



## Safekids Campaign STRATEGIC PLAN 2011-14



## The Safekids Campaign

The Safekids Campaign is a national child injury prevention, capacity building and public awareness programme. The Campaign aims to strengthen partners, coalitions, communities, iwi, families, whanau/family and like-minded individuals in working towards a common goal – preventing childhood injury and improving child health outcomes.

Unintentional injury is the leading cause of death and hospitalisation for children aged 0-14 years in New Zealand. Deaths from injury account for over one third (34%) of all causes of death among children in New Zealand. Every week one to two children die from unintentional injuries (78 per year on a five year average 2002-2006). Every week an average of 157 children are injured sufficiently to require them to be admitted to hospital (8,184 children per year on a five year average 2004-2008). Child injuries show a clear socio-economic gradient, and happen more frequently in high deprivation communities. Māori and Pacific children are over-represented in child injury statistics.

### Leading causes of fatal unintentional child injuries include:

- Motor vehicle traffic crashes
- Suffocation
- Drowning
- Burns

### Leading causes of hospitalisation and nonfatal child injuries include:

- Falls
- Cutting and piercing injuries
- Motor vehicle traffic crashes
- Cycle injuries
- Poisoning
- Burns

Child injuries are predictable and preventable. The most effective way to prevent injuries to children is to use a variety of strategies across many agencies and communities. Safekids provides information, services and advice to government agencies, territorial authorities, Well Child providers, health professionals, private industry, media, educators, iwi and families to support better child health outcomes.

This strategic plan describes the Safekids Campaign, and outlines key campaign activities and outcomes. The purpose of the strategic plan is to inform Campaign partners about how they can contribute to reduce the burden of injury experienced by New Zealand children, and how they can help improve child health outcomes.



## The Safekids Campaign Vision

The Safekids Campaign vision is for New Zealand children to be free to enjoy their childhood without being hospitalised or killed by unintended, preventable injury.

The Safekids Campaign raises awareness and provides information to the injury prevention workforce about effective ways communities, whanau/family, parents, caregivers and individuals can help to prevent unintentional injuries happening to children.

The Campaign aligns with Government priorities, is evidence based, collaborative and focuses on facilitating local action to reduce child injury.

## The way we work

All our Campaign work is undertaken through partnerships, or through supporting others, to achieve support for the strategic direction of the Campaign. The Campaign creates coalitions, partnerships and networks to enable organisations, communities, iwi, whanau/family and individuals to combine their efforts and strengths and be more effective in preventing injuries to children.

We are committed to actively seeking comment, advice and involvement of Māori at all levels of Campaign decision making and resource development. The Safekids Campaign supports whanau ora by increasing whanau and family members' awareness and knowledge about injury prevention opportunities and effective interventions.

The Campaign is undertaken in a series of stages:



## Stage One: Campaign Planning and Development

Campaign planning and development occurs in the ten months before the launch of the Campaign. Safekids invites a range of stakeholders including Government, media, companies, NGOs, community groups, iwi, whanau/ family and individuals who are committed to preventing injuries to children to take part in the Campaign.

Safekids is the coordinating agency for the Campaign. Safekids is responsible for creating an information base for the Campaign, identifying and promoting best practice interventions, stakeholder meetings, facilitating information and planning processes, supporting Coalitions, and evaluating and reporting on Campaign activities.

A national Campaign Steering Committee called the Key Agency Group (KAG) work together to make the Campaign happen. KAG members commit their organisational resources in line with strategic Campaign priorities

Joint strategic planning with the KAG is undertaken each year to develop a Campaign annual plan. This ensures that the Campaign aligns with health priorities and targets. Joint planning also ensures that gaps in resources and services are identified, funding opportunities are actioned, and duplication of events and resources is avoided.

At the local level community and child health professionals form committees called Safekids Coalitions. Coalitions are responsible for supporting local information and planning workshops, delivering child safety activities within their local areas, and also provide feedback to the Campaign evaluation process. Coalition members include injury prevention practitioners, government and non-government agencies, community groups, iwi, and all those who are interested in supporting child injury prevention.



