



Application for accreditation as a World Health Organisation International Safe Community August 2008

Vision:

'That Cairns will be locally, nationally and internationally recognised as a city that is both safe and perceived to be safe. It will be noted for its innovative, effective, collaborative, and sustainable approach to safety issues.'



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A WORD FROM THE MAYOR

It is with great pride that I endorse our application to become an International Safe Community. By addressing the criteria as set down by the World Health Organisation, this document outlines the various safety and injury prevention initiatives that indicate Cairns is in a position to embark on this accreditation process.

Arrival to this point comes from a long history that the Local Government Area of Cairns has in addressing safety and reducing the risk of injury to its citizens and visitors. It began way back in 1994 when, after a comprehensive study titled ‘The Crime of Fear’¹ Council acted upon recommendations to appoint a Safety Officer and invite a range of community stakeholders to form the Community Safety Committee. Some 10 years later, after the successful, ongoing operation of this initiative, the next step to improve and enhance safety was securing recognition in our Corporate Plan 2004-2009, Future Cairns,² of the need to embark on the process of establishing Cairns as a World Health Organisation Internationally recognised Safe Community.

Moreover, the Safe Communities process was seen as a way of uniting the wider community in addressing a variety of safety concerns and issues. This has already resulted in some excellent outcomes, with vast improvements in safety in some of Cairn’s most marginalised communities. A great example is the work being done in West Cairns, in partnership with Community Renewal – Department of Housing, Queensland Police Service, and residents themselves, in improving safety and wellbeing.

Another initiative that has seen a significant decrease in crime and assaults in our Central Business District has been the establishment of Council’s Inner City Precinct office and CCTV monitoring strategy. Not only do we work with the Queensland Police Service, but we have developed excellent and productive collaborations with the Licensed Venue Owners group, Taxi and Bus companies, and the Queensland Government’s Liquor Licensing Board. This has resulted in our CBD becoming a vibrant and vital hub for social interaction, entertainment, and commerce, with a steady decline in assaults and injuries in the past four years.

The Cairns Regional Council is aware that our journey towards being a safe community is just beginning. We will continue to research and address responses to safety and injury prevention that are inclusive and sustainable, whilst taking into consideration the needs of vulnerable and high risk groups. In partnership, we will continue to strive to make Cairns a safe place to live, work and visit.



A handwritten signature in black ink that reads 'Val Schier'.

The Hon. Val Schier, Mayor,
Cairns Regional Council, Far North Queensland, Australia.

¹ Begg, C. & Boorman, K., ‘Crime of Fear’, Brisbane, Australia, 1993

² ‘Future Cairns’ Cairns City Council Corporate Plan, Amended Version, p.p. 52-58, Lotsa Printing, Cairns 23/2/06

GLOSSARY

ASCF	Australian Safe Communities Foundation	CBD	Central Business District
CBUG	Cairns Bicycle User's Group	CCTV	Close Circuit Television
CPTED	Crime Prevention Through Environmental Design	CRC	Cairns Regional Council
CRDVS	Cairns Regional Domestic Violence Service	C4C	Communities for Children
D&FV	Domestic & Family Violence	DEPT	Department
FNQ	Far North Queensland	FNRSWG	Far North Road Safety Working Group
JCU	James Cook University		
LGA	Local Government Area		
QLD	Queensland		
QSCSC	Queensland Safe Communities Support Centre		
SIT	Safety Issue Team		
TAFE	Technical and Further Education		
TTNQ	Tourism Tropical North Queensland		
TPHU	Tropical Population Health Unit		
WHO	World Health Organisation		
YETI	Youth Empowerment Towards Independence		



Above: Cairns Safe Communities second Planning Day @ TANKS, November 2006

ACKNOWLEDGEMENTS

The previous Cairns City Council (now Cairns Regional Council) who had the foresight to embark on the Safe Communities Accreditation process in 2004.

The Safe Communities Co-ordination Team who, since that time, have furthered the process through collaboration and hard work – they are:

- | | |
|--|--|
| • Adele Wright, Social Planner | Cairns Regional Council |
| • Amanda Lee-Ross, Manager | Cairns Regional Domestic Violence Service |
| • Andrea Jackson, Project Director and <i>Catherine Coombs</i> | Delfin Lendlease |
| • Boris Pointing, Senior Community Crime Prevention Officer, | initially representing Department of Communities, now with Queensland Police Service |
| • Brian Hughes, Road Safety Advisor | Queensland Transport |
| • Caroline Barker, District Crime Prevention Coordinator | Queensland Police Service |
| • <i>Dorothea Philip</i> , Chelsea Barba, Co-ordinator | Happy, Healthy Families, Wuchopperen Indigenous Health Service |
| • Dulcie Bird, Executive Officer | Dr. Edward Koch Foundation |
| • Gary Roberts, Zone Manager | Community Renewal, Housing Queensland |
| • <i>Helen Laird</i> , Corporate Communications Manager | Tropical Tourism North Queensland |
| • <i>Kath McFarlane</i> , <i>Felicity Carless</i> , Tammy Allen | |
| Senior Health Promotion Officers | Tropical Population Health Unit, Queensland Health |
| • <i>Lisa Scott</i> , <i>Annie Noden</i> , Laree Verra, Safety Officer | Cairns Regional Council |
| • Janice Tiller, Community Support Officer | Department of Communities |
| • <i>Scott Pickard</i> , Simone Newman, Community Liaison Officer | Community Services Unit, Department of Emergency Services, Fire & Rescue Service |
| • <i>Stephanie Golden Roser</i> , <i>Tracey Dickinson</i> , and Jane Markotsis | Communities for Children-Southern Cairns, Mission Australia |
| • Terri Golding-Clarke, Team Leader | Community Development, Cairns Regional Council |
| • Swaran Austin, Student | Volunteer |

(N.B. Names in italics have since left the Team to move into other organisations or roles)

The many people and organisations involved in Safety Issue Teams: Crime Prevention SIT; Senior's SIT (incorporating OWLS and Aged Persons Service Provider's Network); Road Safety SIT (Far North Queensland Road Safety Working Group); Child and Home SIT.

Other teams and sub-groups that have contributed support and information are: Intra-council Advisory Team; Data and Evaluation Sub-group; Community Safety Committee.

Dawn Spinks from Qld. Safe Communities Support Centre and Henk Harberts and Lorraine Bartling from the Australian Safe Communities Foundation for their support and guidance.

John Smith, the first Council appointed Co-ordinator, and Pam Maher, who took over the role in July 2006, and the support and encouragement given by Cairns Regional Council's Community Development Team.

And of course the wider Cairns community.

- a very **BIG** thank you for a job well done – the journey is just beginning!

INTRODUCTION

Cairns is proud to present its application to be considered an International Safe Community under the World Health Organisation accreditation process.

The following documentation will paint a picture of the beautiful 'City in a Garden' that is Cairns, situated on the far northern coastline of the State of Queensland, Australia. It will show that Local Government Area of Cairns has grown over the years, into what is now known as the Cairns Regional Council – the lead agency in the journey towards community safety. More importantly, it will demonstrate a wide range of partnerships that have achieved the collaboration that is now the Cairns Safe Communities Program. The recent Local Government mergers have had little impact on this collaborative effort, as most of the partners already provide services to an area that is far greater than the newly amalgamated Councils. There are differing geographical boundaries for different agencies, however a pattern of similar safety issues has emerged. It has been shown that this Far North Region of Queensland has statistically more:

- Reported incidences of domestic and family violence, and subsequent breaches of protection orders
- Deaths and injuries involving bicycle riders and pedestrians
- Occurrence of good order, sexual assault, and common assault offences
- Data also shows that falls are the most likely cause of hospital admission by older persons and young children.

However, it will also show that, with collaboration and co-operation between a range of services, agencies and individuals, many of the statistics are reducing:

- *"This year's road toll currently sits 10 below last year's for the same period of time. ."* (Commissioner Bob Atkinson, Queensland Police Service, 4/4/08)
- Rates for both genders of children aged 0-14 involved in road traffic accidents were lower amongst Cairns residents than Queensland as a whole 2002/3 – 2004/5.
- Break and Enter offences have dropped by 25% in the Cairns region in the past five years (Qld. Police Service data)

Some of the initiatives that have increased the safety of Cairns are detailed here, but there are many more not mentioned or in the planning stages of implementation. Through the Safe Communities Program, Cairns will continue to build our reputation as a 'safe place to live, work and visit'.



CAIRNS REGION – DEMOGRAPHICS

The Cairns region is situated on the coastline in the far north of the State of Queensland, Australia. It has a resident population of 150,465, with a median age of 36.5 years³.

Several Indigenous communities and councils are also included in its boundaries, the main groups being, in the North there is Mossman Gorge Community which is comprised of Kuku Yalangi people whose traditional land stretches north of Mossman to Wujal Wujal Aboriginal Shire Council area, and to the south eastern edge of the shire there is Yarrabah Aboriginal Council which is combined people of Gungandji, Mandingalbay and Yidjinji.

The Yidinji people represented one of the largest Indigenous tribes of the Cairns area. The Yidinji Yabanday, or tribal lands, covered a large area—from the Barron River in the north, to the Russell River in the south; from the Murray Prior Range in the east, to Tolga in the west. Today, some Yidinji people—like many other Indigenous Australians—continue to live as their ancestors did.

The Yidinji tribe was made up of eight clans, which served as custodians of various tracts of Yidinji country. Two dialects of the local Yidiny language were spoken a tableland dialect and a coastal dialect.

(In all clan names, barra means “belonging to”, while Yidi signifies the Yidinji tribe or language group.) Gimuy-Walubarra Yidi, Wadjanbarra Yidi, Bundaburra Yidi, Gulgibarra Yidi, Bindabarra Yidi, Badjabarra Yidi, Mandigalpi Yidi, Mallanbarra Yidi,

The Yirrganydji people were, until relatively recently, regarded as seafarers who shared in common, descent from predecessors who once all spoke Yirrgay (Djabugay language dialect), and were particularly associated with the coastal strip, river mouths, islands, and seas along the coast between the Barron River to Mowbray River south of Port Douglas. 7.8% of the region’s population are Indigenous persons, compared with 2.3% of total Australians.

