER PREVENTION PROJECT

A community demonstration kit developed as a result of the Driveway Run-over Prevention Project is helping to reduce the incidence of driveway run-overs in Auckland.

The kit includes a seven metre mat that is rolled out behind a vehicle; and three figurines – that are appropriate in size and shape to varying ages of toddlers, which are placed along the mat. Participants are then invited to sit in the vehicle and report what they are able to see in the vehicle mirrors or by turning around to look out the back window.

“This very simple demonstration allows participants to gauge the size of the vehicle’s blind spot and highlights the difficulty in seeing young children when they are behind it,” says Berenice Langson – Executive Officer of Child Safety Foundation NZ which is part of the project group that developed the kit and is responsible for the project’s administration.

On average, two children per month are admitted to Starship Hospital as a result of a home driveway injury, with 92% injured either in their own driveway, or that of a family member.

The aim of the kit is to reduce these statistics which have not changed significantly for the past 15 years, says Berenice.

In addition to Child Safety Foundation NZ the project’s founding group consists of representatives from Auckland District Health Board, Plunket (Waitemata & Auckland), Communities Living Injury Free (Auckland City), Injury Free Counties-Manukau and Injury Free Safe Waitakere. Safekids joined the project group in 2009.

The project initially made four community demonstration kits available for use in the Auckland community.

“These have been well utilised at a range of summer public events as well as for pre-school parent education opportunities. Feedback from participants has been very positive,” says Berenice.

The kit has also been demonstrated through a number of national forums including the Injury Prevention Network Aotearoa New Zealand (IPNANZ) conference 2007 and the Safekids leadership conference 2008.

Two CHILDREN per month are ADMITTED to Starship HOSPITAL as a result of a HOME DRIVEWAY INJURY, with 92% INJURED either in their OWN DRIVEWAY, or that of a family member.

“This raised the profile of both the injury issue and the success of the kit.”

The group has produced a DVD that highlights the use of the kit and that tells the story of a couple whose child was injured in a driveway run-over. It has also developed a ‘train the trainer’ programme and manual to assist users to utilise the kit appropriately and to ensure that they ask participants the right questions.

A pilot project was also developed with Auckland primary healthcare provider ProCare Health to provide education around the issue to the Pacific community.

“Four of ProCare’s nurses and the leaders of the 10 churches they work with in their Central and South Auckland communities also received training on the kit and its use.”

One of the key issues facing the project group has been the lack of available funding streams to support this initiative.

“Road Safety funding agencies clearly designate this issue as an off-road injury therefore it does not sit inside their funding criteria.”

She says the project group is committed to building relationships with the private sector to look at synergies and opportunities that will benefit both the project and any potential sponsor.

Berenice says the project group has promoted the purchase and use of the kits to similar organisations with “very positive results”.

“A number of community providers are seeking funding to purchase a kit for use in their area and some have already purchased one to loan to community groups to raise driver awareness.”

Each kit costs \$2,000 which Berenice believes is reasonable for a tangible resource that can be used over and over again for years to come.

“What price do we put on saving our children?”

STRATEGIES for PREVENTION of DRIVEWAY RUN-OVERS

SUPERVISION

The most important strategy for prevention is to know where the children are. Often different members of the family think someone else is with the child and many times family members do not realise the child has gone outside. Someone should be holding a child’s hand when saying goodbye to visitors.

SAFE PLACE

A safe place should be identified where children can stand when vehicles are moving in the driveway. The children need to be reminded often, practice regularly and be praised for complying.

DRIVER AWARENESS

Drivers need to check and check again before reversing. Young children should stay inside with another family member as the driver leaves.

FENCING

Ideally driveways should be fenced off from play areas to minimise the risk of children being on the driveway. Fences and gates should be in good working order.