



**NEW  
TEAM  
ON  
BOARD**





# MESSAGE FROM THE DIRECTOR

In our last Safekids News we described our recent review and how we would increase our ability to work with community organisations to develop and implement programmes that overcome barriers and which motivate caregivers and children to make changes to promote safety.

I am delighted to report that we've conducted a successful recruitment campaign and introduce you to our new full team. As their brief bios on pages 6-7 show, they each bring their own strategic abilities. Underpinning those are skill-sets to directly address the inequities in child injury prevention that see Māori and Pacific children so overrepresented in our statistics.

Our new team enables a strong focus on achieving equitable outcomes across injury prevention, particularly for Māori children. We are fortunate to have recruited passionate health professionals with deep personal and professional networks and experience working within and alongside Māori communities. We are also delighted to have team members from a range of the many Pacific communities who make up New Zealand's diverse population.

With Māori, Cook Island, Samoan, Tongan and Niuean team members on board we are well equipped to work closely with community providers to enable them to develop localised capacity and capability. We are also well placed to advocate at a policy level across central and local government to ensure child injury prevention

approaches are embedded in health, housing, transport and other social services. We'd like to acknowledge the many communities and individuals who we work alongside and have embraced Safekids' new team.

This was very evident when we brought together existing and new staff in a pōwhiri in June. Thank you to all who supported us then and in the subsequent messages I have received. In particular our kaumātua and kuia o Ngāti Whātua, who generously supported us on the day.

Among the people that day was Dave Letele and his whānau. Dave has been key to the home safety campaign we have been running since June, as have the generous providers of prizes. More detail is at pages 6-7, including some of the notable milestones of audience reach

and new social media followers we have had sign up to our Facebook page @safekidsaotearoa. If you know of people who would like their safety message provided in short, snappy, real-life videos with a touch of humour, please get them to like our page.

Our new team are claiming their places in the injury prevention space. I feel sure the feeling of aroha we absorbed at our pōwhiri will sustain us all as we push on together. In the weeks since, we've done some great learning together, met leading practitioners and swapped insights from our field. We look forward to more, as we work with you to keep our tamariki safe. 🙌

**Melissa Wilson**  
Safekids' Director

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**SAFEEKIDS AOTEAROA'S MISSION** / to reduce the incidence and severity of unintentional injuries to children in Aotearoa aged 0-14 years.

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# NEW INJURY PREVENTION RESOURCES

The revised Safe as Houses Guidelines document is available to order at [www.safekids.nz](http://www.safekids.nz)

With Parliament passed the Building (Pools) Amendment Act 2017 changes were required to our Safe as Houses Guidelines. The revision is complete and the booklet is back in print.

If you're not aware of it, this guidebook outlines ways that the risk of home injury to children can be reduced through good planning and design of new homes and with maintenance programmes for existing ones.

On average, 195 children aged 0-9 years are admitted to hospital each month as

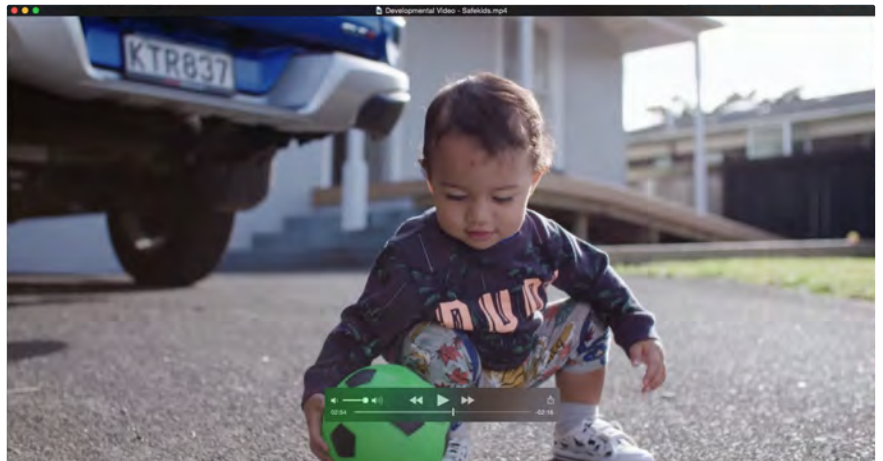
a result of an unintentional injury sustained in the home. Children aged 0-4 years accounted for 69 per cent of these admissions. Between 2007-2011 239 children in the 0-14 age range died in a home environment from these unintentional injuries, with 0-4 years making up 88 per cent.