On any given day the population of Cairns can increase by up to 25,000 though tourists and visitors.

It is known internationally as a premium holiday destination. The Region covers an area of 4,091 sq kilometres and includes the World Heritage listed Great Barrier Reef (the most visited tourist attraction in the World) and the Daintree Rainforest – the oldest, continuously surviving rainforest on earth. It also includes several tropical islands, the largest ones being Fitzroy Island and Green Island.

The Cairns Region has a tropical climate, with generally hot and humid summers and milder, drier winters. The Region is characterised by two seasons – the green (or wet) summer season, which begins around November and ends around May, and the dry winter season. Being a monsoonal climate, most rainfall occurs between December and April. Typical daytime temperatures range from in 14 to 26C (75-91F) mid-Winter/dry season, and 24 to 33 C (52-78F) in mid-summer/wet season. The marine stinger season typically runs from November to May (subject to seasonal variability).



³ Australian Bureau of Statistics, Regional Population Growth, Australia and New Zealand (Cat. No. 3218.0), 11 April 2008

SAFETY ON THE AGENDA – HOW THE JOURNEY BEGAN IN CAIRNS

The Crime of Fear

Historically the Local Government Area of Cairns City Council was formerly divided into two smaller shires: Mulgrave Shire and Cairns Shire.

In 1994 Mulgrave Shire commissioned an organisation, ACRO (A Community Research Organisation), from Brisbane (Queensland's capital city) to carry out a study into the perception of crime in that Shire. The report entitled 'Crime of Fear' recommended (among other things) that Council implement a Safety Committee and employ a Safety Officer to co-ordinate strategies to address safety in the Cairns community. This recommendation was immediately implemented, and thus began the process of addressing safety issues as a matter of priority for Cairns City Council.

Upon amalgamation with Douglas Shire in March 2008, the Cairns Regional Council was formed.

Safe City Forum

In June 2003, 22 agencies met to discuss a Cairns City Council proposal to establish a Safe Communities Program. The inaugural Safe City Forum was convened on 25 November 2003, and it resolved to pursue a more co-ordinated approach to local health and safety issues in Cairns.

Following the forum, eight key agencies provided information about their safety priorities. In general, agencies identified safety concerns particular to their service delivery function. However, there were a number of themes identified and several key issues that cut across service delivery areas. These were: alcohol related issues, community safety in public spaces, road safety, natural resources, active living, syringe disposal, and Indigenous health

Participants also identified a number of emerging, future health and safety issues that were expected to affect Cairns. These were:

- Lack of accommodation for homeless young people, and older men and women in crisis;
- Decreasing activity levels and a general decrease in community health;
- Suicide ideation linked to job and business losses in primary industries;
- Mental health and co morbidity with substance misuse;
- Ageing population and social isolation of older persons;
- Childhood inactivity and obesity;
- Volatile substance misuse.

These results were considered to be a rather limited overview of safety issues in Cairns and indicated a need for further discussion around specific key themes identified in the findings.

In May 2004 a proposal was tabled at Cairns City Council recommending, in conjunction with the Tropical Public (now Population) Health Unit, the implementation of a Cairns Safe Community Program – a community based approach to injury prevention and safety promotion under the World Health Organisation.



The proposal was approved and the first Co-ordinator, John Smith, was appointed February 2005. Mr. Smith worked part time, three days per week in the position until December 2005. The current Co-ordinator, Pam Maher was appointed July 2006 on a full time basis.

Since that time the following milestones have been achieved:

- Reviving and expanding the Safe Communities Co-ordination Team to represent a wide range of community stakeholders to achieve an infrastructure based on partnerships and collaboration;
- Formation of sub-groups – Data and Evaluation Sub-group & Safe Communities Intra-council Advisory Team – to inform the Safe Communities process;
- Development of frameworks, policies and procedures to guide above initiatives;
- Planning and consultation day November 2006 - to revise previous findings and determine priority safety initiatives (ref Appendix One);
- Analysis of Cause of Injury in the City of Cairns, 2002-2004 (compiled by Tropical Population Health Unit, Queensland Health)⁴;
- Identify existing or previous safety initiatives throughout the community;
- Concept and establishment of Safety Issue Teams (SITs) to address the identified safety issues, and draft framework in which they will operate;
- Firming of partnerships – advertising material displaying logos of partners (Refer Resources Folder);
- Concept of branding various safety initiatives as a strategy towards making Cairns a safer place to live, work and visit – draft of framework and accreditation process, and development of a discrete identity and logo for Safe Communities Program approved by Council;
- Wider community networking to establish collaborative partnerships and promote knowledge of, and support for, the safe communities concept.



*A wide cross-section of Cairns agencies and citizens meet at the TANKS Art Centre to discuss Safety priorities in November 2006.
Refer Appendix One for Planning Day outcomes.#1348922v1*



⁴ Analysis of Cairns Base Hospital Separation Data, Tropical Population Health Unit, Qld. Health, 2002 – 2004

World Health Organisation Six Indicators for International Safe Communities

The Safe Communities Program is a World Health Organisation (WHO) supported approach to injury prevention and safety promotion that aims to reduce the overall number of injuries over time. It is guided by the criteria and processes of the World Health Organisation's Safe Communities framework, which has been proven to be an effective means of reducing injury throughout the world, including Australia.

Involving the community, the Safe Communities model aims to collectively act on environmental, structural, social and political change.

World Health Organisation criteria for accreditation as an International Safe Community

1. An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community;
2. Long-term, sustainable programs covering both genders and all ages, environments, and situations;
3. Programs that target high-risk groups and environments and programs that promote safety for vulnerable groups;
4. Programs that document the frequency and causes of injuries;
5. Evaluation measures to assess their programs, processes and the effects of change; and
6. Ongoing participation in national and international Safe Communities networks.

The following documentation will detail how Cairns Safe Communities Program addresses the six criteria in order to make Cairns a safe place to live, work and visit. Under the headings of each Criterion, information will be given that shows adherence to the relevant criterion, and where required, tables or grids to show the wide range of safety initiatives that exist in Cairns.

The picture is by no means complete. There are many other initiatives in the planning stages, and some will build on existing safety initiatives, taking it a step further towards long term effectiveness and sustainability. The journey is endless, but such is the commitment by many agencies, services and individuals, Safe Communities will remain an ongoing and vital fabric of the Cairns Community.

CRITERION ONE: An infrastructure based on partnership and collaborations

The Cairns Safe Communities Program is managed and funded by Cairns Regional Council, and sits within its Sport, Recreation and Community Development branch. Its direction is monitored and guided by a **Co-ordination Team**, comprising of representation from a wide cross-section of Government, non-Government / community, and business organisations (ref Structure Flow Chart – p. 12).

The Co-ordination Team has been meeting on a regular basis since 2005, with meetings held (usually) on a monthly basis. **Safety Issue Teams (SITs)** have been established, involving a diverse range of stakeholders from throughout the community. The SIT's roles are to ascertain the real situation of identified priority safety issues through research, data and statistics, knowledge of existing initiatives that address the issue, and co-ordinate appropriate responses by sharing resources. As the Safety Issue Teams have evolved, much of the Safety business is dealt with on that level, resulting in the Co-ordination Team's need to meet on a less regular basis.

A **Partnership Analysis** of the Co-ordination Team has recently been conducted – see p.14 – '*Partnerships in Action*' and Appendix Two.

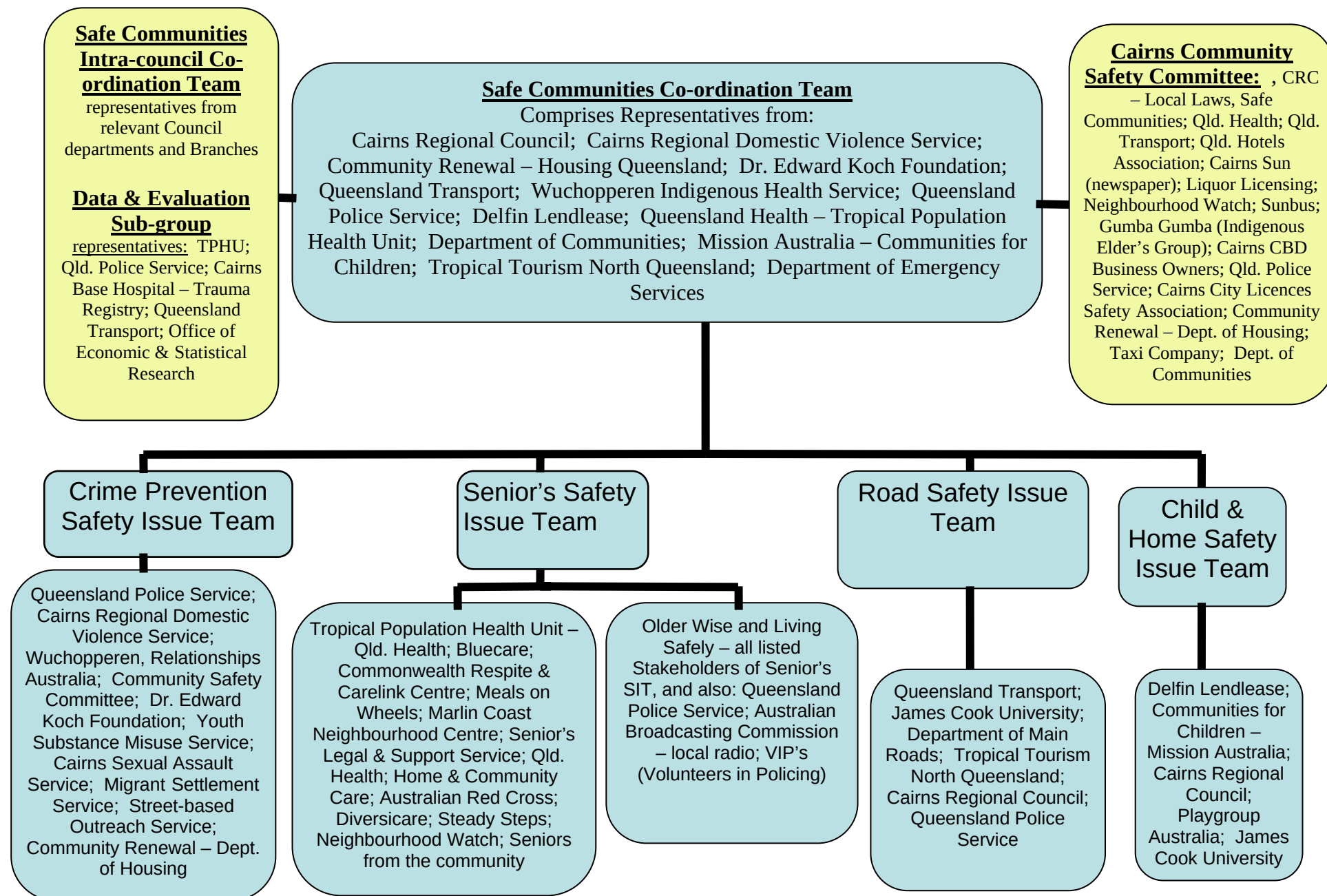
Following interpretation of available data and community consultation, eight safety issues were identified as priorities for Cairns – these were: reduction in violence and crime, child and home safety, senior's safety, road safety, Workplace Health & Safety, safety issues re the environment (ie. cyclones, water/pools, heat tropical diseases, parks, etc.), young people, and substance abuse/alcohol/drugs.