## Stage Two: Campaign Implementation

Campaign activities are developed and delivered at the national and local levels, in collaboration with our partners.

At the national level, Safekids develops and delivers a series of information and planning workshops. Workshops are provided to introduce new child injury topics, provide current data and research, and to profile resources to support Campaign activities. Workshops also grow and support local engagement with the Campaign outcomes.

At the local level, Coalitions deliver a range of Campaign activities within their communities. They are supported by Safekids and use resources provided through the Campaign. Coalitions also provide valuable local information back to Safekids, to help inform the Campaign development.

The development and implementation of Campaign activities is guided by evidence based practice, alignment with KAG priorities, and the Whanau Ora Tool, which places Māori at the centre of programme planning, implementation and evaluation.

## Stage Three: Evaluation

The purpose of evaluating the Safekids Campaign is to support ongoing organisational learning and future Campaign planning. Evaluation findings are used to provide funders and partners with information about the use of Campaign resources, and the benefits of the Campaign to partners and stakeholders.

A participatory evaluation approach is used, as this provides opportunities for close consultation with stakeholders, including Māori, Pacific peoples, funders and KAG members. Evaluation activities and priorities are guided by an Evaluation Steering Group.



## Campaign Themes 2011-14

The selection of themes for the Safekids Campaigns are based on identified evidence-based child injury prevention priorities, alongside consideration of priority issues for KAG members, funders and coalitions. Themes for the next three years Safekids Campaigns have been agreed in advance with the KAG. The Campaign focuses on two themes in each year.

Year	Theme One	Theme Two
2011-2012	Driveway run-overs	Safety at Home
2012-2013	Cycling Safety	Out and About Safety
2013-2014	Passenger Safety	Safety at Play



## The Campaign Timeline

Each Campaign requires ten months planning, and then a year of implementation. The planning for the following years work commences as the current year's Campaign is being delivered.

