

**INTEGRATING INJURY PREVENTION ACTIVITY
THROUGH COLLABORATION AND
CO-ORDINATION**

REGIONAL WORKSHOP, DUNEDIN

APRIL 2006

Connecting People
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Background

New Zealand Injury Prevention Strategy

The New Zealand Injury Prevention Strategy is an expression of the Government's commitment to working with organisations and groups in the wider community to improve the country's injury prevention performance. The Strategy provides a strategic framework for injury prevention activity in New Zealand. The framework is a guide for action by a range of government agencies, local government, non-government organizations, communities and individuals.¹

A workshop held in September 2004 was held to 'determine how best to integrate injury prevention activity through collaboration and co-ordination'. The workshop was designed to identify:

- Challenges that impact on collaboration and coordination of injury prevention activities (from both community and government agency perspectives)
- A model for effective collaboration and co-ordination of injury prevention activity that could be adopted by local communities.

A number of challenges were identified for the Injury Prevention sector as a whole including a need to build a 'link' between what is happening nationally and what is happening locally to enable a co-ordinated approach.

The outcome has been the collaborative development of a contract between the Ministry of Health and the New Zealand Injury Prevention Secretariat (ACC) to facilitate better co-ordination within the Injury Prevention sector using a variety of strategies.

Sandra James (Connecting People) holds the contract for the South Island and Dr Carolyn Coggan (Safe Community Foundation of New Zealand) holds the contract for the North Island. They are working closely to develop this work, so there is consistency across New Zealand.

As this work is developmental it is likely that the work outlined below will expand and/or change as community needs are assessed and addressed. Work planned is as follows:-

- Bi-monthly e-newsletter (in collaboration with NZIPS, IPNANZ, SCFNZ)
- Database of regional injury prevention activity
- 4 workshops yearly (Christchurch, Dunedin, West Coast, Nelson/Marlborough)
- Meetings with National Funders, GISC, National Agencies/Organisations, developers of national strategies
- Contribute to a database of Injury Prevention activity
- Contribute to the development of a Calendar of Events
- Promote National resources

Agenda
Community Regional Forum: Dunedin 21st April 2006
9am – 4 pm

1. Welcome and Introductions (9.00 – 10.30)

- ❖ Brief overview of day
- ❖ Introductions – where you are from, tell us about 1 project you're working on currently.

Morning tea (10.30 – 11.00)

**2. New Zealand Injury Prevention Strategy – Megan Bly
(11.00 – 11.30)**

- ❖ Progress report and highlights

3. Advancing Injury Prevention Knowledge and Information (11.30 – 12.30)

- Having access to data is essential for building the evidence base for community safety and injury prevention. This interactive session will explore:
 - Where and how participants currently access data;
 - How participants make use of the available data;
 - Limitations of the data;
 - What data needs, participants would find most helpful; and
 - Provision of an overview of what data is currently available.
 - Where to from here with the above information?

Lunch (12.30 – 1.30)

4. Integrating Injury Prevention activity through collaboration and co-ordination (2 – 3.30 pm)

- ❖ How does your organization ensure collaborative relationships between central government, local government, businesses, iwi, and community sector.
- ❖ Relationship between regional and national injury prevention key stakeholders – what are the challenges – what are some of the solutions.
- ❖ How best to facilitate networking within this region?
- ❖ How best to ensure regional/national networking occurs?

5. Concluding comments (3.30 – 4.00 pm)

- ❖ Summary of day – what worked well – what didn't
- ❖ What should be covered in next session and when should this occur

NOTES FROM PARTICIPANTS

Andy Redfern, ACC, Dunedin

Focus on 50% workplace work and safety, other areas of interest include child injury, in particular falls and older peoples falls.

Working collaboratively with Plunket to support parent education in particular the promotion of developmental messages at different times. Have reached \$55,000 - \$65,000 parents in Otago. The Campaign focuses on the distribution of a series of Postcards (4 of them), which are magnetised to be attached to the fridge. A Portable change mat, with a safety message is also distributed to parents free of charge.

An Evaluation report is available for the 1st Semester and evaluation is ongoing.

This project is similar to the Northland Project and it is to be rolled out nationally.

Contact Andy at Andy.Redfern@acc.co.nz

Bronwyn Edmond, CYFS

Bronwyn's work focuses around purchasing services for statutory agencies with regard to care, protection and youth justice for children, youth and their families, as well as community development. She has a small amount of funding available to support this work!

The service is moving under the umbrella of the Ministry of Social Development, Family and Community Services.

Some of the areas of interest include Reducing domestic and family violence.
Te Rito – Phase 1 – implementing child witness programme
Te Rito – Phase 2 – building collaboration and supporting Training for work in Family Violence.
Family Violence Circuit Breaker – working collaboratively with a co-ordinating group.

