

Safekids Campaign 2010/ 2011  
Motor Vehicle Passengers Safety and  
Fire Safety/ Burns Prevention



## Information and Planning Workshops Evaluation Report



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August 2010

## Executive Summary

Between April and July 2010 Safekids delivered 20 Information and Planning Workshops in 15 District Health Board (DHB) areas. This report has been prepared by Safekids New Zealand for Campaign Key Agencies: sponsors and supporters. The report details the methodology, results, conclusions and recommendations of a process and outcome evaluation of the Safekids Campaign Information and Planning Workshop series.

Sponsors of the Safekids Campaign 2010/11 include: Ministry of Health (MoH), the Starship Foundation, Burns Support Group Charitable Trust Inc., New Zealand Transport Agency (NZTA), Todd Foundation and BCG2. Safekids acknowledges all sponsors and other members of the Key Agency Group, without whom the Safekids Campaign would not be possible.

Safekids also acknowledges all workshop participants who returned valuable feedback to the evaluation process.

The Information and Planning Workshop series was delivered to build workforce capacity for Safekids Campaign 2010/11 child injury themes: **Motor Vehicle Passenger Safety and Fire Safety/ Burns Prevention.**

This report extends from the *Safekids Campaign 2010/11 Evaluation Plan*. The purpose of the evaluation is for organisational learning to inform planning of future Campaign workshops. The *Plan* identified a process and outcome evaluation of the workshop series as a priority evaluation area. Copies of the *Plan* can be requested from Safekids.

The evaluation methodology utilised a mixed method approach to collect qualitative and quantitative information. Triangulated data sources were utilised to verify and qualify findings. Data sources included archival material, a survey conducted by workshop attendees and an interview conducted with Safekids team members who organised and facilitated the sessions.

Evaluation findings were extremely positive and provided clear evidence of the worth and utility of the workshops. Findings support the following key outcomes:

- Maori were significantly over-represented in attendance figures, indicating the reach into and relevance of the Campaign for Maori injury prevention practitioners, and the communities they work with.
- People of Pacific ethnicity were also significantly over-represented, similarly illustrating the reach and relevance of the Campaign for Pacific injury prevention practitioners and the communities they work with.
- The workshop series was attended by a broad range of organisations and sectors of the workforce with Maori providers, Plunket, Territorial Authority (TA) staff, Health services and Education being most frequently represented.
- Survey respondents were universally appreciative of workshop information. Key areas of value included workshop information and resources and opportunities for networking and open discussion provided by the sessions.

- In response to feedback from previous evaluations, increased emphasis was placed on meeting the individual information needs of local communities and this resulted in positive responses being received from attendees.
- Value of the workshops: a significant majority (97%) of workshop participants said that they intended to utilise workshop information to inform and support their injury prevention activities, including supporting community education and awareness raising, supporting workforce capacity building, and supporting educators and educational institutions.

Based on evaluation findings this report suggests that future workshops build on the strengths of the 2010 series. Recommendations include:

- Continue to work with workshop host to widen local stakeholder participation in workshops.
- Further develop partnerships with local workshop hosts to develop a thorough understanding of local information needs.
- Continue to offer a regional focus within workshop session through extending invitation to local guest speakers and through capacity building modules to meet local needs.
- Continue with early scheduling and promotion of workshop dates to prevent clashes with other events and give an extended lead in time for promotional activities.

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## Introduction

This report is provided by Safekids New Zealand to national sponsors, Key Agency partners and Safekids Campaign Coalitions. The report details the methodology, results, conclusions and recommendations of evaluative activities conducted to measure the quality and value of the Safekids Campaign Workshop 2010 series.

The Safekids Campaign is an annual child safety programme which aims to enhance child injury prevention through planned collaborative action both nationally and within communities. The focus of the Safekids Campaign 2010/11 is **Motor Vehicle Passenger Safety and Fire Safety/ Burns Prevention**. The Information and Planning Workshop series was delivered to build workforce capacity for the Campaign themes.

Workshop information and content was developed and delivered with support from the Ministry of Health (MoH), the Starship Foundation, Burns Support Group Charitable Trust Inc. New Zealand Transport Agency (NZTA), Todd Foundation, BCG2 and other members of the Safekids Campaign Key Agency Group (KAG). KAG partners contribute funding, expertise and advice to the Safekids Campaign. Safekids acknowledges and thanks all Campaign partners for their support.

Safekids wishes to extend thanks to national and community partners who contributed time and comment to the development of the *Safekids Campaign 2010/11 Evaluation Plan* from which this report extends. The Plan is available on request by emailing Campaign@Safekids.org.nz .