The guidelines present strategies to minimise injury risk to these cohorts and make recommendations focussed on design or structural modifications. They must be read alongside the requirements of the Building Act and associated regulations.

## NEW DEVELOPMENT STAGES VIDEO

Children are vulnerable to different injury at different stages of their cognitive and physiological development.

We decided to try explaining it in pictures with real children and the fresh approach is generating great feedback when used in our community workshops on creating a home safety zone. Here is a big shout out to the whānau who participated and in particular the tamariki who participated.



## BABY WALKER AND BURNS LEAFLETS

These ever-popular A5 leaflets have had a refresh.

The images are up-to-date and the amount of copy reduced to their core facts and a call to action. Readers should be left in no doubt that Baby Walkers do more harm than good and just how important it is to handle hot drinks with caution.

> CONTINUED ON PAGE 13



# ON TOUR WITH SAFEKIDS' SAFETY WHARE

More than 3,000 people have visited our Safekids' Safety Whare across ten events to learn about child home safety this year. Charis MacDonald, Safekids' Events and Marketing Coordinator says whānau members of all ages are intrigued by the Safety Whare and love to investigate.

"Our Safety Whare is such an eye-catching exhibition at any event, many whānau are drawn to it as it allows tamariki and parents to be interactive while learning together about important home safety messages. It's great to see the kids taking these safety messages on board. Over time we hope they become safety advocates in their own home."

The whare delivers messages through play and activity in the different zones and in each zone there's a mix of tactile

and digital experiences designed to help families and whānau be safer at home.

Our thanks go out to the volunteers and hosts who have supported Safety Whare events through the year to date with all their hard work.

IF YOU WANT TO HOST OUR SAFETY WHARE AT YOUR EVENT IN 2019, PLEASE CONTACT

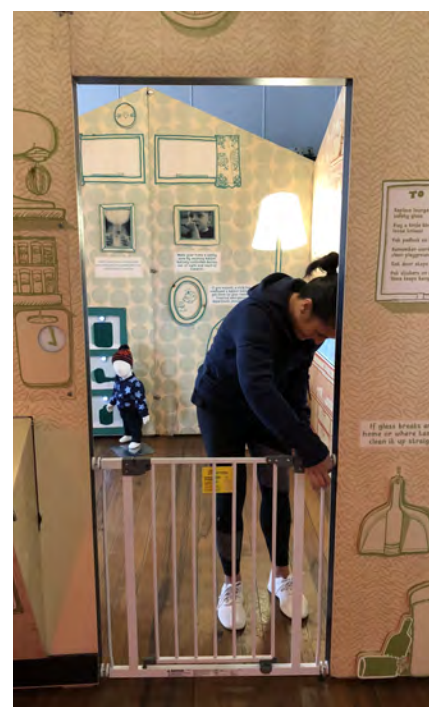
US: [charism@adhb.govt.nz](mailto:charism@adhb.govt.nz)

OR COMPLETE OUR BOOKING FORM HERE:

<https://bit.ly/2P2JRI2>



Safety Whare set up for Winter Wonderland, St Mary's Church, Glen Innes



Safety Whare set up at the Katikati Rugby Club Grounds for the Katikati Whānau Fun Day Out



# COMMUNITY WORKSHOPS DESIGNED TO MAKE YOUR HOMES SAFETY ZONES

Safekids delivers train-the-trainer workshops to community and health providers in DHB districts with the highest incidence of home injuries. The programme, currently in its second year, aims to increase awareness of the risks and supply the intervention tools required to prevent severe child accidents, injuries and deaths. These are those caused by falls, drowning, poisoning, suffocation, burns and swallowing button batteries in the home.

The workshops aim to equip delivery-partner organisations with child injury information and prevention strategies to support whānau. Recent workshops provided alongside Manaia Primary Health Organisation in Whangarei and to staff from Plunket, Barnados and other organisations in

West Auckland are examples of how we are privileged to learn from and work with community providers. Their on-the-ground experiences with whānau help shape and improve our community programmes and we continue to admire the work they do to support whānau to keep tamariki safe.



Participants at a Whānau Education Workshop at the Manaia PHO, Whangarei



Participants at a Whānau Education Workshop at the Plunket Family Centre, Henderson

## HOME SAFETY DEVICE NEWS: GRANT PROGRAMME UPDATE

Safekids is currently reviewing the Home Safety Device Programme and looking to simplify access and the reporting process.