Some of the challenges Bronwyn raised are:
Competitive funding
Difficulty in getting funding sources aligned with small amount of funding being made available

And a solution
Integrated contracts would be helpful

Contact Bronwyn at Brownyn.Edmond003@cyf.govt.nz

Katrina Varian, School of Occupational Therapy

Katrina is new to the Injury Prevention scene. She has a medical background, as a GP and an interest in geriatrics especially falls in the elderly.

A stroke 20 years ago has changed Katrina's career path and her current interests have led her to realize that there is very research for those with a disability who fall, who are not elderly. And is thinking of this a PHD subject.

Katrina has forged relationships with the Disabled Persons Assembly and is interested in Health Promotion vs Health Prevention.

ACC are currently researching Falls in the 25-55 year age group and will forward this information to Katrina. However the information is banded by age, which may not be appropriate for the disabled community.

Katrina believes Physically disability falls are a huge issue and much bigger than we think. Often those falling won't tell others as they fear what the consequences may be. It is often an issue for those in the paid workforce as they are aware of Health and Safety issues and that they may be seen to be a risk.

Contact Katrina at KVARIAN@tekotago.ac.nz

CLARE ROBINSON, RESEARCHER MEDICAL SCHOOL

Clare has been working with John Campbell since 1993 on Internationally acknowledged Falls Prevention Research.

3 successful programmes have been developed and the Otago Exercise Programme is used around the world to prevent falls for older people.

Sourcing funding is a huge issue.

A programme for visually impaired people delivered by OT's is reducing falls.

The Medical School are happy to offer information for those working on falls prevention programmes. They acknowledge that it is difficult to sift through the huge amount of information and literature, and that there is differing quality and challenges in knowing what is useful and what is not.

The PROFANE website has some very good information for those working in falls prevention and would be useful for NZ projects and clinicians.

John Campbell is designing a multi-centre randomized trial exploring if known falls prevention strategies will also reduce other injuries. There are some barriers to this work, but it is very interesting.

Clare is a member of the ACC appointed Steering Group developing the National Falls Prevention Strategy.

Contact Clare at clare.robertson@stonebow.otago.ac.nz

Barb Long, Operations Manager, Plunket

Barb begun by saying that she'd collaborate with anyone who has money!!

Plunket has a very prescriptive contract with the Ministry of Health, which can make it difficult to collaborate and bring other things onto the agenda, however Plunket are very keen to find ways to link in with other organisations. And had worked very successfully with ACC on the parent education work that Andy had talked about.

Barb is a member of the Otago Mortality Review Committee – Speed, Alcohol and Suicide are the major issues presenting at the moment. This group feeds to the

National Mortality Committee and while it takes a long time for recommendations to be picked up, it will make a difference eventually.

Barb is very interested in a project around Playgrounds and their use by children with Special Needs. She feels there is a real lack of information around information and resources for parents/caregivers of children with special needs, around what play is appropriate at different developmental stages.

A suggestion was made to contact Nicola Bolt, who is a researcher with an interest in this area. There is also a Play Network, which could be useful to gather information from, or to bring the issue up with. Standards NZ also has two handbooks including one for Early Childhood Centres that has clear recommendations.

Contact Barb at barb.long@plunket.org.nz

Fraser Fyfe, ACC, Queenstown Lakes District

Fraser has worn a dress – made of Chiffon he thinks!! (Not sure how we got to this!)

Fraser's work is 50% workplace/50% community.

Some of the difficulties Fraser finds in working in injury prevention are that organisations have different objectives, and there are difficulties in aligning strategies.

Fraser has been working on residential construction injuries alongside DOL – who have the same focus, and SiteSafe – who are interested in training for builders. A very successful Construction breakfast has been held.

He has found that it is useful to work with agency who has credibility.

Contact Fraser at Fraser.Fyfe@acc.co.nz

Val Norton, National Manager, IPNANZ

Val introduced herself and talked about the work that IPNANZ do. IPNANZ is a network for those working in Injury Prevention and currently has around 180 members. There is a National Maori Manager, Carol Wrathall, working to support those working with Maori. IPNANZ has two key work areas they are:

The IPNANZ Foundation Certificate in Injury Prevention is being run in Christchurch in May and registrations are now being taken. This course meets NZQA specifications and is a great starting point for those new to the field. A future Diploma qualification is being looked at.

Organising an Injury Prevention Conference – held two yearly and usually in Wellington.

Contact Val at v.norton@ipn.org.nz

Joy Gunn, Safekids

Joy is attached to the national agency, Safekids, whose head office is in Auckland. Safekids focus is on reducing injuries for children 0-15 years.

Joy's role is to co-ordinate the National Safekids Campaign which has moved to a year long campaign.