Acknowledgement is also due to the workshop attendees who contributed valuable feedback to this evaluation process.

## Safekids Campaign Information and Planning Day

### Workshops 2010/11

Between 24<sup>th</sup> April and 19<sup>th</sup> July 2010, Safekids partnered with local Coalition Coordinators and contacts to deliver 20 Safekids Campaign Information and Planning Workshops across the country. Workshops were attended by 361 professionals working in the field of child safety.

### ***Promotional Activities***

Workshop dates were scheduled earlier than in 2009, in response to recommendations in the *Safekids Campaign Information and Planning Workshops 2009 Evaluation Report*. Workshop information was made available from December 2009 in order to prevent clashes with other events and also to allow an extended lead-in period for promotional activities and to notify prospective attendees.

Information was made available to: decision-makers and community leaders; health practitioners working with Maori; Pacific peoples and new migrants; injury prevention practitioners; health services; New Zealand Police; New Zealand Fire Service and volunteer services; Educators; Local Government; ACC and other organisations and individuals with the capacity to positively influence child safety.

Sessions were advertised through the following channels:

- Members of the Campaign's Key Agency Group (KAG) were given prior knowledge of the workshops in December 2009 and asked to promote the sessions to staff and to include information in their organisational newsletters.
- A media release was sent to the wider health promotion and injury prevention network for inclusion in organisational newsletter. Sectors who received the media release included health, child, youth and family services, road safety networks, Housing New Zealand, Consumer Affairs, Territorial Authorities (TAs), community services, migrant and new settler services.
- A media release was sent to national, regional and community newspapers.
- *Safekids News*, the *Coalition Update* and the Safekids Website [www.safekids.org.nz](http://www.safekids.org.nz) featured workshop information from December 2009 onwards.
- Workshops were promoted by email and word of mouth.

Plunket and Safekids collaborated to promote the Campaign workshop series together with the KISS (Kids in Safe Seats) Conference which was held in late April 2010.

## ***Location of the Workshops***

Resource constraints prevented Safekids from delivering workshops to all communities. The process for selecting the location of workshops gave consideration to a number of factors:

- The geographic location of Safekids Coalitions: Workshops were centrally placed to enable Coalitions members and networks across a region to easily attend without travelling excessively long distances. For example, practitioners based in and around Canterbury and South Canterbury were encouraged to attend a workshop facilitated in Christchurch.
- High needs communities: Injury data was taken into account when planning workshop locations, for example, a workshop was facilitated in Hastings rather than Napier in acknowledgment of Hastings' high burns injury hospital admissions. By locating the session in Hastings it was hoped that local stakeholders with the capacity to deliver burns prevention information would attend.

Workshop sessions were delivered in 20 centres spanning 15 DHB areas.

- Northland DHB: Kaitaia, Whangarei;
- Waitemata DHB: Orewa, Waitakere;
- Auckland DHB: Otahuhu and Avondale;
- Counties Manukau DHB: Mangere;
- Waikato DHB: Hamilton;
- Bay of Plenty DHB: Whakatane;

- Tairāwhiti DHB: Gisborne;
- Lakes DHB: Rotorua, Taupo;
- Hawkes Bay DHB: Hastings;
- Taranaki DHB: New Plymouth;
- Midcentral DHB: Palmerston North;
- Capital & Coast DHB: Porirua;
- Nelson Marlborough DHB: Nelson;
- Canterbury DHB: Christchurch;
- Southland DHB: Dunedin, Invercargill.

## ***Engagement with Maori and Pacific Peoples***

Safekids has collaborated with local Coalition leaders to encourage participation by Maori and Pacific peoples in the workshop sessions. Within the Auckland Region, a workshop in Mangere was facilitated on a Marae to meet the specific needs of Maori. A Pacific fono held in Avondale was designed around the specific needs of providers delivering to Pacific peoples and their children and families.

## ***Workshop Content***

Workshop attendees participated in an interactive presentation covering background information on Safekids, the latest local and national injury data, key injury prevention messages, resources, tools, templates and prevention ideas pertinent to the Campaign themes.

Each attendee also received an information pack. Packs were provided to attendees to support new learning and also for attendees to keep as a point of reference for future work. The contents of the packs included: The *Safekids Campaign 2010/11 Annual Plan*, the workshop presentation, national and regional data, resources, project plans, media clippings, *Safekids News* (March 2010) a bibliography and a CD loaded with Campaign data, information and resources.

The CD was developed in response to feedback from the 2009 workshop series; attendees had requested that Campaign information be made available in an electronic format for easier use.