If you're a current grantee and interested in more information about this process please contact: Emmeline Croft, Safekids Aotearoa Community Engagement Advisor, on [EmmelineC@adhb.govt.nz](mailto:EmmelineC@adhb.govt.nz)

## CHEEKS IN SEATS IN WHANGAREI

The carseat clinic 'Cheeks in Seats' is planning to be in Whangarei Saturday the 3rd of November, 10am-5pm, but they have yet to secure a venue. If anyone is in a position to help, please contact them through their @cheeksinseats Facebook page. Once we have the location details we'll post to our Safekids Facebook page.

Cheeks in Seats clinics provide an introduction to the correct selection of car restraints to keep children safe in cars and it'll walk you through the key information for installation at purchase or hire and then adjustment as your tamariki grows and develops.

We do recommend getting help installing your child car restraint or booster.

**To find an NZTA-certified child restraint technician near you who can offer support and help correctly install a child car restraint see <https://bit.ly/2LWoACJ>**



A recent Cheeks in Seats event in Wellington

# SAFETY TIPS WITH BUTTABEAN REACHES 40,000 PEOPLE IN TEN WEEKS



Behind the scenes in production with the Latele family

Melissa Wilson, Director of Safekids Aotearoa, says Safekids is very pleased with the level of engagement with the project. Dave, Koreen and whanau have been fronting.

“It’s our communities’ opportunity to get involved too. Like and share is the catch-cry around the office these days. Do the same and help us spread the word about home safety.”

“This is not the only new tool we envisage using and sharing. We’re

encouraging more of these conversations about everyday injuries in the offices, hospitals, wherever people meet. And exploring new ways to spark these, inform them and amplify the impact among the communities where it’ll count.”

## LETELE - FAMILY OF CHAMPIONS

This campaign’s been running through June, July and August, enlisting the Letele family. Baby Brook’s developmental milestones give us a powerful representation of the injury prevention challenges at every new stage of an infant’s development. Each family member’s involved in discovering child injury facts and sharing prevention messages.

The busy Manurewa, Auckland whanau are dad Dave, mum Koreen, sons Tavita, Fabian and of course baby Brook. They’ve been on board as social-media ambassadors since early 2018 and active on Facebook as Safety Tips champions since the beginning of June.

It’s part of an effort to reach new audiences with our raft of home safety messages and the community outreach we do with workshops and touring with our Safety Whare.

Dave is a well-known Samoan-Maori community advocate who already works extensively with families in South and West Auckland promoting weight loss and a general health and well-being programme. The former boxer has a real heart for New Zealand’s Pacific community and is passionate about the power of whanau to drive change.

The data indicates the Leteles are extending the reach of Safekids’ home safety messages into sections of the community we might not otherwise have been able to connect with.

**IF YOU HAVEN’T ALREADY SEEN IT PERHAPS YOU CAN HELP. CHECK OUT OUR FACEBOOK PAGE OR FOLLOW THE LINK TO CHECK OUT THE SHORT, SNAPPY HOME-FOCUSSED MESSAGES AT:**

<https://www.facebook.com/SafekidsAotearoa/>

**Please like and share our page with your friends and contacts.**



Dave with Koreen holding Brook, Tavita and Fabian



# GENEROUS SPONSORS HELP DRIVE CAMPAIGN

SAFEKIDS AOTEAROA WOULD LIKE TO ACKNOWLEDGE THE GENEROSITY OF THESE PRIZE PROVIDERS:



Just some of the prizes awarded in the campaign so far.



## ENGAGEMENT STATISTICS ACROSS FACEBOOK AND INSTAGRAM

VIDEO (3 second views)	INSTAGRAM video views	FACEBOOK video views	TOTAL REACH (individual people)
60,000	15,697	53,570	40,000

Data as of 3 August, 10 weeks on from launch of 'Safety Tips with Buttbean'



Anlysse Tinirau receiving the first delivery of her prize

## BABY BEAN OUT IN FRONT



Dave and star of the show, baby Brook

# THE NEW SAFEKIDS AOTEAROA TEAM



## MELISSA WILSON Director

Melissa is an experienced health sector leader who most recently led the Child Cancer Network and who established and is chairing the Littlemore Foundation. Melissa has an allied health background and has just completed a Master's in Health Leadership at the University of Auckland.

She says she finds herself humbled by the passion and commitment she continually finds in the injury prevention sector, "and it's particularly strong in this team, who have knitted together rapidly. We're very fortunate to have found one another."



