

# ShoreSafe Community Trust

Issue # 27

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## Special points of interest:

- Fall related injuries account for most hospitalisations on the Shore.
- Who Cares about Safety?
- Flue Danger and preparedness
- It a neighbourly thing
- Childrens' sport and exercise

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## Story 1. The North Shore Injury Story

Recently I was collating a North Shore Injury Profile which necessitated gathering data on demographics, injury fatalities, non fatal injury, road safety, crime, water safety, fire safety, perceptions of safety and community spirit, and the economic and social costs of injury. While gathering data, I did get useful information that gave an understanding of where we are in comparison to the national average or other local authorities on injury matters.

This year our population will be over 230,000 with a median age of about 40 years.

Each year North Shore has approx 53 die from injury, which is less than the national average. Falls are the biggest

issue with suffocation second. Nearly twice as many males die from injury compared to females.

Falls also account for the most hospitalisations. While injury hospitalisations from 2003-2007 remained relatively stable, ACC claims increased by 33% on average.

In 2009 there were 378 people on the Shore injured in 316 road traffic injury crashes. This is a downward trend and below the national average. There were 4 fatal crashes and 42 serious crashes. 2006 was our worst year for overall crashes with 93 more than 2009. The picture painted is that injury is a major concern to government and community agen-

cies and has enormous detrimental effects on our quality of life. We need to make a difference by each adopting better safety practices.

The full report will be posted at [www.shoresafe.co.nz](http://www.shoresafe.co.nz) when it is finalised.

Life is much better when we are safe to enjoy it.



## Story 2. ShoreSafe becomes a Trust

ShoreSafe is now ShoreSafe Community Trust. As a Charitable Trust, we now increase the opportunities to source funding. Our established Board of Trustees appointed bring a great range of skills and experience to this organisation.

Board Members are:

Tom Burt (Chairman—Retired Engineer)



Ken Pemberton (Principal, Murrays Bay School)

Mike Cohen (Community Board Member)

Teresa Stanley (WaterSafe Auckland)

Stanley Park (Korean Society)

Alison Fitch (Sport Drug Agency)

Tania Peters (Safe Communities Foundation)

# This Year, Protect Yourself and Your Family

2010—Swine Flu kills 15 New Zealanders in the past year with more than 700 admitted to hospitals with confirmed cases of pandemic influenza. -NZ Herald Jan 2011

It's back to work and School. We can't get there soon enough but is the workplace or school ready and healthy? To stay healthy in these environments we need to be vigilant. Please read the advice below.



## STEP 1 – PROTECT YOURSELF

### GET IMMUNISED AGAINST INFLUENZA TODAY

Health professionals recommend the first step you should take is to get immunised with a seasonal influenza vaccine.

#### Who should get the influenza vaccine?

Almost everyone\* can benefit from the protection of an annual influenza vaccine.

The vaccine is especially important for people at risk of serious complications from influenza including:

- pregnant women
- people with an ongoing health condition (like asthma, diabetes, a heart or lung condition, or significantly overweight people)
- people aged 65 years or over
- young children (aged 6 months to 5 years)

Protect others: it is also important that people who care for others are immunised, for example healthcare and community care workers.

#### Why do I need the influenza vaccine every year?

There are many different 'flu' viruses and each year the types that reach New Zealand will be different. The vaccine is changed to match the most common types that are circulating each season. So, for the best protection, immunisation against influenza is necessary every year.

#### Will the vaccine protect me against Swine Flu?

Swine Flu (officially known as Pandemic Influenza [H1N1] 09) has been in the news a lot because it is a new type of 'flu' we have not been exposed to before. The good news is that in New Zealand, the 2010 influenza vaccine also contains protection against Swine Flu.

#### Can the vaccine give me influenza?

No. You cannot get influenza from the vaccine, as it does not contain any live viruses. However, some people will experience mild symptoms such as muscle aches or headaches for a short time after vaccination.