In response to analysis of data and anecdotal evidence, the Co-ordination Team decided to focus on four of these Safety Issues – **Child & Home, Senior's, Crime Prevention, and Road Safety**. To ensure Cairns Regional Council is responsive to safety issues, the **Safe Communities Intra-council Advisory Team** was formed late 2006, and meets regularly to discuss safety matters and what measures can be put in place to ensure Cairns is a safe community. The Safe Communities Program is also complemented by Council's Safety Officer, and a wider **Community Safety Team**, both long term, sustainable initiatives of the Cairns Regional Council.

Detailed in the Structure Flow Chart (p. 13) are the safety partnerships that have been developed in response to the Safe Communities initiative. What has eventuated is a safety model that is flexible enough to fit into an organisations day to day business objectives and outcomes. How this works in practice is further explored in the address to Criterion Two and Three.

Added to the structure detailed below, are many satellite projects and initiatives that bring to the Safe Communities Program partners such as: Queensland Cancer Fund; Street Based Outreach Service – Department of Communities; Queensland Education; TANKS Arts Centre; Choice Australia (Youth Service); Mooroolbool Community and Wellbeing Centre; Family Planning Queensland – Cairns Sexual Assault Service; Cairns Bicycle Users Group; Australian Red Cross; Lifeline.





Partnership Analysis

In February, 2008, the Safe Communities Co-ordination Team conducted two Partnership Analysis Workshops.

The **Methodology** used was a Partnerships Analysis Tool, developed by VicHealth⁵, and used successfully by the Townsville Safe Communities Program. This tool provided a framework to assist organisations to develop a clearer understanding of the range of purposes of collaborations, reflect on the partnerships they have established, and focus on ways to strengthen new and existing partnerships by engaging in discussion about issues and ways forward.

The following members of the Safe Communities Co-ordination Team participated in the workshops, the first of which had an outside facilitator:

Colleen McRae	Facilitator
Gary Roberts	Community Renewal, Housing Queensland
Dulcie Bird	Dr. Edward Koch Foundation
Brian Hughes	Queensland Transport
Caroline Barker	Queensland Police Service
Chelsea Barba	Wuchopperen Health Service
Tammy Allen	Tropical Population Health Unit (TPHU), Queensland Health
Stephanie Golder Roser	Communities for Children, Mission Australia
Terri Golding-Clarke	Community Development, Cairns City Council (CCC)
Adele Wright	Social Planner, Cairns City Council
Pam Maher	Safe Communities, Cairns City Council
Lisa Scott	Department of Communities
Laree Verra	Community Safety Committee, Cairns City Council
Boris Pointing	Queensland Police Service
Amanda Lee-Ross	Cairns Regional Domestic Violence Service
Andrea Jackson	Delfin Lendlease (Not in Attendance, but submitted completed Checklist)

The Workshops were divided into three Activities:

1. Assessing the purpose of the partnership
2. Mapping the partnership
3. Providing feedback using a checklist

Overall a score of 101.27 out of a possible 140 was achieved, which was in the high range of score and interpreted as “A partnership based on genuine collaboration has been established. The challenge is to maintain its impetus and build on the current success.”

Refer Appendix Two for full report of Partnership Analysis Workshops (#1665748)

⁵ VicHealth, Partnership Analysis Tool, www.vichealth.vic.gov.au

Partnership in Action - Cirque de School

Project Background

This project emerged through an approach made to the Cairns Safe Communities Program, by a broad range of government and non-government agencies and private citizens, who had already witnessed 'circus' as a means to improving the safety and wellbeing of children. It has also been identified as a proven approach to engage young people who do not normally participate in mainstream physical activities.

Such benefits included the development of team building, trust, confidence, and the breaking down of cultural barriers. Thus it is seen as an early intervention strategy to promote longer term social cohesiveness, increased self-esteem, and responsibility for self, that will lead to a safer community. It also promotes overall body strength and Coordination, which research shows will lead to a reduction in falls in children by having better co-ordination and nutrition.

Initial funding for the project was obtained through the Queensland Community Partnership Grants Program of the Department of Local Government, Planning, Sport and Recreation. Cairns Regional Council then invited Community Renewal to form a partnership to enhance safety and well being of children in Cairns West through participation in a circus skills program to operate at schools in Cairns West.

Cairns Base Hospital Data showed that children aged 0-14 years in the period 2002/3 – 2004/5 were recorded as having 1201 hospital (Cairns Base Hospital) separations due to injury. Sixty two percent (n= 748) of these episodes were suffered by male children. In this age group the leading cause of injury for both genders was 'falls' (females = 39% and males = 36%).⁶

According to the 2001 Census, the Cairns West area has approximately 22,000 residents, 14.4 percent who are Aboriginal or Torres Strait Islander people (Qld average 3.1 percent), and 13.2 percent are from a non-English speaking background. There are 4,084 people under the age of 15 years (19.2 percent of the population). The suburbs of the Cairns West area have the highest number of Aboriginal and Torres Strait Islander people living in the city of Cairns also a significant number of Pacific Islander and Papua New Guinean people reside there.

The Cirque de School project uses circus skills to promote good physical co-ordination skills and healthy eating amongst children aged 6 to 17 years in the Cairns West area. The target group are children who may not normally engage in mainstream physical activities, or have access to information on simple, low-cost food preparation, that promote long term good health. The project provides weekly after school hours activities over a 12 month period at schools in the Cairns West zone

A weekly 'Cirque de School – Food and Fun' activity is being delivered after school hours at participating schools that will involve children and their families, and appropriate community leaders, in activities that will increase physical wellbeing, confidence and community harmony. Circus activities can accommodate all children including children with minor disabilities to get involved in a range of fun activities such as unicycle, hula hoops, juggling, acro-balance, stilts, break dancing, hip-hop and comedy. The following schools are participating in the program: Balaclava State School, Cairns West State School, and Bentley Park – a school out of the Cairns West area, that came on board later due to the success of program, funded under Queensland Health.

⁶ Tropical Population Health Unit, Qld. Health, Analysis of Cairns Base Hospital Separation Data, 2002 – 2004

Partnership Agencies

- Cycas Circus, Smithfield State High School
- Queensland Health – Nutritionist and School-based Health Nurse
- Queensland Education
- Alfresco Circus
- Blackrobats (indigenous Youth Circus Group), Kuranda Cassowary Circus
- TANKS Arts Centre
- Wuchopperen Indigenous Health Service
- Cairns West State School
- Balaclava Primary School
- Bentley Park Middle School
- Tropical Population Health Unit, Queensland Health – “2 and 5 Fruit and Vege” campaign
- Cairns Police Citizens Youth Club
- Community members with an interest in the concept, parents, families, and friends of participants
- General Practice Cairns



Community Capacity Building: Due to the geographic isolation of Cairns, it is difficult to attract appropriate skills from larger capital cities and the advantage of ‘Circus in Schools – Food and Fun’ is that skills can easily be transferred and the program continued once a set of equipment, instructions, and knowledge has been accumulated by the participating schools. The project would build individual capacity of students, parents and teachers within the local communities of Cairns West. A reference group has been formed comprising relevant stakeholders who have developed a Terms of Reference and Project Plan to inform the ongoing development of the Project.

Sustainability: Sustainability of this project would be insured by involving a range of community stakeholders, including schools, parents, indigenous elders, older siblings and others, in the ‘on the ground’ implementation. This would include detailed guidelines on how to implement the project activities, nutritional guides, a kit of equipment and instructions, support agencies and expertise that can be accessed with little or no cost. Participants would develop skills in purchasing and preparing low cost, nutritional meals. This skill will have lasting value for the extended family and friends of those participants as they could share the knowledge and benefits of a healthy eating plan.

Once the infrastructure and expertise is provided such as equipment, training, intellectual property and instructions, it will be a viable project for schools or other agencies to continue. This has been demonstrated at Kuranda State School (a town adjacent to Cairns City), where a similar project has been operating for the past eight years. Other evidence of sustainability is the example of the weekly Manoora Munchies initiative that was funded through the Community Renewal Phase 1 Manoora Sport and Recreation Project delivered by the Cairns City Council. This project was a healthy food and fun initiative delivered at the Manoora Community Centre. After the project funding finished the Wuchopperen Indigenous Health Service agreed to continue the initiative with their own staff and resources.

Evaluation – see Criterion Five, p. 59

Note: *An application for funding to deliver the Cirque de School concept to the wider community, outside of schools – i.e. ‘Cirque de Com’, has recently been approved.*

CRITERION TWO: Long term, sustainable programs covering both genders and all ages, environments, and situations

Many of the initiatives that are devised in response to specific genders, age groups, environments and situations are long term, either in the actual implementation of such initiatives, or in the spin-off effects that they have in the community. Often a safety program will start as a one-off initiative or event, but the long term effects will be seen in terms of community education and awareness, or in true community development style, be used as a catalyst for further interventions that continue well into the future. A good example of this is the Cirque de School Project, that is now evolving into Cirque de Com – reaching a wider community demographic (ref. p. 14).