Research is the back bone of the campaign. This year the focus is on Falls Prevention and Pedestrian Safety. One exciting initiative has been the Pacific Pedestrian Safety Kit – developed in collaboration with several other agencies.

Another, is DROP – focusing on Driveway runovers – targeted mainly at Pacific children with resources available in Maori, English and 2 Pacific languages. Plunket and ACC are supporting the campaign and targeting groups in mainly urban environments.

In 2006/07 the focus will be on Falls and Poisoning Prevention. One of the key initiatives for Poisoning will be based on the Kidsafe Taranaki work, with a focus on Paracetamol Poisoning, with funding being made available to 20 communities to do this work.

Contact Joy at JoyGunn@adhb.govt.nz

Heather Rivett, Team Manager, Christchurch – South, ACC

Heather stated that the primary goal for ACC was to 'make a difference' and that involving others was paramount. Communication and collaboration were really important both internally and externally.

Programme Development is massively under-resourced and it is difficult to get the programme developers to collaborate at the community level because of work pressures. However, Heather is working to build this link. There is a need to improve communication internally.

Heather and colleagues are working to reduce ACC's contract/programme expectations and to simplify the proposals. Watch this space!

Securing budget for the Canterbury/Otago region is difficult because ACC's funding is distributed on population base and tagged demographically.

Contact Heather at Heather.Rivett@acc.co.nz

Nic Miller, ACC, Invercargill

Nic has been in this role 3 ½ years. Prior to working for ACC Nic had a background in Physical Education. Communication and Collaboration in Southland is excellent and easy – over coffee works best!

Some of the barriers are that perhaps others aren't included and that the injury prevention community could be 'insular'. It is useful to hear about others ideas.

Nic's work focuses mainly on Home, Road, Work and Sport.

One of the big successes for Southland has been 'Harry the Hippo' made by the Anatomy department of the Otago Museum. Harry is a feature of most injury prevention programmes and can be seen in a variety of places including at Sport on a Saturday morning doing stretches and warm ups, at Schools, checking seat belts etc. Harry is a regular on More FM and even has his own section on their website!

Safekids expressed interest in doing a story on Harry for Safekids News.

Nic has also done some work on Lower Back Pain including seminars in workplaces around Management Strategies. Nic identified that there is a need to tailor this information to industry areas.

Contact Nic at Nicola.Miller@acc.co.nz

Russell Hendry, ACC, Timaru

Russell is based at the Timaru office, and covers the South Canterbury/North Otago region. He is the only Injury Prevention Consultant based at that office.

One of Russell's roles is to edit the national newsletter for the IPC network – reaching about 160 people in the organisation including the Branch Managers. The newsletter includes activities/initiatives from around the country. It's a good ideas newsletter! And great for exchanging information.

Some of Russell's other work includes child safety work in both Timaru and Oamaru. A strong partnership with Rural Women has been developed to promote safety with children in rural environments, in particular the Rural School Safety Days, which focus on getting rural safety messages to children around issues such as animals, poisons, firearms. These have run very successfully for a number of years.

Russell has also been involved in a very successful video/audio competition with an Ad being produced.

This region have 'Manu the Moa', who like 'Harry the Hippo' is a regular visitor out and about in the community promoting health and safety messages.

Contact Russell at Russell.Hendry@acc.co.nz

Max Riley, ACC, Dunedin

Max began by saying that it was fantastic to hear from everyone else, and what they were doing. He is passionate about his work with ACC and is sometimes overwhelmed by the number of issues there is to address for example, road, pedestrian, alcohol related harm, safer routes etc.

Max has been involved with some work around ATV Safety with Federated Farmers and CTR and has developed very good relationships for future work with these organisations.

Max was disappointed there wasn't representation from Health, Early Childhood, Road, workplace, Alcohol Related harm and especially Council. He suggested Fen McKay might be a good contact.

Contact Max at Max.Riley@acc.co.nz

Megan Bly, NZIPS Secretariat, ACC, Wellington

Megan introduced the work of the NZIPS Secretariat and gave a brief overview of the Strategy and how it works.

She detailed the Injury Prevention Initiatives Database which is under development. This database would be a central point for projects and would contain minimal information with contact information perhaps just the target group, a paragraph stating what it's about and contact details.

Megan shared the Secretariat's desire to support these regional workshops to build a link between what is happening locally and what is happening nationally.

Notes from Advancing Injury Prevention Knowledge and Information Workshop

Having access to data is essential for building the evidence base for community safety and injury prevention. This session explored:

- where and how participants currently access data;
- how participants make use of their available data;
- limitations of the data;
- what data requirements participants would find most useful;

Where and how do you currently access data?