## STEP 2 – PROTECT YOUR FAMILY

### STOP THE SPREAD OF THE INFLUENZA VIRUS

The influenza virus can spread very quickly from person to person through touch as well as through the air.

#### What can I do to stop the spread of influenza?

- Wash and dry your hands often. Wash for at least 20 seconds using soap or an alcohol-based rub.
- Cover your mouth and nose with a tissue when you sneeze and put the tissue in a bin.
- Avoid touching your eyes, nose and mouth.

## STEP 3 – PROTECT YOUR COMMUNITY

### STAY AT HOME AND LOOK AFTER YOURSELF OR YOUR FAMILY

If you have 'flu'-like symptoms (fever, cough, sore throat, runny or stuffy nose, body aches, chills, fatigue) stay at home and look after yourself and your family.

#### What should I do if I am unwell?

- If you have to go out in public stay at least 1 metre away from other people.
- Drink plenty of fluids (at least 2 litres per day).
- If symptoms worsen call **Healthline 0800 611 116** or phone your doctor.
- If your doctor or pharmacist has recommended anti-viral medications, take them as directed.



BY FOLLOWING THESE SIMPLE STEPS WE CAN ALL HELP FIGHT INFLUENZA AND KEEP NEW ZEALAND HEALTHY.

\*A small number of people should not be vaccinated without first consulting a physician such as those who have had a severe reaction to an influenza vaccine previously or those who have a severe allergy to chicken eggs.

## Upcoming Events

- 19 Feb Albany Global Village Festival 1000—1500 hrs.
- 17 Mar Child Safety Workshop—Invitation only
- 26-27 Mar Neighbours Day (w/end) See Page 3 for more info.
- 19-20 Apr Community Economic Development Conference, Waitakere Trust Stadium
- 3 Mar We Can Be Safe—Colour Me Purple (ph 09 623 1700 for more info) Child Safety Charity Auction in Parnell.
- 5 Mar Childrens' Day at Waitakere Stadium. —Lots of displays & stalls Ph Sarika 09 837 4849 for details

**Recent Event** -3 Mar. Chinese & Korean New Year Celebrations—Congratulations to all the Asian groups and Auckland Council who came together to promote and celebrate at the Glenfield and Northcote Festival events. I thoroughly enjoyed the mix of people, entertainment and the market food. The atmosphere were just great

The importance of physical activity

Physical activity is essential for growth and development. Being physically active can help children obtain physical, social, emotional and intellectual health. Being aware of safe sport practices helps ensure positive sporting experiences for children of all abilities.

**Guidelines:**

1. Clubs, schools and providers should ensure that they identify, manage and monitor the risks involved in sport and recreation activities.
2. An estimated 50% percent of all sports injuries are preventable.
3. Coaches should have at least an entry-level qualification from a coaching course for their sport.
4. A first aider should be present at all sporting events with participants under 16 years

of age. Complaints of pain, tenderness, limitation of movement or disability should be promptly referred to a qualified sports first aider, sports trainer or medical professional for management.

5. Appropriate and properly fitted protective equipment, clothing and footwear should be used at all times.
6. The environment and facilities should be inspected and made safe before participation.
7. An understanding of medical history and existing medical conditions is necessary and a medical and activity questionnaire is useful and should be completed prior to and during participation. A medical clearance must be obtained from the treating doctor before any child or young person taking prescription medication participates in sport or physical activity.

8. Warm up, cool down and stretching should be included before and after all participation.
9. Activities for children and young people should be well planned and progress from easy to more difficult. Strength training can be safely introduced to young people provided it is carefully supervised. It should involve low-resistance and high repetition to avoid maximal lifts.
10. To reduce the likelihood of injury, match the physical and mental maturity of the child to the level of participation, complexity of the task and the game rules.

Information in this section is referenced from the Child Safety Handbook produced by the Safety Centre of The Royal Children's Hospital, Melbourne, 2009.

