

WAI Regional Aquatic Community Engagement Forum

Dr Carolyn Coggan
Director

Safe Communities Foundation NZ
"Quality first – quantity second"

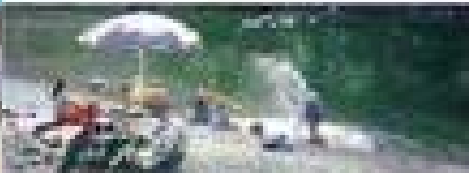
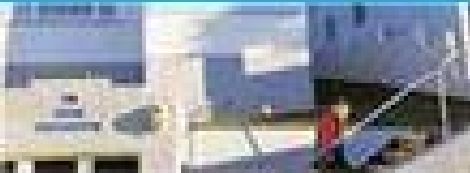
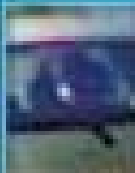
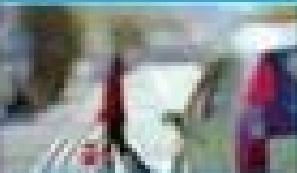
Marine Rescue Centre
16 October, 2007



foundation.nz

**Certifying Centre
and
Affiliate Safe
Community
Support Centre of
the WHO
Collaborating
Centre on
Community Safety
Promotion.
Affiliate Centre
with Certifying
Authority of the
International Safe
Schools.**

SCFNZ received funding for their work with communities from the ACC.



New Zealand Injury Prevention Strategy recognises the value of working in partnership



Te Kaitiaki o
MANUKAU
City Council



Drowning

- Drowning is a major, but often neglected, cause of accidental death globally.
- Recent World Bank & World Health Organisation data places drowning as the second leading cause of death from unintentional injury, after road traffic injuries.
- Drowning is New Zealand's third highest cause of accidental death, account for an over of 120 deaths per year.
- In 2005, the Drowning Prevention Strategy: Towards a Water Safe New Zealand 2005-2015 was launched by the Hon Ruth Dyson.
- Launch of Swimming New Zealand's Quality Swim School initiative.



Participants in Water Safety

**Drowning
Prevention
Strategy**

SCAT

WAI

**Swimming
NZ**

**Surf
Life
Savings**

**Auckland
Regional
Council**

Coastguard

**Environment -
Built & Natural**

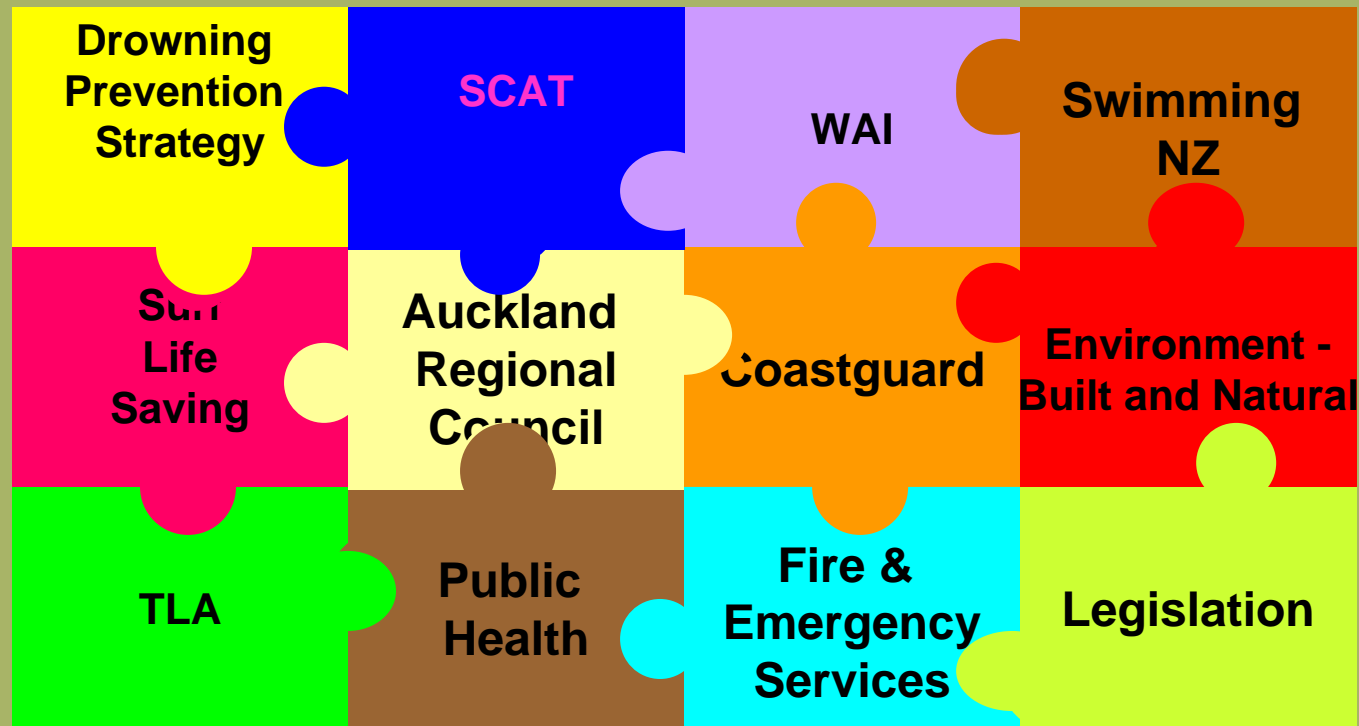
TLA

**Public
Health**

**Fire &
Emergency
Services**

Legislation

By building more sustainable partnerships (national & regionally) for water safety



Benefits of safety promotion are recognised

Improvements in water safety and more general community safety outcomes will follow

Making the links



- A **Safe Community** is one in which all sectors of the community work together in a coordinated and collaborative way, forming partnerships to promote safety, manage risk and increase the overall safety of its residents and visitors.
- A positive **safety culture** is a shared set of beliefs, attitudes, values and ways of behaving that support the prevention of injury.
- **Safe environments** are social and physical surroundings or conditions that support the prevention of injury.



Integrated planning?



Schools



Pools



Beaches



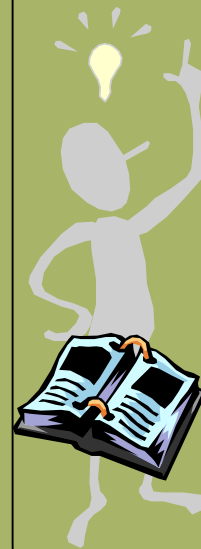
Boating



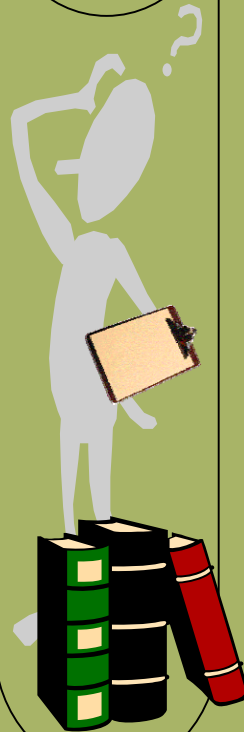
Homes



Rivers



WAI



Participants in Water Safety

➤ **Coming together is a beginning**



➤ **Keeping together is progress**



➤ **Working together is success**



Water Safety is not another project or a programme, its an integrated way of doing business...



thank you to ...



WAI, SNZ & SCAT

Launch of Quality Swim Schools in the Auckland Region focused on best practice learning to swim & water safety