Safety Issue Teams and early intervention / preventative strategies for the long term

Safety Issue Teams have been developed in response to priority Safety Issues that have been identified through a process of community consultation (ref Appendix One) and analysis of relevant data and statistics as outlined in Criteria Four. As a response to this research, the Co-ordination Team decided to focus on four priority Safety Issues – **Child & Home Safety, Senior's Safety, Crime Prevention, and Road Safety**. Other issues that have been highlighted as those responding to a priority safety concern are Workplace Health & Safety and Environmental Safety. There are plans to develop Safety Issues Team for these in the future, however there are current safety initiatives that address Workplace Health and Safety and Environmental Safety that are mentioned in this document.

The threat to the safety of (mainly) women and children through the large number of domestic violence incidents, has led to a focus on early interventions and preventative strategies that will hopefully lead to children growing up with a respect for themselves and their partners, families, and greater communities. The Safety Issue Teams also adapt Queensland-wide safety and injury prevention strategies to address local concerns in a manner suitable to the demographic condition. It is envisaged that these interventions will lessen the overall incidence of violence within the community and make it a safer place for all.

In terms of sustainability, Cairns Regional Council runs, free of charge, regular workshops to promote skills in seeking and applying for various government and philanthropic grants that become available to fund community based programs.

Current and Ongoing Safety Initiatives that address Criterion Two:

- see template commencing p. 20 for further details

CRIME PREVENTION – Including Assault, Sexual and Domestic Violence

Violence No Way	One Punch Can Kill	Crime Stoppers
Victims of Violence Referral Card	CitySafe	Inner City Precinct
Healthy Relationships Project	Community Safety Committee	Sexual Assault Referral Improvement & Education Project
Adopt a Cop	Mooroobool School Holiday Program	Drink Safe
Crime Prevention Week–partnered activities		StandBy Suicide Bereavement Response Program
Choices I West Cairns Youth & Community	Combined Action	Domestic & Family Violence Prevention Month
Party Safe	Neighbourhood Watch	Street-based Outreach Service
C.A.P.E.	Go Forward for Men	James Cook University Orientation Week
White Ribbon Day	Victims Counselling & Support Service	

ROAD SAFETY – Including Bicycle and Pedestrian safety

Cairns Bicycle Users Group	Motorcycle Taskforce	Fatigue Management Project
BikeEd	Impaired Driving Strategy	Crashes involving inexperienced road users
Skipper Alcohol Intervention Program		School Crossing Supervisors
Safer Roads	Safe School Travel Program (SafeST)	Baby Capsule Hire Service
Road Awareness & Accident Prevention		

SENIOR’S SAFETY

Elder Abuse Prevention Unit	Senior’s Week	Senior’s Fire Education
Telecross	Senior’s Legal and Support Service	Medical Alarm Service (Lifeline)
World Elder Abuse Awareness Day		

CHILD AND HOME SAFETY

Child Protection Week Giggly Wiggly Happy Hearts
Fire Education
Cirque de School – Food & Fun (Ref. Criterion One)

WORKPLACE HEALTH & SAFETY

Toolbox Talks Incident & Injury Free
10,000 Steps Walk to Work Day
Safe Talk Bulletin STEAK & ABCD Campaign

ENVIRONMENTAL SAFETY

Tsunami Safety Guide Response Advice for Chemical Safety Guide
Safe Asbestos Handling Stinger Resistant Enclosures
Cyclone Preparation & Response Trade Waste Disposal
Surf Lifesaving Dengue Fever Awareness
Sun Safe

GENERIC SAFETY STRATEGIES

Community Safety Expo State Emergency Service
Residents Response System Bicycle Week – Ride to Work Safety



Crime Prevention Safety Issue Team						
Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Violence No Way - Qld. Police Service	Street Violence, Domestic and Family Violence, Community Education. Actions that generally cause injury or incidences that harm, upset or distress members of the community	Perpetrators of violence, victims of violence, general public,	Two years	Cairns Local Government Area	Qld. wide: More than 10,000 website visits since inception. Assault rates have remained stable (non-statistically significant fall) since program inception. Increased formal and informal communication between QPS and agencies on case management activities. Posters distributed and stickers on local taxis.	20 community and government agencies, including regional councils, peak bodies e.g. Cairns Regional Council, Cairns Regional Domestic Violence Service, Cairns Regional Sexual Assault Service
One Punch Can Kill - Qld. Police Service	Street Violence, Domestic and Family Violence, Community Education.	Young men and women who do not support men who use violence	Four months	Queensland wide including local initiatives in Cairns region	Posters and material distributed through school based police officers.	CRC, Cairns Regional Domestic Violence Service, Youth groups and services.
Crime Stoppers - Qld. Police Service	Receiving anonymous information to help solve crime	Anyone with information about crime	20+years	All of Cairns area and Qld.	Ongoing	Qld Police Service Community and business volunteers
Victims of Violence Referral Card - Queensland Police Service in partnership with Cairns Regional Sexual Assault Service	Business card size list of all agencies offering support to victims of violence. Distributed through James Cook University, all QPS patrol officers, Domestic Violence	All of Cairns community	2 years. Updated card launched by Sexual Assault Service in Crime Prevention Week 2007.	Cairns local government area	1000 cards distributed. Increased partnerships with agencies. No evaluation of effectiveness	Cairns Regional Domestic Violence Service, Cairns Regional Assault Service, Victims Support Service, Cairns Council, WuChopperen Health Service, others
CitySafe Program Inner City Precinct - CRC	Identify and prevent illegal and/or inappropriate behaviour in the Cairns CBD which has the potential to alarm or threaten citizens, or to result in damage of property and the good order of the Cairns CBD. To permit the controlled provision of information by Council to the agencies	Community and visitors to CBD General Public Nightclub Patrons Youth Homeless	Eight years	CBD and fringe areas	Security Footpatrols in CBD 24 hours per day /7 days per week, provided by Council and Licensees Eight guards on patrol at peak times – Thurs / Friday / Saturday Nights	Cairns City Licensees Association Cairns CBD Safety Summit Qld Police

	of the Department of Emergency Services (Police, Ambulance, Fire) to enable the development of effective responses to observed incidents. Proactively monitored Close Circuit Television cameras 24 hours per day /7 days per week . Images sent direct to Qld Police Operations room Direct phone “Hotline” to Police Comms room Direct radio contact with City beat Police Patrol vehicle Direct Radio contact with Nightclub security				Mobile Security Patrols 4 times every night through CBD and Fringe – focusing on Parks, backstreets etc MOU with Cairns City Licensees Safety Association – working with venue security to share resources and track potential troublemakers CCTV Cameras – 59 throughout CBD and Esplanade Incident data collated and hotspots identified for action	Liquor Licensing Qld Transport Black and White Taxis QSP Security ISS Security
Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Healthy Relationships Project - Cairns Regional Domestic Violence Service	The need for young people to form positive attitudes about gender and family relationships in a way that confirms Aboriginal and Torres Strait islander cultural identity. Prevent Domestic & Family Violence by increasing knowledge about family and relationships violence; change the attitudes and beliefs that support it, enabling students to take action in their own and others’ lives to prevent it. By participating in this overall program, students may also benefit from experiencing a sense of community and belonging in the group. Assistance for students to develop skills for conducting their own relationships in a safe, positive and healthy way.	Secondary School age students from an Aboriginal and Torres Strait Islander background	One full school year	Specifically designed to reach Aboriginal and Torres Strait Islander school children. Programme is delivered in school classrooms and some outside activities, including cultural activities. Delivered in the Cairns Regional Council catchment area.	Scripting, filming and editing of DVD by the students on Healthy Relationships - a resource available to all of community and other schools. Greater knowledge of what constitutes healthy and unhealthy relationships. Teachers report that this project had a positive effect on students and the school community Teachers at the school are more aware of healthy relationship issues, as well as domestic violence and its affects on young people Relationships between the partner organisations are enhanced leading to more effective outcomes for prevention of D&FV	Wangetti College, Djarragan College and WuChopperen Social Health.

Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Community Safety Committee - Cairns Regional Council	A regular, ongoing forum that Addresses identified Safety Issues, ie.CPTED, Lighting in Public Spaces, Noise, Safety at Licensed Venues, Safety in Taxis and Buses, CCTV	All citizens living in Cairns Region, but focus on user's of the CBD, commuters, and tourists	14 years	All users of Public Transport, parks, CBD, and public spaces in Cairns	Security Officers at CBD Taxi Ranks at Peak times Crimestoppers and 'Violence No Way' stickers on taxis Reduction in Crime/Assaults in CBD Effective utilisation of mobile CCTV	As per flow chart p. 12
Sexual Assault Referral Improvement and Education Project - Cairns Regional Sexual Assault Service	Enhancement of referral procedures. Community education. Increased reporting of offence. Reduction in re-victimisation.	Victims of sexual assault in the Cairns region	Two months - ongoing	Cairns Local Government area	Project officer recruited. Steering committee members identified.	Qld. Police Service, internal stakeholders, Cairns Regional Domestic Violence Service, CRC
Adopt A Cop – Qld. Police Service	Police developing a rapport with school children to encourage personal, road and home safety.	Primary and school age children	20+years	All of Cairns area and Qld.	Ongoing	Qld Police Service Qld Education Local school children
Mooroobool School Holiday Program – Qld. Police Service	To establish a school holiday program to assist and support children and young people in Mooroobool with an aim to breakdown barriers between young people and the police. Respond to Community Renewal Cairns West zone priority issue associated with 'community safety' by assisting to 'decrease the level of antisocial behaviour in the community' and provide a safe alternative for young people during school holidays	Young people 8 – 15 year age group	The program operated over seven weeks of school holidays during 2005 and 2006.	Mooroobool, West Cairns	Reduction of Juvenile crime during school holiday period Up to 16 different activities promoting positive social behaviours delivered over the period of the program to approximately 80 families in Mooroobool. Continue to build better relationships between the Police and the community- especially young people.	Qld. Dept. of Education Community Renewal – Dept. of Housing Stepping Stones Affective Education Pty Ltd Cairns Regional Council
Drink Safe	Information from QPS Drug and Alcohol Unit and national campaign on effects and alcohol-related harm distributed to backpackers and other visitors	Adults - Backpacker accommodation providers.	10+years	All of Cairns area and Qld.	Program is initiated when requested	Qld. Police Service Licensed pubs and clubs Community members
Crime Prevention Week	Encouraging the community to be conscious about taking crime prevention measures to reduce crime.	All the population	1 week in October each year	All of Cairns and Qld.	Program initiated once a year	TTNQ, CRC, Cairns Sexual Assault Service, Wuchopperen, Community members

Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
StandBy Suicide Bereavement Response Program - Dr. Edward Koch Foundation	The high incidence of Suicide in the Far North Queensland Region. People bereaved by suicide are given assistance and support in dealing with their unique and tragic loss. Gaining access to the right type of support, at the right time, can mean the difference between learning to live with their loss or suffering compounded and long term complications which may put them or their close associates at risk of self-harm or injury.	People who have been bereaved through Suicide. First responders at the site of Suicide i.e. police, ambulance, general public	Two years	Communities south of Cairns, from Cardwell, north to Cooktown/Hopevale, and west to Mount Garnett, Chillagoe and Laura	Cooperation of local services and support groups to respond to the population target. Provision of counselling, support and information to population target, both face to face and via telephone	Qld. Police Service, Dept. of Emergency Services, Cairns Regional Council – Safe Communities, Tropical Tourism North Qld.,
Choices 1 West Cairns Youth and Community Combined Action – Choice Australia	Reduce antisocial behaviour and criminal activity amongst youth aged 10-17 years, training, employment, sport and recreation related activities.	Young people aged 10 – 17 years	2006 - 2009	West Cairns communities	The intent of this project is to provide and facilitate access to learning, training, employment, sport and recreation related activities that will assist in promoting positive social behaviours and community participation amongst youth at risk of offending or involved in the juvenile justice system.	Department of Communities Cairns Regional Council Hambleton House Youth Empowered Towards Independence Youth Link Anglicare
Domestic & Family Violence Prevention Month - Cairns Regional Domestic Violence Service	Community awareness raising and education on the issue of D&FV.	All of the Cairns Regional Council area, including general public, victims of DV, perpetrators of DV, child witnesses of DV	One month – 1 st May to 31 st May 2008.	Various events including Candle Lighting Remembrance Ceremony and four information stalls at Smithfield, Earlville, Mount Sheridan and Raintrees shopping centres.	A range of educational resources distributed to general public, victims, perpetrators and children. Candle Lighting Ceremony reported on local television. Three page feature in Cairns Post newspaper highlighting what DV is and services available. Interviews on ABC radio. Increase in referrals for service.	Queensland Police Service, Relationships Australia, Womens Centre Cairns, Ruth's Women's Shelter, Sexual Assault Service, WuChopperen, Seniors Legal and Support Service
Party Safe	Encourage students, teachers and parents to provide information to Police regarding upcoming suburban parties.	Teenagers and adults	5+years	All of Cairns area and Qld.	On going	Community residents Education Qld.

Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Neighbourhood Watch – Qld. Police Service	Reducing crime in suburban areas	All residents in a NHW area	20+years	12 suburbs in Cairns area. Other suburbs across Qld.	Ongoing	Qld Police Service Business sponsors and supporters Community residents
Street-based Outreach Service - Dept. Communities, Qld. State Government Homelands Project	Engaging Homeless people sleeping rough in Cairns, and providing advocacy and support to access their basic needs i.e. medical, legal, benefits Assist with indigenous people to return to their home communities when they so desire, and if home community agrees to their return.	People sleeping rough, and those on the streets, and at risk of homelessness or injury	2002 - current	Cairns CBD and surrounding, inner suburbs. Any other areas in Cairns where there are homeless, at risk, people	2005/06 worked with 450 homeless people, 30% repatriated to their home communities (i.e. remote indigenous communities) and 15/20% placed in rehabilitation programs or permanent housing.	Dept. of Communities, Dept. of Child Safety, Qld. Police Service, Ozcare, Qld. Health, Shelters, CRC,
C.A.P.E. (Community Activity Program through Education) – Qld. Police Citizens Welfare Association	The CAPE ‘Community Activity Program through Education’ PCYC was developed in 2003 after 3 years of extensive research. During the program’s development funding and support partnerships were developed across all levels of government and private sectors and the Commonwealth Government. Concerns are that as many of these communities are “dry” (ie. alcohol is banned), people will move to Cairns to access alcohol.	Indigenous youth but extending to older age groups	2003 - Ongoing	Entire Far North Region indigenous Communities but by 2010, Cooktown, Weipa, Napranum, Wujal Wujal, Hopevale.	Reductions in Youth crime, health improvements, education improvements, social living relationship improvement, employment creation. This has a major impact for Cairns due to it being the major centre that people travel from the Far North (Cape) region of Queensland to for health, justice, education, and other services.	Department of Family and Community Service, Queensland State Government – Queensland Police Service, Napranum, Wujal Wujal and Hope Vale Aboriginal Shire Councils and Private Sectors, Queensland Police Citizens Youth Welfare Association, Holden Australia and Telstra Community Trust.
Go Forward for Men - Relationships Australia	Education and anger management for men who perpetrate Domestic and Family Violence. Community education and awareness around those issues. Ongoing information and referral for service providers.	Males 18yrs + who perpetrate Domestic and Family Violence, Wider Community and agencies that provide services for issues of Domestic & Family violence	Triennial funding, commenced October ‘06	Mossman through to Innisfail, including Yarrabah, ie. Cairns Region and part of Cassowary Coast Local Government area.	Completed 2 Alternatives to Aggression courses in 2007. Offering 4 courses in 2008. Continuing networking with service providers. Continuing community education Steady intake of clients for all of our programs - appointments available at short notice. Also research indicates a high level of satisfaction for clients who continue with program.	Queensland Dept. of Communities (funding body) Queensland Police Service Queensland Probation and Parole Cairns Regional Domestic Violence Service Wuchopperen Health Service

Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
"O" Week - James Cook University	Included in Orientation Week Activities. The need for University Students, many of who are newcomers to Cairns, to be informed about personal safety issues and relevant support services available to them.	New University (mainly younger) students, including those from overseas and interstate.	Two years	Student population of James Cook University, Cairns Campus. Other service providers and agencies in Cairns	Good interaction between police and students Knowledge gained on available support services and contact details General information in other languages	Qld. Police Service, James Cook University, Cairns Regional Domestic Violence Service, Relationships Australia
White Ribbon Day - Safe Communities	Men advocating against violence against Australian women	Male perpetrators of domestic violence	Three years – once per year on 25 November	Throughout the whole of Australia	Incidences of Domestic Violence is decreasing in Far North Qld. Awareness through Wristbands, White Ribbons (worn by men), posters with male sporting celebrities (role models) advocating against violence against women.	Qld. Police, CRC, Cairns Regional Domestic Violence Service, Wuchopperen, Relationships Australia, Dept. of Emergency Services
Victims Counselling and Support Service – Relationships Australia	Free Service giving counselling and support to the victims of crime	Anyone directly or indirectly affected by a crime.	Ongoing	Mossman to Innisfail – Cairns to Atherton	Counselling to clients, Community Education to Service Agencies and Community Groups.	QPS, Sexual Assault Service, OD Public Prosecutions/VLO, Cairns Regional Domestic Violence Service
Road Safety Issue Team						
Cairns Bicycle User's Group	Bicycle Safety and Infrastructure in Cairns, i.e. bicycle paths, roads, schools, safety awareness.	All Cairns' cyclists, pedestrians and people with disabilities	20/8/1996 - present	Cairns Regional Council LGA Affiliated with and adheres to the policies of Bicycle Queensland and promotes the ideal of road rules for all modes of vehicles and traffic to be uniform throughout Australia.	Cairns Bikeway Strategy. Processing cyclists' road and path reports to the appropriate authorities, to ensure safety. Consultant - Cityport project - a major urban waterfront development. RACQ / CARRS Qld. Road Safety Award 2002, Community Section. Cycling Promotion Fund - Bicycling Achievement Awards 2007 - Honorary Award - Lenore Evans.	Bicycle Federation of Australia Cairns Regional Council Qld. Transport Bicycle Qld. Cairns Port Authority

Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Motorcycle Taskforce	High crash rate of motorcyclists in the area compared to the rest of the state	- Motorcycle riders - Car & heavy vehicle drivers	2004 – present	Council areas of Cairns Regional Council, Cassowary Coast Regional Council & Tablelands Regional Council	- High levels of awareness and support from all stakeholders & motorcyclists - Targeted infrastructure improvements - Targeted enforcement at known crash locations - Improved awareness by other motorists of the presence of motorcycles	Cairns Regional Council, Qld. Police Service, Dept. of Main Roads, Cairns motorcycle retailers, Cairns motorcycle training companies, Cairns Ulysses Motorcycle Club, Cairns Harley Riders Group & Far North Tourers Motorcycle Club
Fatigue Management Project	Reduce fatigue related crashes through the Driver Reviver Program and other community based initiatives. There are 4 campaigns every year covering all school holidays, Christmas, Easter and other long weekends known for travel	Long distance drivers	For more than 15 years - ongoing	Throughout the State of Queensland	Sites (Road side stops that provide free tea and coffee to encourage drivers to take a break) fully operational for all campaigns. There is one site in the Far North and 9 in the Region. Similar anti fatigue activities at the Dimbulah Railway Museum for the last two years are conducted for the entire tourist season and have proved popular & successful.	Qld. Police Service, Dept. of Main Roads, and community organisations that supply volunteers and product
BideEd	BikeEd teaches children the skills and knowledge required to ride a bicycle safely using both simulated and on-road environments. It also helps develop responsible behaviours, attitudes and decision-making skills	Primary school students	> 10 years	White Rock State School, Port Douglas State School & St Francis Xavier's College	Annual education program for students using facilities provided by Queensland Transport	Education Queensland & Catholic Education
Impaired Driving Strategy – Qld. Transport	Reduce alcohol/drug related crashes through education, engineering & enforcement.	Port Douglas Carnivale	Annual – for the duration of each event, for the last 5 years.	Increased awareness by patrons of drink/drive and drink walk risks and a reduction in offending	This strategy won the 2005 RACQ CARRSQ road safety award in the Community category. There was a reduction in drink drive detections from 50 at the 03 event to only 9 in 04.	Qld. Police Service, Main Roads Dept., Qld. Health, the Local Council, Managing Australia Destinations,

