



Safekids Campaign Coalition Update January 2009

Dear Coalition Members,

Happy New Year, and welcome to the first *Coalition Update* for 2009, bringing you the latest news, events and updates for the Child Injury Prevention Community.

2009 will be an exciting year for Safekids. We are busy preparing for our annual Information & Planning Workshops from the months of April & May 2009, and the 2009/10 campaign themes starting 1 July 2009 are:

- **Motor Vehicle Child Passenger Injuries:** Focus will be on the use of booster seats.
- **Cutting and Piercing injuries:** Focus will be on broken glass and sharp objects at home and in public areas (i.e. beaches, walkways and playgrounds).

We will keep you updated via *Coalition Update* and *Safekids News*.

Recent incidents of fatal child drowning and burns injuries, including the tragic house fire in South Auckland and drownings across the country, have spurred us to work even harder on the 2008/09 Burns & Drowning Prevention Campaign. With our partners, coalitions and you, we hope to prevent further preventable injuries from happening to our children.

Finally, *Coalition Update* brings you the latest news, events and updates for the Child Injury Prevention Community, and we invite you to share your activities with us. It is the best way for us to keep in touch and explore how we can work together to make New Zealand safer for our children.

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Best Regards

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Media Releases: Summer Safety, in water and on two wheels

Safekids NZ, in partnership with WaterSafe Auckland, distributed in December a press release promoting water safety messages to children.

A cycle safety media release with valuable safety messages is also available.



Add punch to your summer safety campaign by localising the media releases and pitching it to your community/local paper.

The media releases can be downloaded at http://www.safekids.org.nz/index.php/pi_pageid/7. For assistance in pitching to your local media, contact Anthony, anthonyr@adhb.govt.nz.

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Campaign Tips: Partnering with you local media

Media is an important and inexpensive tool to promote your safety messages and campaigns. Click the link below for a good and simple reference to make your local paper or radio station a partner in your campaign:

<http://www.caregiving.org/coalition/NACHow%20to%20Engage%20the%20Media.pdf>

For more information on how to engage your community media, contact Anthony, Safekids Communications & Marketing Coordinator for more information of how to contact your local media (anthonyr@safekids.org.nz).

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Campaign 2007/08: Evaluation Competition Winners

A message from Simone Randle, Safekids Injury Prevention Advisor:

Kia ora koutou. The final report on the cycling and water safety Campaign is near completion and will be available on the Safekids website by the beginning of March 2009. Feedback provided to Safekids through the year end evaluation is highly appreciated, and allows us to make informed decisions when planning and implementing Campaign activities. Safekids extends a huge thank you to everyone who contributed feedback and information for use in the final report.

Winners of the Campaign 2007/08 Evaluation Competition

Safekids gives a special thanks all the wonderful coalition coordinators who returned feedback by or before the cut off date (and by doing so escaped the inexhaustible determination of Vikki Jarvis who chased up every one else). The five lucky winners of the Evaluation prize draw were:

- **Denise Windleborn, Rodney**
- **Denise Marlow, Whakapai Hauroa**
- **Irene Mosley, Clutha District**
- **Malcolm White, West Coast**
- **Andy Redfern, Dunedin**

Congratulations - we hope the treats went down well!

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Welcome: Ivan Wilson, West Coast Coalition Leader, & Nicola Martin, Christchurch Coalition Leader

Ivan Wilson is well-known in the region as a radio announcer for The Radio Network and Coast FM. Alongside his on-air duties such as writing, producing, gathering and reading news, he is also a full-time road safety coordinator with Tai Poutini Polytechnic. With Margaret Bradley (Road Safety Planner), they devise and carry out the myriad functions of getting the road safety message out to the community, via the NZ Transport Agency programmes. Feel free to contact me Ivan (ivanw@tpp.ac.nz) on various facets of road safety here on the Coast.