In addition to resources pertinent to the Campaign themes, a driveway run-over prevention resource was show-cased at four workshops (Kaitaia, Whangarei, Hamilton and Taupo). The toolkit was demonstrated to test community support for the resource concept in preparation for the 2011/12 Campaign focus on pedestrian safety.

## ***Regional Focus***

In response to feedback from previous years, changes were made to the 2010 workshop series to place greater focus on meeting the individual needs of local communities. Requests for locally relevant information gave rise to the development of workshop modules. Modules were designed to increase workforce capacity and skills for child injury prevention.

Host coordinators partnered with Safekids to identify local information requirements and to select appropriate workshop modules from a list of five options (see Appendix 1: Workshop Flyer). In addition to the workshop presentation discussed above, 29 modules were delivered over 20 workshop sessions. Modules included:

- **Event Management:** delivered in seven workshops.
- **Working with the Media:** delivered in four workshops.
- **Advocacy:** delivered in four workshops.
- **Using Data:** delivered in one workshop.
- **Breakout Planning:** delivered in 13 workshops.

In addition to the modular design of the workshops, the 2010 series aimed to increase regional focus by encouraging host coordinators to invite local stakeholders to deliver presentations. A total of 18 local stakeholders delivered presentations in 11 out of 20 workshop sessions. Local presenters included the New Zealand Fire Service, burns prevention experts and educators, paediatric trauma services, Plunket staff, ACC consultants, road safety educators and travel experts, Maori providers, injury prevention practitioners, Public Health Services and other experts in the field of child injury prevention.

## ***Evaluation purpose***

The delivery of quality workshops is critical to the wider outcomes of the Safekids Campaign; the sessions are intended to increase provider knowledge, strengthen local partnerships and increase community capability for collaborative Campaign action.

Poorly delivered and ineffective workshops may lead to confusion over key injury prevention messages and fail to foster community partnerships and networks or to generate collaborative Campaign action.

The *Safekids Campaign 2010/11 Evaluation Plan* identified a process and short term outcome evaluation of the workshop series as a priority. Evaluation findings will inform the planning of future workshops to ensure the sessions continue to be relevant and valuable to attendees.

The purpose of the evaluation was to assess the quality of the workshops and the value of the sessions to participants. The following questions were explored:

1. Who attended Workshops (attendance numbers, cultural diversity of attendees, organisations/ sectors of the workforce represented)?
2. What did attendees find useful/ valuable?
3. What could have been improved?

## Evaluation Methodology

A mixed methods approach and triangulated data sources were utilised to assess the quality and value of the Workshops series:

- *Archival material:*
  - Safekids' MoH contract and the *Safekids Campaign 2010/11 Annual Plan* influenced the design of the evaluation process.
  - Information and Planning workshops evaluation reports from previous years.
  - Registration sheets: A total of 361 individuals signed in to the workshops by entering their details on a registration sheet.
  - Workshop diary: Detailed operational information pertaining to the workshops.
- *Survey with workshop attendees:* At the close of each workshop session all participants were asked to complete a survey form. Of 361 attendees 78% (282) returned completed forms. The survey asked a series of closed and open-ended questions to extract quantitative and qualitative information from attendees.
- *Interview with Safekids Team: workshop organisers and facilitators:* A group interview conducted with Safekids team members on the completion of the Workshop series provided qualitative data.

Table 1 below shows the evaluation framework and provides a summary of the evaluation methodology, questions, success criteria, sources of data and indicators.

## Evaluation Framework

Table 1: Evaluation Framework for the Information and Planning Workshops

Campaign Information and Planning Workshop Series: process and outcome evaluation			
Who attended the workshop series?			
Success criteria	Sources of data	Evaluation method	Indicators
➤ Representation of local stakeholders	➤ Archival data	<ul style="list-style-type: none"> <li>➤ Workshop registration records</li> <li>➤ Workshop reports from previous years</li> </ul>	<ul style="list-style-type: none"> <li>➤ Evidence of wide organisational representation</li> <li>➤ Evidence of Maori representation</li> <li>➤ Evidence of Pacific peoples and minority group representation.</li> </ul>

What did attendees find useful/ valuable?			
Success criteria	Sources of data	Evaluation method	Indicators
<ul style="list-style-type: none"> <li>➤ Workshops information is relevant and can be used by attendees</li> <li>➤ Workshop provides opportunities to strengthen networks for Campaign action.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Workshop attendees</li> <li>➤ Safekids team members</li> </ul>	<ul style="list-style-type: none"> <li>➤ Post-workshop self-completion survey with workshop attendees.</li> <li>➤ Safekids team interview</li> </ul>	<ul style="list-style-type: none"> <li>➤ Attendees indicate the workshop information was worthwhile and valuable</li> <li>➤ Attendees are able to utilise information in their own work</li> <li>➤ Attendees report that networks had been strengthened</li> <li>➤ Safekids team reports that information was well received and that attendees were engaged</li> </ul>

## ***Data Analysis***

Data collection techniques gathered qualitative and quantitative information. Qualitative data has been analysed thematically for discussion within this report. Quantitative data has been reported as a total, average or percentage score.