					Comprehensive pre-event education, advertising & competitions, signs and message board & targeted enforcement.	
Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Crashes involving inexperienced road users & young adults	• Increase awareness of tourists to local rules and conditions • Improve the road safety outcomes for young and inexperienced drivers	• Australian and international tourists • Students road safety education program	• Ongoing project has been running for more than 8 years. • Currently being trialled.	• Cairns and Tablelands • Tablelands	• Rental cars fitted with 'Keep Left' stickers Keep Left and Fatal 4 advertising in tourist maps, Targeted improvement to infrastructure and enforcement. • Expect a resource that is easy to access & deliver	• Car Rental industry, Tourism Tropical North Queensland (TTNQ), Dept. of Main Roads, Qld. Police Service • Ed Qld
Skipper Alcohol Intervention Program – Qld. Transport	Reduction in alcohol or drug related crashes through promotion of free soft drinks for person/s in group who wish to remain sober. Also encourages sober person to look out for their friends to prevent possible drink spiking and other unsafe behaviours.	Customers of late night venues in Cairns	Started in Cairns in 05, expansion in 07 - ongoing	Cairns CBD	Development of a Kit – now being used in 30 clubs in the CBD. Support from Cairns City Licensee Safety Association (CCLSA)	Cairns City CBD Safety Summit, Qld. Police Service, CCLSA
School Crossing Supervisors – Qld. Transport	Reduce the risk of death or injury to children attending schools near Queensland's busy roads	Primary school students	Begun in 1984 - ongoing	All of Queensland	114 School Crossing Supervisors are employed every school day to supervise 82 crossings at the highest risk locations in Cairns and the surrounding area.	Education Qld, Private schools & Qld Police
Safer Roads (other vulnerable road users activities) – Qld. Transport	Use existing data resources to identify road designs and locations at crash risk sites and undertake planned improvements	Motorcyclists, pedestrians, bicycle riders and other vulnerable road users	Increased support in the last 5 years due to recognition of its effectiveness - Ongoing	Cairns, Cassowary Coast, and Tablelands local government areas	• Road Safety audit • Stakeholders have access to major infrastructure upgrade designs and are invited to give input.	CRC, Main Roads, Cassowary Coast Regional Council, Townsville Regional Council, Education Qld, Qld Police,

Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Safe School Travel Program (SafeST) – Qld. Transport	Improve safety of children travelling to and from school	School Communities	Long term initiative of Qld. State government with annual funding allocations	All participating schools throughout the Cairns Region and extending to Far North Queensland	• 12 active SafeST committees • Audits of supervised crossings by Main Roads and Cairns Regional Councils • \$20,000 Safe Walking & Pedalling (SWAPP) funding spent in the area	CRC, Qld. Police Service, Education Qld., Dept. of Main Roads
Baby Capsule Hire Service – Qld. Transport	Correct restraint of all children in vehicles	Parents & carers	> 10 years	Throughout the State of Queensland	High levels of product knowledge and compliance from target group	Queensland Fire & Rescue Service
Road Awareness & Accident Prevention – Qld. Fire and Rescue Service	In Queensland, 17-24 year olds account for 30 per cent of all road fatalities, despite making up only 12 per cent of the population. The RAAP program aims to reduce this figure by providing year 12 students with a practical, interactive insight into what happens in road accident, their aftermath and the effects on victims and their families. Firefighters visit schools to conduct a multimedia, interactive presentation which explores the causes of accidents, and explains Queensland Fire & Rescues Service's role from the initial turnout to patient extraction. The program has been restructured to ensure that it meets guidelines set by peak road safety education bodies. Changes have also been made to comply with Education Queensland learning outcomes, making RAAP even more relevant and effective.	Highschool Leavers targeting novice and prelicensed drivers, riders and passengers.		The program seeks to provide positive strategies and influence behaviours by having students discuss their attitudes to driving and adopt strategies to stay safe in potentially risky situations. A practical demonstration using the jaws of life is also conducted, creating a realistic accident scene, allowing students to see first hand what happens at an accident.	2,471 high school students received RAAP in FNR 07-08. The program is designed to reinforce in young drivers the need to plan ahead. The program is delivered regionally by both on duty and off duty firefighters.	Qld Ambulance Service, Qld. Police Service, Qld. Transport.

Senior's Safety Issue Team						
Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Elder Abuse Awareness & Prevention – Elder Abuse Prevention Unit	The incidence of abuse and mistreatment of older persons by their carers, families, or institutions	Older persons 65+	10 Years - current	All of Queensland via free Telephone Helpline	2006 – 947 Calls recorded on Helpline – 28 calls from Far North Qld. where 4.8% of Qld.'s older population live. Sessions re prevention strategies and identifying Elder Abuse. Elder Abuse Awareness Day Workshop, Cairns, 15/6/07	Qld. Government – Dept. of Communities, Lifeline, Adult Guardian, Senior's Legal Service
Senior's Week	Provision of information on range of services and resources available to Senior's in the Cairns Region	Older Persons 65+	10 years - ongoing	All of Queensland via a range of events and displays	Increased awareness of issues regarding to Seniors. Share of knowledge and resources.	Senior's Safety Issue Team, CRC, Dept. of Communities.
Senior's Fire Education – Qld. Fire and Rescue Service	QFRS provides a fire safety education program for Queensland seniors, developed in conjunction other stakeholders. Seniors have been identified as one of the groups most at risk in house fires in Australia. The Seniors Fire Ed program,	More mature to Elderly people	Ongoing	Statewide	Delivered by retired firefighters on a voluntary basis, covers four main components of fire safety: smoke alarms; home evacuation plans; home security devices; and fire hazards around the home.	Rural Fire Authority Qld. Many community groups eg. Returned Services League, Country Women's Association, Retired Firefighters Association of Queensland (RFAQ) .
Telecross – Redcross Qld.	Senior's who are isolated in their homes and at risk of injury through falls or health conditions	Older persons 65+ and people with a disability	Two years	Qld. State-wide Service with local office to address Cairns region	Ongoing phone contact service	Volunteers and Senior's Services in areas throughout Qld. (including Cairns)
Cairn's Seniors Legal and Support Service – Cairns Community Legal Service	Free legal service for seniors concerned about elder abuse, mistreatment or financial exploitation.	Seniors 65+ years	One year – extended for one extra year	Cairns region – north to Cape and south to Innisfail	Pilot Project – good response in demand for services from Cairn's Seniors thus far	
Medical Alarm Service – Lifeline	Providing alarms for people enabling them to live at home with a sense of security and safety	Those at risk of premature or inappropriate long term residential care – frail aged and younger people	15 years	Cardwell – Horn Island in Torres Strait and west to Mt Garnet, i.e. Far North Queensland region	240 Active Alarms in region. 4 – 5 responses per week result in calls for ambulance attendance; Approximately 20 responses per week for assistance with falls, stress related – reassurance.	Home and Community Care, Doctors, nurses and OT Service Clubs sponsor alarms for disadvantaged clients.

World Elder Abuse Awareness Day	What constitutes elder abuse, awareness of available support services, risk factors effecting older people, perception of crime risk.	with disabilities Senior's 55+	First time event held in Cairns (15/6/07) - Ongoing	All of Cairns Local Government Area	Over 50 people representing services and Older Persons focus groups attended. Static displays provided information and resources.	St. John's, Bluecare Senior's SIT, Smithfield Shopping Centre, Home & Community Care Program – Qld. Health, Senior's Legal and Support Service.
Child and Home Safety Issue Team						
Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Child Protection Week	Opportunity for all agencies that provide services to children to collaborate on awareness raising on all aspects of children's safety and wellbeing	Families and young children Child service providers	Annual Strategy - ongoing	Queensland wide initiative. Cairns region.	Information and awareness provided to larger community	
Giggly Wiggly Happy Hearts – C4C, Mission Australia	Healthy bodies and protection against injury through increased physical activity and fitness	Children 0 – 5 years	3 years	Cairns South- Woree to Gaugh's Pocket including Yarrabah	Increased physical fitness and confidence of young children through teamwork and fun.	
Fire Education – Qld. Fire and Rescue	Educate children in the key aspects of fire safety and evacuation – valuable life saving messages that the children will carry through their lives. The messages that are delivered include the difference between good fires and bad fires, the urgency of ringing triple zero, 'Stop Drop and Roll', 'Get Down Low and Go! Go! Go!' and 'Get Out and Stay Out'. The development of home evacuation plans are also promoted, and reinforced by the overriding theme that firefighters are your friends.	Year One Primary School Students	Fire Ed is one of the longest standing, and best-known programs of Queensland Fire & Rescue Service.	Queensland Statewide	3262 year students in FNR received Fire Ed from 07 to 08 Research shows these messages are well understood and retained. Students who participate are rewarded with a personal inspection of a fire truck. Teacher information packs and resources are allocated to all schools so that teachers can continue to reinforce the program's messages.	Schools
Grass Roots Small Community Grants – Communities for Children, Mission Australia	First aid skills for parents of young children.	Parents and children 0-5 years	2 day course	Aloomba to Babinda	Parents gain knowledge and skills in first aid.	Playgroup Queensland, St Johns Ambulance and Babinda Taskforce
Safehome - Qld. Fire and Rescue	Eliminate, as much as possible, any fire and safety hazards around the	All Homeowners throughout	5 years - ongoing	Queensland - Statewide	200 sessions completed in the Carins region from July 07 to	National Roads Motor Association