## MOSES ALATINI Policy Analyst

Moses (Mou) trained in Political Studies and on graduation developed his analytical skills over more than three years working with Statistics NZ. His expertise has deepened in a decade dedicated to Safekids Aotearoa. Moses has become the go-to man for all things relating to injury prevention outside of the clinicians' domain. He also has community outreach strings to his bow and in this utilises his

Tongan heritage to add value to Safekids' Pasifika engagement.

Mou is a committed husband and, with wife Mele, proud parent to two school-age sons. Mou says, "working at Safekids has been great. Advocating for policy or regulation change that will benefit the safety of kids at home, on the road or at play is reward in itself!"



## EMMELINE CROFT Community Engagement Advisor

Emmeline (Ngati Hine) is a law graduate who has applied her talents in the mental health sector, where she has developed excellent writing and brand management skills. Emmeline also has experience navigating co-design processes in mental health sector

community engagement to produce Māori and Pasifika responsiveness strategies, most recently with the Changing Minds Organisation. She's motivated to work in a team with strong kaupapa Māori values and this led her to Safekids Aotearoa.



## MARETA HUNT Strategic Advisor

Mareta (Ngāi Tūhoe, Ngati Awa me Ngati Maniapoto) brings a strong Māori influence and perspective to the table. Her strengths are in developing insights on equity, advocacy and in seeking the voice of the patient and community. She has networks across both Māori and Pasifika communities – both personal and professional. Mareta is fluent in Te Reo Māori and has utilised that extensively in her

career and recent role as senior Māori cultural advisor with Counties Manukau Health.

Mareta says the key to her motivation and success in life are her "three beautiful daughters and striving to be the best that I can be, living out the values of my faith, language and culture."



## MARK FENWICK Communications Manager

Mark brings with him many years' experience steering and navigating broadcast and print communications in central, local government and DHBs. He's experienced in developing and translating communications and marketing ideas into action to engage the support of diverse public and private groups. Most recently he's led a social-marketing behaviour change project with NGO sexual health service

providers in Auckland.

Mark's a committed husband to wife Alexandra and with her, a proud dad to one school-age and two adult sons. "Just want to do my bit for others, that's why I'm here. And the 'ounce of prevention's better than a ton of cure' opportunity really inspires," he says.





### **CHARIS MACDONALD** Events and Marketing Co-ordinator

Charis studied Commerce at Auckland University and has since built strong operational, administrative and event management experience. She has a demonstrable commitment to working with children and community organisations, having volunteered at Camp Quality for five years as a companion as well as working at the Make-A-Wish Foundation where she was responsible for

granting magical wishes to eligible children in New Zealand.

Charis is very passionate about improving the quality of children’s lives and is excited to see how she can make a difference at Safekids Aotearoa. She also loves adventure and travel, having been to a total of twenty nine countries (and counting)!



### **ALEXANDRA NICHOLAS** Strategic Advisor

Alexandra trained in Business Management and Public Sector Leadership. She’s become an experienced project manager, community organising coach and trainer working in the health and education sectors. Of NZ Māori (Ngāpuhi, Ngāti Raukawa) and Cook Island Māori descent, Alexandra most recently worked as a community-organising project manager at Counties Manukau Health where she led Handle the Jandal, a community mental health programme at Ko Awatea led by Polynesian youth.

Her personal experience with an eating disorder as a young adult motivates her. In particular, the gaps and barriers in the health system – which had to be filled by her whānau and community to support her recovery. These became the catalyst for working for community-led health equity. She says “communities can and must be enabled to develop their own leadership and solutions to achieving wellbeing outcomes that matter to them.”



### **BRENT RICE** Workshop Facilitator

From shearing gangs, freezing works, long-haul driving, to retail and fitness management, Brent had a widely varied working life while he and his wife brought up their three children.

Brent joined the police in his late 30’s, working in the CIB before personal circumstances caused a change in direction into youth aid. Working at the ‘top of the cliff’, Brent initiated a nationwide youth intervention program in Aotearoa which was recognised with a

Governor General’s award. Now with his own business in health and safety, Brent is able to give back some of his time to Safekids Aotearoa. His philosophy is simple - “if you see a need, do something about it”. Brent sees it as a privilege to be able to deliver workshops to the great organisations working with our young parents. “I’m here to help,” he says.



### **BLACKIE TOHIARIKI** Workshop Facilitator

Blackie (Ngāti Kahungunu, Te Arawa, Te Whānau-ā-Apanui) has a background in teaching and the education sector.