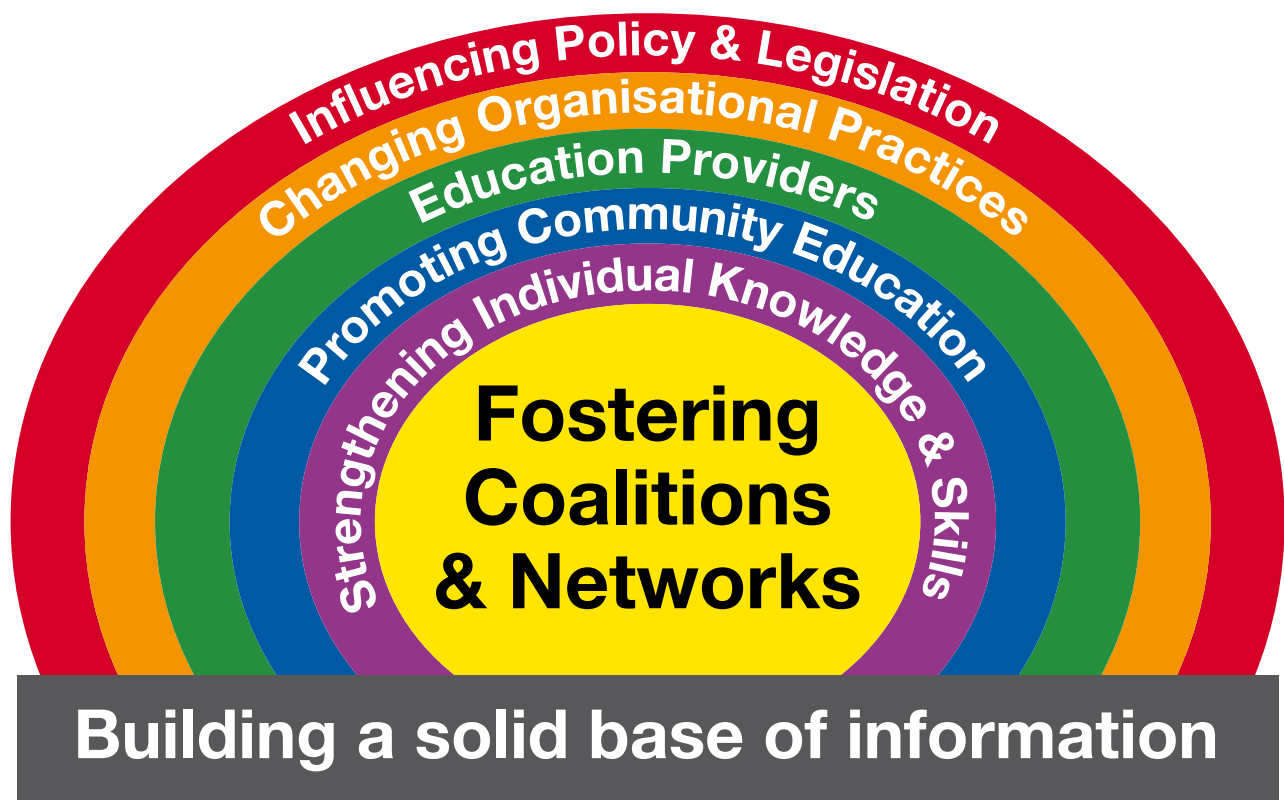
Timeline	Key activities
<b>PLANNING PHASE</b>	
August - December	<ul style="list-style-type: none"> <li>Disseminate previous years Campaign Final Report to KAG and stakeholders</li> <li>Epidemiological data analysis and research to inform resource development and Information and Planning Workshops completed</li> <li>Commence communication with KAG members</li> <li>Identify and contact potential sponsors</li> </ul>
January - March	<ul style="list-style-type: none"> <li>Information and Planning Workshop Series plan and information pack content developed, liaison with local coordinators commenced</li> <li>Commence development of new resources (if required)</li> <li>Commence and complete Campaign evaluation plan</li> <li>Initial promotion and media activity commenced</li> </ul>
April – June 2010	<ul style="list-style-type: none"> <li>Commence delivery of Information and Planning Workshops</li> <li>Disseminate information including data analysis, Factsheets and information packages to workforces</li> <li>Ongoing media promotions</li> </ul>
<b>IMPLEMENTATION AND EVALUATION PHASES</b>	
July – September	<ul style="list-style-type: none"> <li>Launch Safekids Campaign via mass media and public service announcements</li> <li>National media release for the Safekids Campaign</li> <li>Evaluation of Information and Planning Workshops completed and disseminated</li> </ul>
October – December	<ul style="list-style-type: none"> <li>Commence Community Coalitions initiatives</li> <li>Dissemination of resources</li> <li>Planning commenced for following year Information &amp; Planning Workshop Series</li> </ul>
January – March	<ul style="list-style-type: none"> <li>Promotions plan implemented promoting dates for Information and Planning Workshop Series</li> <li>Ongoing support of Community Coalitions initiatives Draft Campaign resources</li> <li>Ongoing communication with KAG members</li> <li>Commence planning for next Campaign</li> </ul>
April – June	<ul style="list-style-type: none"> <li>Deliver Information and Planning Workshops nationally</li> <li>Disseminate information including data analysis, Factsheets and information packages to workforces</li> <li>Ongoing media promotions</li> <li>Final Campaign Reports developed</li> </ul>

## The Safekids Action Model

Through the Safekids Action Model, Safekids:

- Builds a solid base of information about unintentional child injuries and how they can be prevented
- Advocates for the development of safer environments, policies and practices that contribute to a reduction in child injury
- Promotes child-safe organisational practices
- Educates those in the education, health and community injury-prevention fields
- Works to increase media and community awareness about child injury and its prevention
- Builds partnerships, coalitions and networks to undertake collaborative action on child injury prevention work
- Provides a professional child injury prevention service.