## Evaluation Results

Of 361 workshop participants, 282 (78%) participated in the evaluation process by returning a completed feedback form. The high completion rate lends strength and integrity to evaluation findings.

### *High Needs Communities*

Table 2: Ethnic breakdown of survey respondents, shows that 38% of attendees identified themselves as Maori, just over 2 ½ times the census, 2006 figure of 15%.<sup>1</sup> 29% of attendees identified themselves as Pacific peoples, more than four times the census, 2006 national statistic of 7%. The percentage of attendees who were Asian was equal to census, 2006 data.

Ethnicities counted within the 'Other' section of the table included: Australian, European (British, Scottish, Dutch, German), Middle Eastern and African.

Such strong Maori and Pacific peoples, participation in the workshop series is a reflection of the Campaign's reach within these communities. Findings based on participant feedback can be relied on as an accurate reflection of the Campaign's responsiveness to Maori and Pacific peoples.

Table 2: Ethnic breakdown of feedback respondents (based on a count of ethnicities).

Ethnic Group	Workshop Participants	
	Number	Percentage
NZ European	151	54%
Maori	106	38%
Pacific Peoples	81	29%
Other	28	10%
Asian	26	9%
Total	392	

### *Organisational Representation*

Registration sheets showed that the workshop series was attended by practitioners spanning more than 14 areas of the workforce, all with the capacity to actively support the Campaign themes: Child Motor Vehicle Passenger Safety and Fire Safety/ Burns Prevention (see Figure 1).

Maori providers were the largest workforce sector to attend the workshops accounting for 19% of attendees (n=361), this was an increase on the 2009 series where 12% of attendees were Maori Providers (n=376).

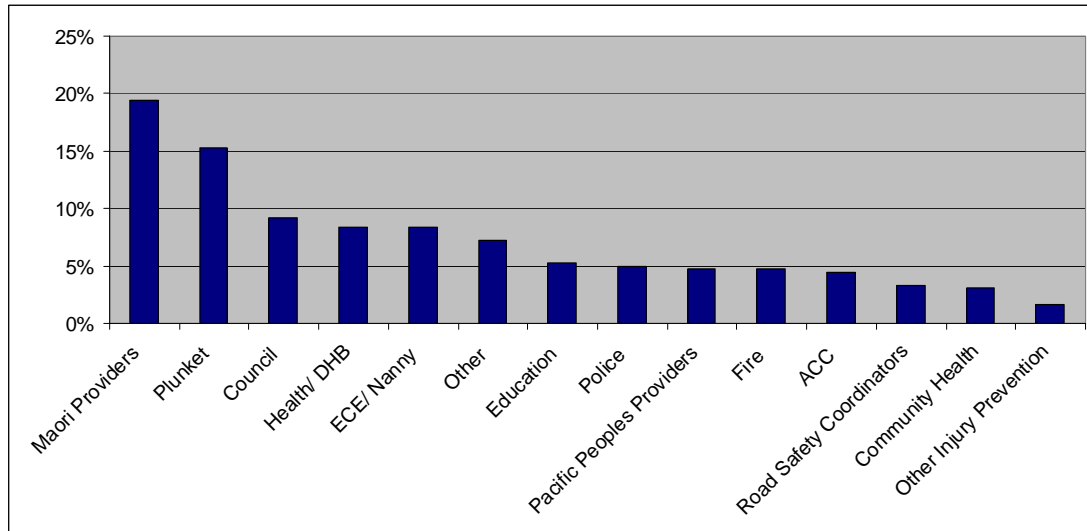
After Maori providers, Plunket staff were the second largest group to attend the workshop series accounting for 15% of attendees.

<sup>1</sup> <http://www.stats.govt.nz/Census/2006CensusHomePage/QuickStats/quickstats-about-a-subject/culture-and-identity/ethnic-groups-in-new-zealand.aspx> Accessed August 2010.

The education sector (including early childhood), Council staff with road safety coordinators and the Health sector were also strongly represented throughout the workshop series.

Organisations in the other sector included retailers, community centre staff, the media, the sports sector, students, the church and a grand-parenting organisation.