Christchurch City Council's Safer Christchurch Team, with the aim of making the city the safest city in New Zealand for both residents and visitors, has appointed **Nicola Martin** as Injury Prevention Project Facilitator. Contact Nicola on 03 941 8937 or email nicola.martin@ccc.govt.nz.

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Events: Auckland Free Swimming Lessons Projects.

The Whanau Nui FREE Family Swim Lessons make a welcome return at aquatic centres across Counties Manukau, on Monday January 19. There are five lessons, one per day until Friday January 23, during which families will be taught vital swimming and survival skills in a fun and safe environment.



Families were urged to take advantage of the FREE water safety and water confidence classes offered by Injury Free Counties Manukau and WaterSafe Auckland, in collaboration with swim schools. The lessons were also supported by Manukau Leisure Services and Water Safety New Zealand. For more information, contact Craig Mills, WaterSafe Auckland at Ph 027 271 6072 or craig.mills@watersafe.org.nz.

Safekids would also like to congratulate Olympic Athletics legend John Walker and his project *Find Your Field of Dreams* project. The project offers free after-school learn-to-swim programmes to all year 3 pupils in Manukau. Eight months since the project started, over 6,000 have received free swimming lessons. For more information, visit www.fieldofdreams.org.nz.

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Event: Bike Wise Battle, Feb 1-28.

The New Zealand Transport Authority invites you to Bike Wise Battle, a free, fun competition that encourages people to remember the joy of riding a bike. The aim is to get as many of your colleagues as possible to ride a bike at some point during the Bike Wise Battle period (1-28 February 2009).

Your organisation (or your department) will compete against others in a fun challenge to see who can get the highest percentage of their staff to ride a bike. There are 5 size categories in 15 regions, giving any organisation or department, big or small, a good chance of winning.

It's easy to take part, just register at www.bikewisebattle.org.nz.

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Grants: Community Action on Alcohol Funding

The Alcohol Advisory council of New Zealand's Strengthening Community Action on Alcohol funding is a new initiative where a number of support structures have been put in place to support communities. If successful in gaining the SCAoA funding you will receive:

- Strengthening Community Action on Alcohol desktop resource
- One day workshop – tailored to the needs of your working group & your proposed workshop
- Ongoing support from ALAC staff for the duration of 12 months to assist with your project needs
- \$10,000 Grant to assist with project costs.

Got to <http://www.alac.org.nz/ScholarshipGrant.aspx?PostingID=38368> for more information.

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Department of Internal Affairs Community Internship Programme



Te Tari Taiwhenua

There will be an additional funding round for the Department of Internal Affairs Community Internship Programme - with applications closing on March 9 2009. This is an excellent opportunity for community organisations to 'borrow' the skills and knowledge of a person from another organisation/business or government agency for a period of 3-6months. The costs of employing the intern for that period are covered by the internship.

For more information please visit

http://www.dia.govt.nz/diawebsite.NSF/wpg_URL/Services-Community-Internship-Programme-Index?OpenDocument.

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Situation Vacant: Safekids NZ Personal Assistant/Team Support

Safekids New Zealand is currently looking for an experienced and competent PA to provide executive assistance to the Director of Safekids. The ideal candidate will be required to assist and support the team towards the effective and efficient operation of the Service. As an experienced PA you will be able to demonstrate the maturity needed to successfully interface with senior management, the wider Safekids team and other key stakeholders. You will be highly organised, show the utmost attention to detail, have exceptional time planning ability, and above all, demonstrate a keen sense of "what is vital and what is not."

A high level of both written and verbal communication skills and advanced knowledge of MS packages is required, and the passion to be part of a team that is making a real difference to the children of New Zealand is essential. In return we offer a challenging and diverse role within a supportive working environment.

Why not make the next step the right step. Contact Alzira Rodrigues at alzira@adhb.govt.nz for a position description. For more information about Safekids, please visit their website: www.safekids.org.nz.

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