	home. The intent is to reduce death and injury and property damage due to home fires and accidents. Firefighters will advise on correct positioning of smoke alarms and discuss fire safety concerns.	Queensland			May 08.	
Workplace Health & Safety						
Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Toolbox Talks – CRC	Workplace Health & Safety in Workplaces owned and administered by Cairns Regional Council	Cairns Regional Council's 1200+ Employees	Ongoing	All staff at CRC	Increased awareness in Safety in Cairns Regional Council's Workplaces.	
Incident & Injury Free – Delfin Lendlease	The notion that there is no such thing as an 'accident' and that all injuries are preventable. It focuses on creating an attitude of individual accountability and desire for best-practice safety.	Employees in a work environment		All Delfin Lendlease employees throughout the world.	Globally, all Lend Lease projects (including Delfin) use workshop forums to educate and inform their local partners on Incident & Injury Free issues.	Safe Communities, WHS QLD Delfin Lend Lease suppliers.
10,000 Steps – CRC	Promote exercise that leads to better health, thus the reduction of injury through falls.	CRC employees and wider Cairns community	13 weeks	All staff at CRC and Cairns local Government area	500 people participated in the program – the majority recording increased fitness and weight loss	TPHU, Qld. Health
Walk to Work Day	Better Health – Cleaner Air	All Australian Citizens	Three years - ongoing	All workers throughout Australia	High response in Cairns – those who cannot walk to work – workplaces organise a walk to a lunch venue	Heart Foundation; The Cancer Council Australia; Diabetes Australia; Australian Conservation Foundation; Australia Government & all State, Territory & local governments
Safe Talk Bulletin – CRC (Ref. Appendix Three)	Safety concerns that are the responsibility of Cairns Regional Council	Employees - CRC	Two years – ongoing permanent initiative	1,200+ Council employees and their networks	A regular bulletin that highlights priority safety issues Puts safety firmly on the agenda for CRC	All divisions and branches of CRC

STEAK & ABCD Campaign - CRC	Risk assessment for tasks and communication	Mainly outdoor CRC employees and, indirectly, their families	November 2007 'Switch On' campaign – continual training every month	1,200 + CRC employees	Continual reduction in lost time injuries by one per month over the past 11 months.	All of CRC departments, divisions and employees
Environmental Safety						
Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Tsunami Safety Guide - CRC	Possible Tsunami Event	People who live, work and visit CRC coastline.	2007 - Ongoing	All of Cairns Local Government Area	Printed Brochure and information on Council's Website that details what to do case of Tsunami and evacuation points. Has promoted greater community awareness and knowledge.	Dept. of Emergency Services Qld. Police Service
Response Advice for Chemical Emergencies - CRC	Operational Response to minor spills that may impact on the health, safety or environment of the Cairns LGA	All of Cairns LGA including tourists and visitors	12 years ongoing	Cairns Local Government Area	To provide timely advice and service to the community to reduce the impact on the health and safety of the people and/or the environmental impact to the region.	Environmental Protection Agency Dept. of Emergency Services
Safe Asbestos Disposal - CRC	Provides direction on the requirements for the disposal of domestic generated asbestos waste at Councils Landfills and Transfer Stations	Domestic residents	Current policy adopted 2002 - Ongoing	CRC Local Government Area	Asbestos waste is safely received at approved waste facilities	Internal Council initiative
Stinger Resistant Enclosures - CRC	Provision of marine stinger enclosures during the appropriate season, allows swimmers and beach users to enjoy the Region's beautiful and popular beach recreation sites with a high amount of protection from potentially harmful marine stingers.	CRC Residents and visitors	October to May / June each year – subject to scientific consultation.	Nine prominent public beach locations across the Cairns region from Bramston Beach to Four Mile Beach	Significant decline in the number and severity of marine stings across the region and minimal impact on beach participation numbers.	James Cook University, Surf Life Saving Qld., prominent local scientists, Surf Life Saving Qld.
Cyclone Preparation and Response - CRC	Establishing of Evacuation Centres for Cyclones and other emergency situations and the training of volunteer Co-ordinators to manage these Centres	All of Cairns LGA, including tourists and visitors	Two years – ongoing permanent initiative	Wider Cairns Community and volunteers	22 fully trained volunteers now available to manage evacuation centres. This is a first for the cyclone affected areas of Northern Australia.	Australian Red Cross Qld. Health – Mental Health Unit

Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Trade Waste Disposal - CRC	Provides for treatment (subject to conditions) of biodegradable (liquid) waste into the sewer network such that discharges to receiving waters maintain or enhance receiving water quality	All of Cairns LGA - specifically Trade Waste Generators	1994 and ongoing	Applies to all liquid waste generated by industry, small business and commercial enterprise	Safe guarding public health and the environment.	Internal Council initiative
Lifesavers at Cairns Beaches - CRC	Provision of professional lifeguard services across Cairns Regional Council's beaches and foreshores. Assists in managing the health and safety risks to beach users associated with strong currents, dangerous behaviour, marine stinger threats and other environmental factors.	CRC Residents and visitors	Ongoing	Nine prominent public beach locations across the Cairns region from Bramston Beach to Four Mile Beach. Green Island – a popular tourist destination	Most significant contributor to beach safety in the region through preventative actions and public awareness. Monthly Surf Lifesaving Qld. reports indicate strong levels of beach participation and very low levels of incidents.	Surf Life Saving Qld.
Sun Safe	Ensuring CRC workers are protected against and are aware of the sun's harmful rays in FNQ	CRC employees, labour hire, contractors and in the long term their families	Continual. Policy held for 5 + years now becoming more intensive	1,200 + CRC employees and all other people who engage in any work for CRC and all their networks	Long Term – reduce injury and illness to CRC employees. Improve people's knowledge about being Sunsafe. Providing the community with a message that CRC has a commitment to its people by providing sunsafe work practices.	All of CRC departments, divisions & employees
Dengue Fever Prevention Campaign – Tropical Population Health Network (Queensland Health)	Prevention of dengue fever in north Queensland through education and behavioural change strategies	General community & specific target groups such as businesses, schools, tourist sector	New campaign 2005-ongoing	Whole of north Queensland – including Cairns at up to Torres Strait Islands	Evaluation of media campaign - Increase in recall of dengue prevention message and increase in uptake of behaviours to prevent an outbreak	Cairns Regional Council, Businesses such as CEC, community groups, General Practitioners (doctors), hospitals, James Cook University, Compass Research

Generic Safety Strategies (incorporating diverse safety issues and initiatives)						
Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Community Safety Expo – Organising Committee with Partner representation	Education for the general public on a variety of safety initiatives and issues	People in Low socio-economic and disadvantaged situations – West Cairns	One-off event November 2007	West Cairns community and wider public through media / Newsletter coverage	130 \$20 first aid courses given out; 200 free smoke alarms distributed; Displays re fire hazards/kitchen fires; Information / resources; Good networking amongst Stall Holders; Volunteer recruitment	Community Renewal – Dept. of Housing, CRC, Dept. Emergency Services, Qld. Police, Centro Raintrees Shopping Centre, Mooroolbool/Manunda Community Safety Project, Neighbourhood Watch
State Emergency Service – Dept. of Emergency Services	Response to calls for help in times of disaster	All people living in the State of Queensland	20 years - ongoing	State Wide Service – 15 groups in Cairns Region alone	Tollfree emergency number – 132500 100+ calls for assistance each year. Recent response to Cyclone Larry victims (2006) Cairns Floods (March 2008)	Cairns Regional Council, Emergency Management Qld., Qld. State Emergency Services
Residents Response System - CRC	Capture information and response/action to issues raised in relation to Council owned infrastructure – footpaths, parks, roads, waterways – to ensure safety of residents	Residents, ratepayers, tourists and visitors in CRC	Minimum 10 years – ongoing with upgrade to more sophisticated program August 2008	Local government area of Cairns Regional Council	Increase in proactive management of Council assets and clearer scope of priorities	Liaise and work in conjunction with other government departments and community group for referral and information sharing.
Ride to Work / Bike Week - Cairns Bicycle User's Group	Demonstrate that bicycles are an alternate, cheap and non-polluting form of transport. Encourage safe bicycle use	All bike riders in the Cairns CBD and outer suburbs	1998	Local government area of Cairns Regional Council	Number of riders increasing each year – 2007 – 150 riders participated	CRC

Criterion 2. Safety Spotlight: Cairns Amateurs and Port Douglas Carnavalé Alcohol and Road Safety intervention – Qld. Transport

The road safety initiative is a community awareness program run in Port Douglas, North Queensland every year during the Port Douglas Carnavalé. The Carnavalé occurs in May each year, and is a highlight of the Far Northern calendar. The Fiesta held on the Friday evening of the Carnavalé attracts approximately 10,000 people to the town, with 2,500 to 3,000 attending events over the weekend.

The initiative developed out of the Far Northern Road Safety Working Group's meetings, and came about as a result of the concerns raised by one of the working group members, Belinda Simpson, a Queensland Police Officer based at Port Douglas.

At the beginning of 2004, alcohol related crashes in Far North Queensland were over-represented by almost 15% when compared to the state's average for alcohol related crashes. At previous Carnavalé festivals, on average over 50 drivers were booked each year with a Blood Alcohol Content (BAC) over the legal limit. In 2003, 55 driver offences involving BAC over .05 were detected by local police.

The majority of offenders were identified as residents of the Port Douglas area, mostly mums and dads who were not aware of the effects their drinking had on the BAC reading. It was also identified that public transport was insufficient to cater for the needs of the local people on the Carnavalé evening.

A drink driving awareness campaign designed to educate the community as to the effects of alcohol and the associated risks of drink driving was considered by the working group as the most effective way to address this issue.