Complete warm up before physical activity to prepare the body. It should be fun and include games and activities relevant to the activity ahead. In colder weather a longer warm up may be needed.

Do gently and slowly stretch the muscles involved in the activity. Never bounce and keep breathing when stretching.

Dehydration and heat stress prevent us from playing at our best. Active people should drink water or sports drinks before, during and after activity to help replace lost fluids through sweat

Aim to drink 2 cups (500ml) every 15 minutes during activity, and enough to fully re-hydrate after activity.

If you are sending your children off to sport or active exercise, you should stress this message so it becomes a habit and one of individual responsibility.

After activity, cool down. This prevents soreness and stiffness. To cool down, do a light jog or brisk walk followed by stretching.

Information in this section is referenced from the Child Safety Handbook produced by the Safety Centre of The Royal Children's Hospital, Melbourne 2009

*"Aim to drink  
2 cups every  
15 minutes"*

**Turning streets into neighbourhoods: Hurihia nga ara hei tui i te ata noho a te tangata**

Neighbours Day Aotearoa is about celebrating the value of neighbourliness in our New Zealand communities. Knowing our neighbours helps make our neighbourhoods healthier, safer and more fun places to live for all of us.

Neighbours Day Aotearoa is a time to get together with your neighbours in a way that suits your neighbourhood - fill the gas bottle, put the jug on,

Get cooking or just put on your most welcoming smile and head out to chat with those you live closest to.

Imagine what could happen in your street or building on Neighbours Day Aotearoa? You can start things off! See [www.neighboursday.org.nz](http://www.neighboursday.org.nz) for ideas and tools.

Got questions or want to share a story about your neighbourhood? Please email: [kiaora@neighboursday.org.nz](mailto:kiaora@neighboursday.org.nz)

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*We're on the web—go look-see*



Safe Communities is a specific structured model to work in communities with the purpose of preventing injuries and violence, and promoting safety. This means addressing all kinds of safety issues and prevent injuries in all areas, encompassing all ages, environments and situations, and involving both non-government and governmental community sectors. Safe Communities at its best addresses a specific area of public problems best solved through a process of reasoned deliberation that relies on the bottom-up involvement of ordinary citizens to generate a fairer, more equitable outcome.. Safe Community, as a formal concept, is closely associated with the World Health Organisation, and can be traced back to the First World Conference on Accident and Injury Prevention (Manifesto for Safe Communities 1989) and the establishment of the WHO Collaborating Centre (on Community Safety Promotion) at the Karolinska Institutet in Stockholm, Sweden. Ever since the Centre has served as an engine, within a worldwide network, to spread the idea that safety can be promoted at a very basic level, and that injuries—suicide included—can be prevented. North Shore was the 116th designated community worldwide and now there are currently almost 22 designated safe communities in NZ and 227 worldwide.

Links: [www.safecommunities.co.nz](http://www.safecommunities.co.nz)

[http://www.phs.ki.se/csp/who\\_safe\\_communities](http://www.phs.ki.se/csp/who_safe_communities)

## Story 8

In December 2010, ShoreSafe hosted an Early Intervention Suicide Prevention forum. This was very focused on community involvement in being able to understand and recognise the risks to people around us and then know what help exists, who are they and where are they. An understanding of the pathways to seeking help is so important and this means that the communities can play an important role in reducing suicide and hospitalisation as a result of self harm. If you'd like a summary of the agencies involved and their service details, please contact Wayne at ShoreSafe on 09 489 4975 x 113 or shoresafe@acns.co.nz

### **Child Safety Forum**

Safe Communities Foundation NZ, Auckland Council, Safekids NZ and ShoreSafe are hosting a very special Child Safety Forum in March to focus on North Shore Child Safety. This is an invitation only event as venue space is limited. Let us know if you'd like to be on the invitation list.

## ShoreSafe Suicide Prevention Forum



**Live safe, live long. Please share this newsletter with friends, colleagues, family and further afield to help in the promotion of safer communities.**