Figure 1: Attendance by sector of the workforce



## Attendance

Table 3: Workshop attendance, 2007 to 2010, shows that after 3 consecutive years of growth, workshop attendance figures stabilised in 2010. Total attendance figures were marginally lower in 2010, however, as fewer sessions were delivered (20 as opposed to 23), average attendance per session increased by two.

Table 3: Workshop attendance 2007 to 2010

Year	Attendees	Number of Workshops delivered	Average attendance
2010	361	20	18
2009	376	23	16
2008	316	20	16
2007	296	19	16

## Promotion of the Workshops

Approximately two thirds of participants heard about the workshops through *Safekids News* or through the local workshop host (see Figure 2: How participants heard about the workshops).

Thirty three percent (n=282) of evaluation participants received information about the workshops from the host coordinator, usually a Safekids Coalition Coordinator. This illustrates the crucial role played by the local coordinator in recruiting stakeholder participation in the sessions.

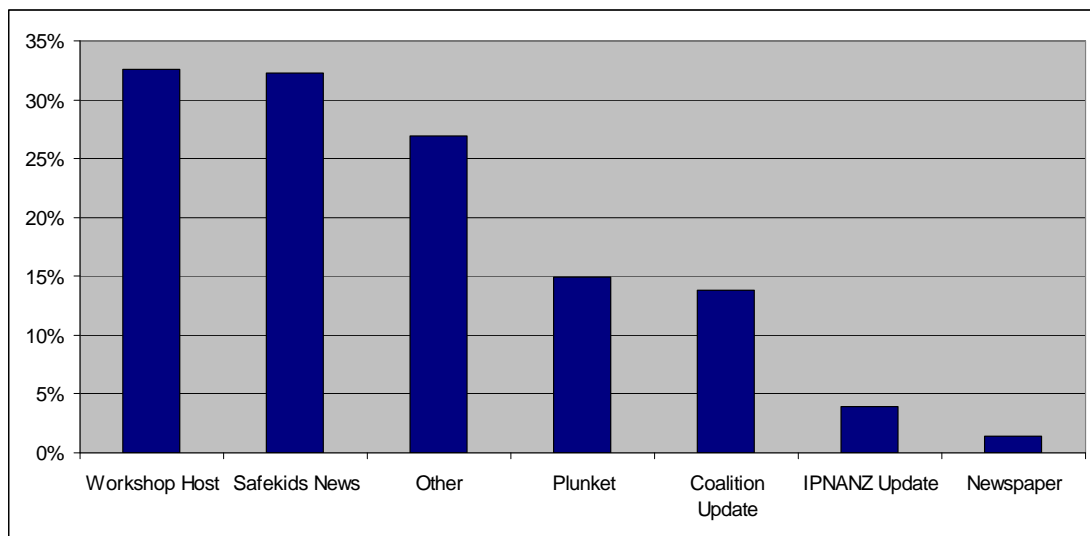
Safekids News was another extremely important means of communicating workshop information; 32% of attendees reported reading about the sessions in the newsletter.

Plunket, the *Coalition Update* (Safekids monthly e-newsletter) and the *IPNANZ Update* were other important channels for promoting the Campaign workshops.

Although only 1% of respondents read about the workshops in newspaper articles, newspapers are an important communication channel for stakeholders outside of the usual information loops. During an interview with Safekids team members, workshop facilitators reported that attendees had commented on new stakeholders met at the sessions. Feedback from evaluation respondents supports that networking and inter-agency engagement is a key outcome of the sessions.

The 'Other' section of the chart included information spread through networks by word of mouth and through email.

Figure 2: How participant heard about the workshops



## Value of the Workshops

Overall comments pertinent to the value of the workshops were very positive; information was well received and considered relevant and useful. Key areas of feedback included:

**Workforce capability and capacity building:** 69% of survey respondents made reference to new information and knowledge obtained through the sessions. New learning related to new data and information, injury prevention interventions and ideas, information about Safekids New Zealand and the Campaign's strategic direction. Respondents also commented on increased capacity gained through the 'Skill Development Modules' (Event Management, Working with the Media, Advocacy, Using Data and Breakout Planning). A group interview conducted with Safekids team members also suggests that the skills development modules were well received by attendees:

- Kaitaia workshop: *New knowledge, learnt about car restraints and child burns. .... Putting a human face on the Safekids organisation and feeling that we are able to access people and resources in your organisation.*
- Orewa workshop: *Extra workshops on media advocacy and events*
- Mangere workshop: *Learning about the risk factors and what ways we can achieve better outcomes.*
- Porirua: *Safety measures and preventative measures regarding the safety of our children at home, school, church, on the road, car, bus, playground.*