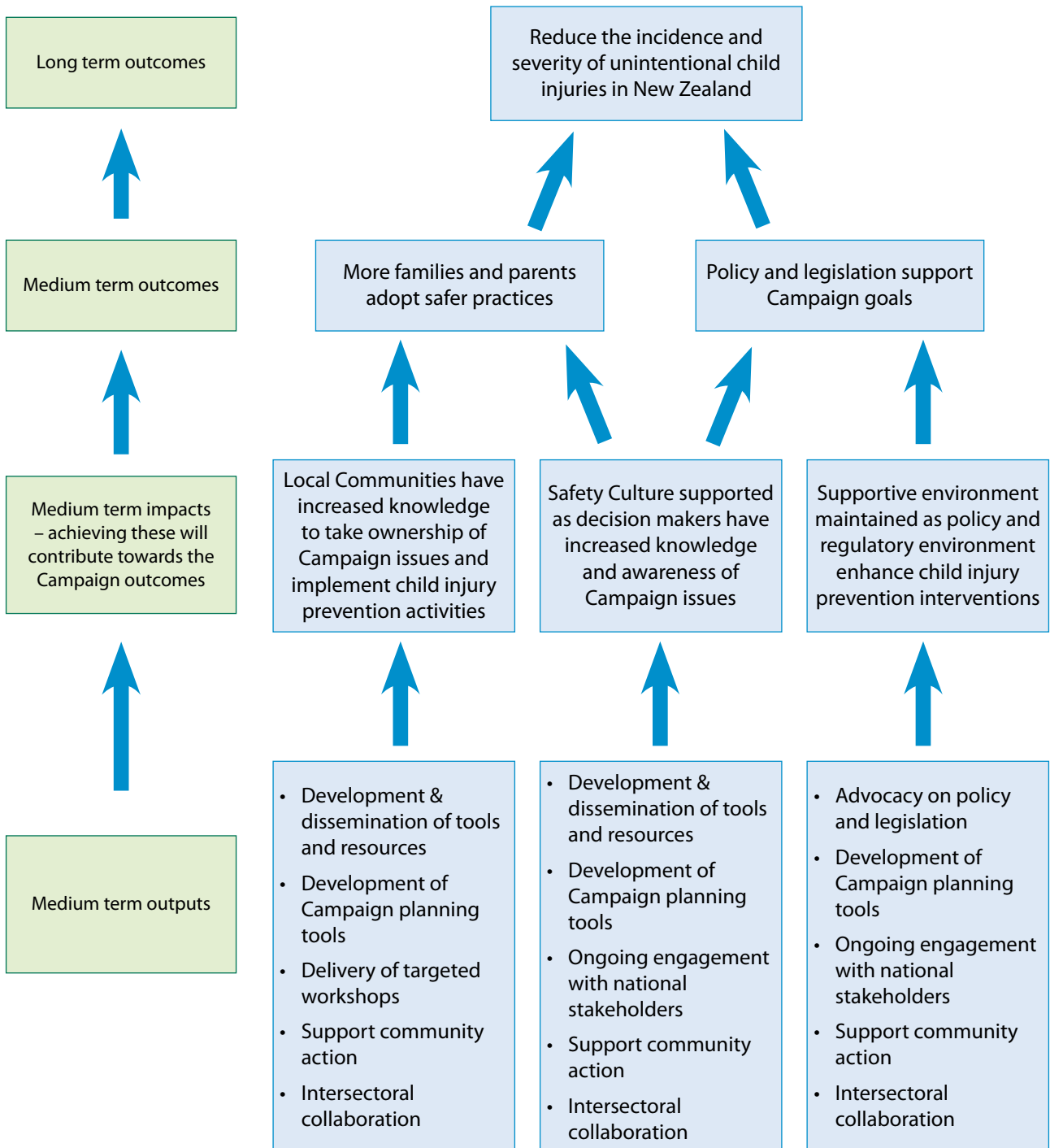
# SPECTRUM OF PREVENTION



## The Campaign Logic Model

The Safekids Campaign is informed by the Safekids Action Model and operates from a basis of strategic planning and action.

The following model demonstrates the logic behind the Campaign



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