A wide range of sources for injury information were listed by workshop participants, most indicated that information was sourced via the internet or through known connections. The following is a list of information sources noted by participants:

ACC
Otago University – academic databases
Library
International Researchers
Worldwide Web
Census
CYFS
PL 400 (Police)
Injury Information Manager
www.PROFANE.com
Coroners
Cochrane Review - Drownbase
IPRU & IPRU website
DHBNZ website
Safekids website
Safekids Information Centre
NZIPS website
Statistics NZ
MSD
Starship/Hospitals
IPA's & BPAC – (Best practice advocacy centre)
Coalitions
Overseas IP sites
Other organisations e.g. Water Safety NZ

How you make use of the available data?

Participants noted that most often that data was used to inform practice and to guide projects and priorities. It was also noted that data was also used to justify expenditure and to assist with Advocacy efforts.

Limitations of the Data

Limitations of the data were listed as:

- Little or no qualitative data available (sometimes the stories are most useful)
- Data collected for different reasons – can make getting a comprehensive picture difficult.
- Data alone will often not make a ‘case’ for funding programmes.
- Few people who can turn ‘research’ into a format that can be used “on the ground”
- Summarising data into a useable format.
- Academic research
- Encourage ACC to collect data on non-earners account that research can use eg settings numbers.

What data requirements would you find useful?

Workshop participants would find the following helpful:

- Local data
- Comparative data
- Data you can have confidence in
- Training on data sources/databases
- Databases presented so it’s clearer how they can be manipulated
- Understanding why data was collected
- Quantitative and qualitative data
- Cost effectiveness of particular programmes
- Cost of burden of injury

COMMENTS FROM THE DISCUSSION

Other points made during the discussion were:

- Data should be accessible.
- Information on the cost of injury prevention and the Net cost analysis would be useful
- Some data presented to communities is not detailed enough
- Some data is collected by others for different purposes therefore, not always that useful.
- Does it matter?
- Need a range of information – use best information that you can.
- Randomised studies are the most robust and provide the best results
- Knowing your community and knowing what they can digest is necessary
- Faith in your gut instinct!!
- Taking risks – needing to decide when to say it’s not working
- Need funders to acknowledge that funding won’t continue (eg Playgrounds in schools) so alternative arrangements can be made
- Sustainability is important – 1 year can make a difference

NOTES FROM INTEGRATING INJURY PREVENTION ACTIVITY THROUGH COLLABORATION AND CO-ORDINATION WORKSHOP

Participants were asked how their organisation ensures collaborative relationships between central government, local government, businesses, iwi, and community sector.

They were also asked to consider challenges between regional and national injury prevention key stakeholders and what they saw as some of the solutions

They were asked what they thought was the best way forward to ensure enhanced collaboration and co-ordination.

Workshop Participants were asked how they collaborate:

There was wide support for “Face to Face” conversations and that going to meet with individuals and continuing to build relationships was the most effective way to engage new partners and expand networks. People questioned if we e-mail too much and if this type of communication has replaced face to face relationships. Relationships take time to build, and this needs to be acknowledged as a vital part of any injury prevention project/programme.

It was also noted that there needed to be clearly identified outcomes and expectations so that individual organisations needs could be met. It also required ‘time’ to ensure that some new partners saw injury prevention as their business.

Participants felt it was often easier to collaborate when a targeted intervention had been identified rather than starting with a ‘big picture’

Safekids was an excellent example of a national collaboration working really well – they had used a community development approach including joint letterhead and organisational commitment, people were able to come and go, depending on the area of focus. The intervention was targeted but flexible.

Regional vs national – challenges and solutions

There was general agreement that regional and/or support would enhance everyday practice for those based in communities and not attached to large national organizations. A cohesive approach would ensure consistency of messages to the sector as a whole. And a series of “How to’s” along with “will do’s” would be beneficial. Relationships work across levels not up and down and there needs to be structured communication to support this. Once again there was considerable comment that the needs to be ‘Face to Face’ contact and communication to ensure relationships are built, issues are heard and able to be communicated regionally and nationally.

Some further challenges noted that there needs to be knowledge of the region and clearly defined roles to ensure an approach that was flexible and was able to adapt to the changing needs of the region/community.

Some felt that Policy development is currently made in a vacuum – and that greater communication/consultation would ensure more robust and meaningful policies.

Funders expectations about outcomes needed to be appropriate to the amount of resources allocated – and there needs to be open dialogue when contract negotiations are taking place with individual communities (One size doesn't fit all)

There are a number of National Organisations, who each have differing roles – this is very confusing for the sector and it would be helpful if there was some clarity around their roles and responsibilities.

What works best?

In order to be successful collaboration and co-ordination needs persistence to build relationships and to maintain them. There needs to be ongoing support for the willing.

Good collaboration and co-ordination requires partners to 'step out of the box' and to look at the collective action acknowledging that the mixing of ideas will have a creative result.

There needs to be a much closer working relationship with the research community to ensure we are working together to turn research into delivery.