**Networking opportunities:** 38% of respondents commented on the value of networking opportunities presented by the workshops:

- Kaitaia workshop: *Networking with excellent group of whanau from Far North, providers and kaimahi.*
- Waitakere workshop: *Networking with other agencies maybe we can work together in future on some projects.*
- Whakatane workshop: *Information and resources excellent, networking opportunities, feel supported by Safekids and others doing similar work.*
- Christchurch: *Making contacts and having a room of like minded people.*

**Access to Campaign resources** was another valued component of the workshops. In addition to discussions around Campaign resources, workshop facilitators invited attendees to contribute information about locally produced resources enabling practitioners to show-case and share information about local work. More than one-third (37%) of evaluation respondents commented on the value of resources presented at the workshops:

- Kaitaia workshop: *Excellent free resources and how to order your resources for helping families in need.*
- Waitakere workshop: *Learning about the resources available and how we can use and apply them.*
- Rotorua workshop: *New resources and others already available - ideas to draw them into everyday practice.*
- Palmerston North workshop: *Always good to see latest resources. Awesome to see project plans, templates etc to help with local initiatives.*

**Group discussion, feedback and brainstorming:** 16% of respondents commented on the value of open group discussions, the opportunity for workshop attendees to share information about their work and to identify and discuss interventions:

Mangere workshop: *The whakawhananga/ layer and the knowledge shared by all the participants and the presenters.*

Taupo workshop: *Sharing information and resources, having people attend from the whole TLA*

Hastings workshop: *Brainstorming with other community based people/ networking and gaining contacts*

Porirua workshop: *Learning about the available resources and projects in the community. Hearing from community members and how they contribute to child safety.*

**Presentations from local speakers** were delivered in 11 out of 20 workshops. Safekids team members felt that local speakers contributed valuable information to the sessions but also enhanced information sharing opportunities presented by the sessions. Of evaluation participants who heard from local presenters 23% (n=172) commented positively on the value of local speakers:

Kaitaia workshop, Northland DHB area: *Exciting and inspirational for me to see and hear strong Maori woman and men korero Maori issues.*

Waitakere workshop: *All presentations that I have seen ... especially the West Fono very innovative.*

Dunedin workshop, Southland DHB area: *Dr Chambers - informative and interesting.*

Palmerston North workshop, Midcentral DHB area: *Presentation on child restraints by Safekids and also Plunket.*

Other attendee comments related to the value of the workshops as a whole, the value of seeing the driveway run-over prevention resource and the benefit of contact with Safekids team members and support services.

Orewa workshop: *Everything, great resources and presentations*

Taupo workshop: *Getting to meet the people from other agencies, all the information, seeing the driveway kit and trying it.*

Whakatane workshop: *Great networking, wonderful presentation. All the work you have put in, awesome. Congratulations.*

Hastings workshop: *The resources. The presenters, very articulate 'user friendly'. Very relevant to my Health Promotion role, Networking. The encouragement of using local relevant messages, artwork.*

## ***Utility of Workshop Information***

The worth, relevance and utility of the workshop series was illustrated by participant feedback. Nearly all (97%) of respondents (n=282) reported that they intended to use workshop information. Comments indicated that the workshops were considered worthwhile and useful. Participants stated that they would be able to utilise workshop information in a wide variety of ways:

**Community education and awareness raising** 46% of respondents indicated that they would use workshop information to support education and awareness raising activities with whanau, maraes, iwi, hapu, wahine, expectant parents, teen parents, churches, Pacific Island groups, through home visits, retailers, Parenting Education Programme (PEPE), parenting courses, libraries, Strategies for Kids, Information for Parents (SKIP) events and through the Health Introduction Programme for refugees:

Kiataia workshop: *Pamper Day held at Herekino School 20th May 2010. This is to encourage wahine to pamper themselves. By using these resources, it gives us as kaimahi [workers] [something to discuss] with wahine [women] who are present on the kaupapa for the day.*

Kaitaia workshop: *All resources will be used for our workshops in Kohanga's and Kura, also to be taken into our whanau's homes for their education.*

Waitakere workshop: *All the resources given. Take them to families pre schools, show them CD's. Also we have our health days we can promote the information there. Promote at the church.*

Hastings workshop: *Safer Homes Flip Chart. Use in an education session when home visiting mum's and children.*

Otahuhu workshop: *Use them at the Mangere Camp for refugees when they first arrive in New Zealand as part of Health Introduction Programme.*

**Workforce capacity building:** 21% of respondents indicated that workshop information would be utilised to build capacity for child injury prevention with teachers, facilitators of the Home Interaction Programme for Parents and Youngsters (HIPPY) programme, general practice teams, Plunket teams, Safe2Go technicians, students and Police staff:

Waitakere workshop: *Tutor training for HIPPY also GP Meetings. Making displays to promote campaigns in training room and foyer at base.*

Rotorua workshop: *To help build a local group (coalition) to work together to get the message across to their community.*

Hastings workshop: *Today's info will be also included in Child Interagency updates, this reaches a wide range of agencies across the spectrum.*

Palmerston North workshop: *Give my Police Staff and other work groups more education on child restraints.*

**Educators and educational institutions:** 16% of respondents indicated they would be able to use workshop information with Te Kohanga Reo, Kura, schools, pre-schools, home-based educators (Banardos) and Pacific language nests:

Whangarei workshop: *I will use everything I receive today as well as what I have learnt to teach our parents at kohanga how we can keep our kids safe while riding in a vehicle.*

Taupo workshop: ... *providing information for parents, education for our tamariki in both Playgroups and ECC.*

Waitakere workshop: *I visit pacific pre-schools to deliver child restraint training and safety messages.*

Rotarua workshop: *We run rural safety days in schools and already use material provided by Safekids but this has identified more opportunities to use this material.*

Attendees also indicated that workshop information would be used to support health services (such as Well Child checks, B4 School checks, healthcare centres and in hospitals), strategic planning and funding applications, work with the media, to enhance existing programmes (e.g. Police programmes, Healthy Homes project, restraint checking clinics, ACC Safety Week), advocacy work with decision-makers and leaders and to support a whanau centred approach to child safety:

Gisborne workshop: ... *for funding applications.*

Nelson workshop: *Planning future work.*

Hamilton workshop: *Planning media with local papers and constructing story and key messages.*

Hastings workshop: *Link burns campaign ideas to healthy home project I'm coordinating.*

Invercargill workshop: *Advocate for safety issues using decent 'well backed' resources*

Kaitiaki workshop: *Links with key people. Following model of whanau participation to 'fit with' contractual obligations.*

## ***Improvements***

Safekids asked workshop participants to identify any aspects of the workshops that could have been improved. Whilst 26% (n=282) of feedback respondents indicated that no change was needed, a small group suggested that some aspects of the sessions could have been delivered differently:

### **Changes to workshop content**

Changes to the workshop content were suggested by 14% (n=282) of evaluation respondents. Comments related to:

**Pitch of information:** There was an indication that information may not have been pitched at the right level; some required more detailed and specialist information whilst others required less:

Dunedin workshop: *Perhaps a bit too many statistics and table graphs.*

Orewa workshop: *The information is generic, need to lift the presentation to pitch at the correct level for audience. Need to have the opportunity to discuss such things as standards, typed of restraints, rear facing.*

**Examples of successful interventions:** Participants indicated that they would have liked more examples of successfully delivered interventions:

Palmerston North workshop: *Need more ideas on how to 'sell' booster seats to 5+ and their parents.*

Kaitaia workshop: *Success stories in other areas/regions [with a] similar geographical and Maori make-up.*

A **practical component to the workshop** was recommended to enhance verbally delivered injury prevention projects and interactions:

Porirua workshop: *Perhaps some of the hands on demos e.g. thermometers and hot drinks [as discussed in the Burns Prevention Project Plan].*

Kaitaia workshop: *Could have possibly done a group practical/ exercise to give some context to information being imparted*

**Increased number of workshops and extended sessions** were recommended. A few participants recommended that other training opportunities, such as Safe2Go training session be offered in conjunction with Campaign workshops:

Porirua workshop: *We had poor representation from my area the Hutt - I feel we need a 'Hutt Day' so we can make connections and networks.*

Whangarei workshop: *Would be beneficial if we could sit the NZQA Child Restraint Unit standard workshop prior to Safekids Workshop*

## **Networking and planning**

Fourteen percent of evaluation respondents indicated that wider stakeholder representation and more time for brainstorming issues and interventions would have been beneficial.

**Wider stakeholder participation** was raised by 18 attendees. Good stakeholder representation enables workshop participants to share information across sectors, strengthen networks and formulate workplans for Campaign action:

Whangarei workshop: *... more organisations/ services that work with families and children. Iwi providers, daycares, Kindergartens/ Playcentre/ Kohanga/ Sport Northland/ Active Movement.*

Nelson workshop: *Would have liked representatives from more organisations to attend.*

**Increased opportunity for open discussion and planning** activities was indicated as an area for improvement by 21 attendees.