Blackie’s strengths are in te Reo Māori, Tikanga Māori and community engagement. He’s taught primary, secondary, total immersion education

and is presently a kaiako in the tertiary sector. For Blackie transformation through education is the pathway to keeping our tamariki safe. “Aroha ki te tangata is the key”, as he says - “Mauri Ora!”



### **JO VILIPAAMA** Workshop Facilitator

Jo is a proud first-generation NZ born Niuean and comes with a background having worked at ACC in a number of customer-facing roles most recently as a Community Injury Prevention Consultant based in her home town of Wellington.

Jo says contributing to improving the wellbeing of communities is why she works in the injury

prevention field. A key highlight for her is the opportunity to develop and foster relationships with community groups and support organisations. “The key is partnering to develop up local work plans incorporating key injury prevention priorities based on their injury profile,” Jo says.

# HOME INJURIES FOR CHILDREN BIG RISK FOR UNDER-FIVES

We have recently had a look at Starship Children’s Hospital’s 2017/18 admission data for under-fives who had suffered injuries at home. Falls and the age of these patients are the big concern.

Between 01 July 2017 and 30 June 2018, 161 children under the age of five years were admitted to Starship Children’s Hospital for injuries that all took place in the home. Children aged between one and two years accounted for 54 per cent of these hospitalisations, split evenly at 27 per cent for each age.

TABLE 1: NUMBER OF CHILD HOSPITALISATIONS BY AGE & EXTERNAL CAUSE, under 5s (July 2017-June 2018)

AGE	0	1	2	3	4	TOTAL
Total	24	43	44	26	24	161

EXTERNAL CAUSE	
Burn - Hot Object / Substance	7
Caught Accidentally In or Between Objects	38
Cutting & Piercing	13
Dog Bite	s
Driveway Run Over	6
Drowning	4
Fall	77
Motor Vehicle Traffic: Pedestrian	s
Other	s
Struck by or Against Object	11
<b>Total</b>	<b>161</b>

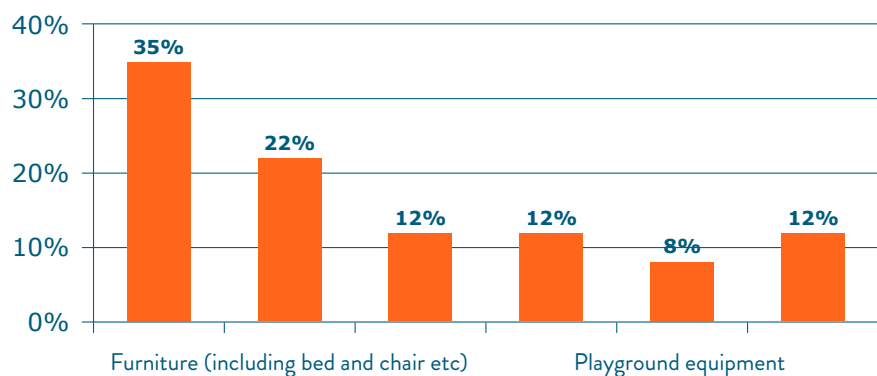
(s) = numbers ≤ 3 have been suppressed for confidentiality purposes.



Falls-related injuries account for almost half (48%) of injury admissions. The three main types of fall related injuries are: children falling off furniture (including falls off beds, chairs and other

furniture) (35%), slipping and tripping over things (22%) and falling from a building/window (12%) or multi-level area (including falls off a trampoline) (12%).

FIGURE 1: PERCENTAGE OF CHILD RELATED FALLS, HOSPITALISATIONS, under 5s (July 2017-June 2018)



The second major injury cause is fingers/ limbs being caught accidentally in or between objects, which accounts for 24% of home injuries. Nine out of ten of these injuries are the result of a child’s finger(s) being caught in doors.

Note that this data includes child hospitalisations that were unintentional in intent and excludes day patients or

those re-admitted for the same event, or who died in hospital as a result of their injury.

Based on the 2017/18 Starship figures, the home must remain a key focus for injury prevention efforts, subject to the analysis of more data from around the country as it comes to hand.



# Q&A WITH KOREEN LETELE

Over the last three months Koreen and her husband Dave and their three children have been delivering child injury prevention message through Safekids Aotearoa's Facebook page.

Koreen's experience as a new mother is giving Safekids new connections and new insight. She and Dave have a presence and style that has helped Safekids reach more than 40,000 people in the three months it has run 'Safety Tips with Buttabeen'.



## HOW COMMON IS COMMON SENSE?

“Not very, but maybe it just takes a moment... check out the information Safekids has to offer and share it around.”

