

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

**REGIONAL WORKSHOP, CHRISTCHURCH**

**MAY 2006**

**Connecting People**  
**Sandra James**  
**Private Bag 1005,**  
**Rangiora**  
**[sandra.james@wmk.govt.nz](mailto:sandra.james@wmk.govt.nz)**  
**Phone 313 6136 or 021 270 9825**

## **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.<sup>1</sup>

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, GISG, 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

**Community Regional Forum: Christchurch 29<sup>th</sup> 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 – Bhama Rajiv Kumar (11.00 – 11.30)**

- ❖ Progress report and highlights

**3. Issues and barriers (11.30 – 12.30)**

- ❖ What are the two biggest issues for you as you work to reduce injuries?
- ❖ What are the problems?
- ❖ What can we do
  - Locally
  - Regionally
  - Nationally
  - How can the NZIPS framework support action?

**Lunch (12.30 – 1.30)**

**4. The Strategy in Action – A National, Regional and Local example New Zealand Falls Prevention Strategy – David Campbell (1.30 – 3.30)**

- ❖ Who are the stakeholders in Falls Prevention?
- ❖ How do we interact and engage with them all? (small groups)
- ❖ Feedback
- ❖ Contributing to the big picture?

**5. Regional/national Support for Injury Prevention**

- ❖ Supporting Safety Promotion and Injury Prevention at the regional level – what would be useful?
- ❖ Suggestions for future regional forums?

**5. Concluding comments (3.30 – 4.00 pm)**

- ❖ Closing remarks from group

## Issues and solutions workshop

Participants were asked to identify two key issues for them in their work in Injury Prevention. These were grouped on a white board and sorted into common themes. From there 5 small groups addressed each issue using the following criteria –

- ❖ What are the problems?
- ❖ What can we do
  - Locally
  - Regionally
  - Nationally

The table below is a summary of those responses.

<b>Issue</b>	<b>What we can do nationally</b>
Human resource – trained people in the field. Not currently a priority. No clear career pathway for entry into the field.	More advocacy at government level – better engagement with Local Government NZ Improved training for co-ordinators/IP practitioners
	<b>What we can do locally/ regionally</b>
	Build mentoring capacity within councils/local govt Councils could provide better information to practitioners/communities Find creative way to share information and network
<b>Issue</b>	<b>What we can do nationally</b>
Funding – Funding is offered in isolation and in silos often meaning duplication of effort. Funding needs to be allocated in line with evidence and identified priorities at the community level	Government Agencies could review funding arrangements/target areas – share information/align funding and prioritise activities Government Agencies should build relationships with communities, assist to develop needs assessments and fund according to identified community needs. Education for communities around types of funding available
	<b>What we can do locally</b>
	Be part of the bigger picture
<b>Issue</b>	<b>What we can do nationally</b>
Don't believe in Injury Prevention practice belief that a knock is just part of growing up. Lack of awareness of size of problem/consequences/cost of the burden of injury. Injury Prevention activity is fragmented – eg road/drowning not seen as part of injury prevention	Change attitudes – starting with schools Database/info/communication (nationally) National media campaign supported regionally Education on how legislation can assist practice Easier access to data that would help raise awareness of Injury Prevention as an important issue

	<b>What we can do locally/regionally</b>
	Forums/networking/collaboration – such as this one to add value Aligned with national strategies – project plans/agendas/local strategies Increase use of media ie shock tactics, creating awareness
	<b>Practical support</b>
	Action plans templates and other tools to assist with programme development and alignment to the NZIPS More health promotion in health sector ie ED & GP's (more involvement of health staff) Public skills/tools to step up/intervene family violence/farm safety
<b>Issue</b>	<b>What we can do nationally</b>
Sustainability  Long term resourcing of Interventions - knowledge capture (efficacy) - outcome - \$\$ - commit long term - Right people, right process	Advocacy to convince decision makers of long term approach needed All Stakeholders should have a voice at the table (including community) 2-3 year contracts should be the norm
Allowing time to embed initiatives ie skills, attitudes, behaviours - how programmes are set up - must be needs based - must have outcomes - timing must be right - ongoing ownership	Engage Government Departments in the process to ensure understanding of timeframe needed \$\$\$ - IPNANZ mentoring projects (need trained people to mentor/facilitate etc this process/local experts
	<b>What we can do locally</b>
	Try not to achieve too much too soon Don't buy in to unrealistic planning process Do less better Allow time for reflective practice Celebrate and share success Engage champions to passionately run with the project and to empower the population Work collaboratively at all levels, consult, consult, consult, involve and engage – walk the talk Work should be driver by core beliefs, underlying principles, policies and procedures and practice.