Auckland workshop: *Needs more time for discussion and sharing experiences.*

New Plymouth workshop: *Need to have more focus on how local partners can work together and share resources.*

Anecdotal comments suggested more use of visuals and multi-lingual resources, improved workshop facilitation, better time management (keeping to time and appropriately spaced tea breaks) and to operational issues (comfort, warmth, catering and acoustics of venue).

## Conclusion

Evaluation findings provide strong evidence that the Safekids Campaign 2010/11 Information and Planning Workshops met their intended outcomes of increased provider knowledge, strengthened local partnerships and increased community capability for collaborative Campaign action.

Analysis of attendees revealed that people who identified themselves as Maori or Pacific were significantly over-represented when compared to national census data, 2006. Such strong participation in the workshops by Maori and Pacific peoples is extremely pleasing; Safekids has worked hard to foster partnerships with these communities and to increase the relevance of the Campaign to Maori and Pacific tamariki/ children and families/ whanau.

Evaluation results demonstrate that the workshops were well attended; workshop records showed that the number of participants was similar to the 2009 workshop series although average attendance per session showed an increase.

Stakeholder representation was strong across the workshop series; Maori providers were extremely well represented, as were Plunket staff, TA staff, Health services and the education sector. Although comments from evaluation respondents showed that the sessions had offered valuable networking opportunities, a small minority of evaluation respondents indicated that they would have like increased opportunities to network and meet new stakeholders.

The content of the sessions was universally appreciated and received very positive comments from evaluation participants. The workshop information and resources and opportunities for information sharing and open discussion were of notable value to participants.

Ninety seven percent of evaluation respondents reported that they intended to utilise information presented at the workshops, solid evidence of the worth and merit of the sessions. Respondents reported that they would utilise information in a variety of ways including parent education and awareness raising, workforce capacity building and through activities based in educational settings.

A minority of participants suggested that the content of the sessions may not have been pitched appropriately; whilst some comments indicated a need for more specialised information, others required less. Some participants wanted more time for discussion, information sharing and planning activities.

## Recommendations

Based on evaluation findings of the Information and Planning Workshop series, this report makes the following recommendations:

1. Continue with early scheduling and promotion of workshop dates through injury prevention networks, organisational and community newsletters, the media, *Safekids News* and the *Coalition Update*.
2. Investigate ways to widen stakeholder attendance at workshops including working more closely with the host coordinator to identify and encourage attendance of key individuals.
3. Continue to focus workshops around the needs of local communities through the inclusion of local guest speakers and through capacity building workshop modules.
4. Develop a more thorough understanding of the information/ skills development needs of local Coalitions by working more closely with the host coordinator in order to accurately pitch workshop information.





# Safekids New Zealand

in partnership with

[Please insert your details

Coalition

Coordinator/Organisation]

Invites you to an injury prevention workshop on the child injury issues:

**Motor Vehicle Child Passenger Safety**

(Child Restraints and Booster Seats)

and

**Burns Prevention/ Fire Safety**

## When & Where

**Date:**

**Time:**

**Venue:**

**Please RSVP <Coalition Coordinator> Before:**

## Workshop Aims

- Receive the latest local injury data and key safety messages.
- Network with a multi-sector group, and plan collaborative injury prevention initiatives within your community.
- Gain tools, templates and new resources to help build skills for your coalition and projects

For queries on the workshop content please contact Sharlaine Chee at [Sharlaine.Chee@adhb.govt.nz](mailto:Sharlaine.Chee@adhb.govt.nz)

## Workshop Modules

**Safekids: What's New?**

Motor Vehicle Passenger Safety & Burns Prevention/ Fire Safety

**Please delete the options that do not apply. Please choose two:**

**Module (a): Localisation (15 Min)**

Guest presentation by <e.g. Safe2go trainer, project champion, community leader>.

**Module (b): Breakout Planning**

Collaborative planning for local project/s. Bring your planning calendar.

**Module (c): Skill Development (choose one)** Working with media/ advocacy/ organising events / using data.

## Who should attend?

- Community leaders and decision makers.
- Health practitioners working with Māori, Pacific Peoples and new migrants.
- Those involved in Injury Prevention, health promotion and child health.
- Plunket, Karitane, Kaiawhina and other Well Child / Tamariki Ora Service Providers.
- NZ Police, Fire Service and volunteer services.
- Early Childhood Educators, Kohanga Reo, Pacific Language Nests & other child care services.
- Those working in Local Government, road safety and Road Safety Co-ordinators.
- Public Health Units.
- Community and practice nurses, midwives and lead maternity carers.
- ACC Consultants
- In fact, anyone with an interest in keeping our Tamariki (children) safe.



**Light lunch included with, ample networking opportunities!**