### **What prompted you to get involved with Safekids?**

It was a great opportunity for me as a new mum wanting to learn more about this job of parenting and to support Dave. Not to mention preventing child injury just being a cool thing for the whole family to get involved in.

### **Did you take much convincing to come on board with this?**

Not really. And Dave would have been quick to change my mind if I'd had any doubts. Having the cameras around has taken a bit of getting used to.

### **What's it like being the mother of boys?**

Fun, exhausting fun. But we're pretty organised and like being on top of what we're all doing.

### **The data tells us boys tend to have more injuries than girls – why do you think that is?**

Perhaps some natural inclination to take more physical risks, it must have something to do with that or what we grown-ups are suggesting to them without really knowing it.

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## WHAT'S IT LIKE BEING THE MOTHER OF BOYS?

“Fun, exhausting fun. But we’re pretty organised and like being on top of what we’re all doing.”

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### **We sometimes get accused of trying to wrap kids up in cotton wool to keep them safe. How do you think you can balance keeping kids safe and letting them take risks and learn from their experiences?**

Well learning what I’ve learned about the risks has changed how I look at things. Better safe than sorry and if that’s ‘cotton wool’, well I’d rather have that than an injured child, thanks very much. I found myself putting Brook in a swing seat at the playground the other day and then stopping myself because it was clear he just wasn’t going to be secure.

### **What have you learned about keeping your kids safe since you’ve been involved with Safekids?**

Some of it is applied common sense, but being part of making these Safety Tips with Buttabeen videos puts it front-of-mind, so your question makes me think of the burns stuff we did recently and just how much thinner babies’ skin is than ours. If I spilt a cup of coffee in my lap it would be more of an embarrassment than an injury, but the impact on Brook would be horrendous.

### **How do you think you can get these safety messages across to other whānau and friends?**

Being where they are and when they are open to them. This Facebook and Instagram approach is good, but I think we need to be in front of mums and dads and aunts and granddads when they are in the zone. So times like the antenatal classes before you have your baby; places like the supermarket or at the doctors. Maybe a booklet of these safety tips for the Plunket nurses when they visit. Not sure about when would be best for granddads, but I know when I’m with my girlfriends who have babies we’re always swapping info about what’s best.

### **What would you like your friends and family to take away from your involvement with Safekids?**

The giant wake-up call about risk. We can all do our bit and keep an eye out; keep our little ones safe. And thanks to you guys for sharing the knowledge, I can see how much more aware the boys are now, so the word is spreading.

### **What’s your number one parenting tip?**

Take the time to do it. And ‘taking time’ means taking time for yourself too - so you avoid reacting or over-reacting and getting mad.

### **How common is common sense?**

Not very, but maybe it just takes a moment. Like I say take the time, check out the information Safekids has to offer and share it around.





## HOME SAFETY DEVICE INSTALLATION MANUAL

We have produced a manual to guide home safety device installation. Its focus is on Home Safety grantees, whose responsibility it is to ensure those who install devices know they are doing so according to manufacturer's instructions. But it will also be of interest to anyone who wants some guidance on how to fit:

- safety gates
- cupboard latches
- furniture wall straps
- TV straps
- window stays and
- smoke alarms; blind cord wind-ups, door slam stoppers.

Each of these has a video link to a demonstration of trouble-free DIY.

A COPY OF THE HOME SAFETY EDUCATION AND DEVICES MANUAL IS ON OUR WEBSITE AT [www.safekids.nz](http://www.safekids.nz)

## WORKSHOPS WRAP UP FOR THE YEAR

The last Home Safety Whare Event for 2018 is in Mangere at the Mangere Bridge School Community Event, Wednesday 26th September, 5pm-7pm, Coronation Road, Mangere Bridge, Auckland.

FOR MORE INFORMATION PLEASE SEE THE SAFEKIDS AOTEAROA WEBSITE USING THIS LINK: <https://bit.ly/2vUYx47>

## NEW TEAM WELCOMED BY NGĀTI WHATUA & CLINICAL LEADERSHIP

Our new team members were given a powhiri at the Safekids Aotearoa office in June. The ceremony was led by kaumātua from manawhenua Ngāti Whatua who spoke alongside Starship Child Health Director of Medicine Dr Michael Shepherd and Safekids Director Melissa Wilson.



Key community and stakeholders representatives from organisations such as the Accident Compensation Corporation and Ministry of Health joined staff, friends, whanau in

establishing whanaungatanga. We think you can see something of that captured in the photo you see on the cover of this edition and in the collage above.