Issue	What we can do Nationally
Information Sharing Access to Data	Centralising consistent form of data eg ACC, NZHIS (Stats NZ), Have a database of “Where to go for information?” Produce factsheets for communities around broader themes of injury prevention
Involving agencies that don't see Injury Prevention as there core business	Work on Communicating and Linking NZIPS strategies into wider objectives Promote Champions eg from another region Share case studies/successes with others Encourage Mayoral forums Integrate Injury Prevention excellence as part of others Awards celebrations eg Sports Awards
Completing and sharing evaluation is there a process for this?	Could IPNANZ take a lead in this?
Knowing who is doing what	Support Regional/National forums – 2 way communication Develop a ‘one stop shop’ Website – too confusing at present Develop a centralised database of programmes and activities

### Interact and Engage

Make contact with key person  
 Face to Face contact  
 Identify key part of strategy that relates to them/their work, maintain contact  
 Make use of community networks  
 Find appropriate language – down to earth – specific to their environment  
 Raising awareness – linking to existing practices  
 Identify the key players at a local level- then consult – not miss anyone  
 Internal plans/strategies includes injury prevention  
 Utilise networks that will influence and reach a range of stakeholders – tangible project to increase buy in  
 Food – coffee  
 Identify different needs  
 Costs to business (to society)  
 Engage with key people in organisations  
 Speak your stakeholders language  
 Provide compelling data/evidence  
 Share information eg interagency workshops – know your partners – develop factsheets using common simple language – understanding of each others roles  
 Sharing resources eg Sitesafe – Genian homes, NZQA, OSH< ACC

Competition  
Social Marketing eg Clicky Ricky, About Whanau, Green Dole  
Information – KISS – know your topic  
Be Specific  
Find the pressure groups in your community

### **How to get on Agenda/Align our plans/Co-ordination of efforts for best use of resources**

What are important/existing strategies , driving documents , legislation, plans etc that need to be considered when writing our plans?  
Annual plans, the time frames of plans ie yearly, 3 yearly – get injury prevention in the plans  
Joint funding/review/monitoring of plan – reduce admin costs, re-channel resources into other plans  
Find a 'champion' within other organizations who can empower, mentor, coach, support  
Learn other peoples organisations - culture/jargon/environment  
Top level of organisations understand each other and align policies/procedures  
Networking opportunities  
Commonalitiites  
Shared objectives  
Path to reach/achieve objectives

### **Workshop Participants were asked for their ideas on how we could better co-ordinate our efforts?**

How do we access the shared information that has already come out of forums?  
Sharing our successes, problems etc  
Meetings for those in the ip community eg providers meeting on a regular basis.  
Ensure local government reps attend. Involve them in celebrations of success.  
Shared initiatives – Identifying /recognizing limits

### **Workshop Participants noted the following would be useful at future regional forums**

To learn more about what's happening in the wider IP community.

Sharing about community approaches eg case studies, exercise in developing a shared plan

Interactive, variety of learning experiences eg presentation to whole group, small group activities, peer learning in pairs

Training – generalized IP information

Sharing experiences of facilitaiton

Issues session – arising from NZIPS

Keep them broad but focused around specific issues

Need to have a wide range of participants eg Ministries, Govt Depts, Youth, Sports Groups, Rural/Urban, Aged, School, Injury Prevention Stakeholders, Ethnic, Issue Specific, Workplaces, Public Health

Need to be structured and be clear about what forum is for

Feedback from national level on NZIPS

What programmes going well nationally, regionally and in communities

Injury specific within this forum ie child falls

Media follow up from forums

Workforce development – training, mentor, run 1 or 2 unit standards from Foundation certificate in Injury Prevention

Presentation from other lead agencies