The initiative comprised of a series of multi-faceted activities, some high intervention events were provided only in 2004 & 2005 to focus attention on the issues. Support has now reduced to a maintenance level as the initial success rate reduced the problem dramatically. Activities include:

- Queensland Health's Alcohol Tobacco and Other Drugs Service (ATODS) with local Queensland Police (QPS) conducted two Drink Rite programs prior to the Carnavalé, in venues frequented mainly by local community members in 2004. Drink rite provides free alcohol to volunteers at a function. The blood alcohol level of the volunteers is monitored and is used as a tool to educate those present on the effects of the different types of alcohol on the volunteers and how fast their level can rise above the legal level for driving. As part of advertising the Drink Rite programs, QPS used the opportunity to promote the anti-drink drive message in the local media.
- "Operation Reward" was a major component of the 2004 initiative. A local radio station 4AM promoted "Operation Reward, which was funded and supported by a number of sponsors including Queensland Transport (QT), QPS and NRMA. "Operation Reward" was heavily advertised by 4AM during the lead up to the Carnavalé. QPS randomly breath tested drivers and those found to be under the legal limit were provided with entry forms to go into a draw for a \$3500 holiday package donated by local businesses. In 2004, 2,200 drivers were randomly breath tested from Friday evening to Sunday morning by QPS local and Cairns based officers. 2,277 drivers were tested over the same period in 2005.
- QT fund and place corflute signs (Attachment 1 & 2), reminding drivers not to drink and drive, along side the road leading into Port Douglas at the beginning of the Carnival week.
- QT fund & produce A3 & A4 posters (Attachment 3) designed by a local student for a competition that was a part of the project. These posters were distributed to licensed venues in the local area for display prior to and during Carnavalé.
- QT & MR fund a large variable message board that is placed in a highly visible position to again reinforce the road safety message.

- ATODS staff from Cairns and Mossman set up a tent in a convenient location and offer BAC testing, in addition to advice on responsible alcohol consumption. In 2005 they also had staff roving through the area offering patrons breath testing and educational material. Six Alcolmeters were used and the service was well utilised. In 2004 approximately 1500 patrons were tested over a period from Friday evening to Sunday afternoon. In 2005 1100 patrons were tested with 450 showing a BAC of .05 or more.
- QT work with public transport providers to ensure that an adequate & convenient service is provided for use by people attending the Carnavalé. In addition police and ATODS were able to advise patrons of the location of safe parking areas to leave their cars, if they had been drinking and needed to use public transport to travel home.
- QT provided the funding for windscreen tags with the anti-drink driving message (Attachment 4) which are placed on parked cars during Carnavalé by SES volunteers (1,500 were placed on windscreens in 2004 and again in subsequent years).

In 2004, after the awareness program only 9 people were apprehended by police with a RBT reading over the legal limit, a reduction of 50 from the previous year. Of the 9 apprehended only 1 driver was a local. In 2005, 36 drivers were booked over their legal limit with 24 of these being locals QPS reported that most were in the .06 - .08 BAC range. Still a reduction from the previous years to 2004 of 50 – 55 local drivers being booked.

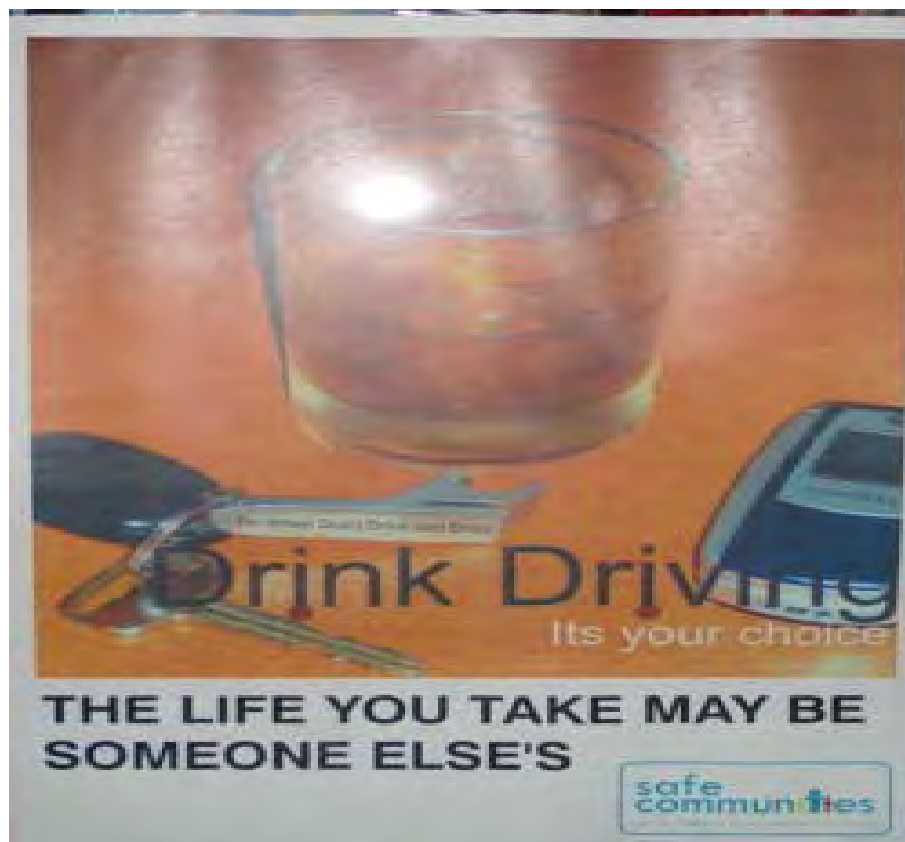
As a result of the initiative, Queensland Police awarded an achievement award to Sergeant Andy Graham for his involvement in organising the QPS component of the 2004 event. Andy was the first to say that this was a community award and shared the award with other key stakeholders.

In 2005 the Royal Automobile Club of Queensland (RACQ) and Centre for Accident Research & Road Safety Queensland (CARRS Q) presented their Road Safety Award in the Community Category to Road Safety Officer Lynette Pickering representing Queensland Transport and the Far Northern Road Safety Working Group. The major advantage of this initiative was the development and improvement of co-operation between the organisations and agencies involved. Several of the key stakeholders are members of the Far Northern Road Safety Working Group, namely QPS, QT, ATODS and MR. However, in order to successfully organise and promote this road safety initiative, the working relationships between these stakeholders improved dramatically, and relationships formed have been useful for other initiatives.

It is important to note that while the initiative has two key stakeholders, this initiative includes participation by many other groups in the community, including:

- Port Douglas Carnavalé events committee,
- The Local Council,
- Public transport providers,
- SES volunteers,
- 4AM, Port Douglas Gazette
- Local business who sponsored the "Operation Rewards" program
- Road Tek Plant Hire Services
- Port Douglas & Daintree Tourism Association
- Licensed venues in Port Douglas

An added advantage has been the effect of alcohol awareness education on the local drivers shown by the reported changes in their drinking and driving habits.



Busting to lose your licence?



Department of Main Roads

Only a little bit nervous?



Department of Main Roads



Drink-drive you're a loser.



Department of Main Roads



Above: Signs designed for the Port Douglas Carnivalé safety intervention – Left: to be put on driver's windscreens, and Right: placed to and from the venue

Criterion 2. Safety Spotlight: CitySafe – Cairns Regional Council

Inner City Management through CitySafe address all public safety issues in the Cairns CBD and Esplanade. This area is the heart of Cairns, being the main precinct for shopping, government services, hotels and tourist accommodation and recreation, including a large lagoon style swimming and beach area..

Main issues addressed are Alcohol related (public consumption and intoxication,) and Violence (assaults, verbal threats etc), however we address all issues that impact on public perceptions of safety (sleeping in public / urination / begging....). and are proactive in monitoring issues such as predatory activities around children's areas, opportunistic theft etc.

The main safety issues we address are the physical safety of residents and visitors to Cairns and also their perceptions of safety. We aim to reduce the number of alcohol related and violent incidents, decrease the number of total unacceptable incidents, and increase the public perceptions of safety.

Activities used to address these issues include an extensive CCTV (Close Circuit Television) network that is monitored, and security guards on foot and bicycle patrol provided, 24 hours per day, seven days per week. Mobile security patrols CBD fringe and parklands three to four times every night, and has an dedicated Inner City Patrolman.

We have extensive data . Incident data is captured within the CitySafe CCTV database (from April 2006 to current), and in hard copy from previous years. Public perceptions data is captured in quarterly surveys.

The Inner City facilities manager, Malcolm Robertson (employed by Cairns Regional Council), is the responsible Officer.

External Stakeholders include:

- CBD Safety Summit
- Cairns City Licensees Safety Association
- Qld Police Citybeat Office
- QSP Security (an external security company)
- Black and White Taxis
- Sunbus
- Cairns Chamber of Commerce

Criterion 2. Safety Spotlight: Violence No Way



Through the Crime Prevention Safety Issue Team, the Violence No Way campaign has three streams to reduce the incidence of street violence, domestic violence and family violence and the impact violence has on children, families and communities:

1. Bringing together the majority of key stakeholders involved in preventing and responding to all forms of violence in the Cairns community into a partnered steering group;
2. Educating the community and raising community awareness regarding the underlying causes, effects and responses to violence, thus empowering people affected by violence, helping them realise they are not alone, and that violence in any form is unacceptable, and that they will be supported by their community if they are affected;
3. The formal steering group, and resultant improved informal communication systems, implemented systemic initiatives to case manage prevention activities, and enhance early intervention and response services to support people affected by domestic and family violence.

Research evidence used to inform the project included:

- Local knowledge from service providers;
- Research evidence obtained from Australian Institute of Criminology, the Department of Communities Violence Prevention Team, the Queensland Centre for Domestic and Family Violence Research;
- Research evidence and actions established through Queensland and National Anti-Violence Campaigns;
- Strategic directions outlined at the commencement of the Queensland Police Service Domestic and Family Violence Strategy;
- Results of the implementation and evaluation of *Walk Away Cool Down* project (a previous violence reduction campaign conducted by the Queensland Police Service);
- Monitoring of media reports. Research shows that a perception of acceptance of violence in the community allows perpetrators a feeling of latitude.

Collaboration between a number of diverse stakeholders has focused on increasing the safety of children affected by domestic and family violence, specifically assist and inform the community about underlying causes of domestic and family violence assistance available, and working toward making violence unacceptable in all communities within Cairns. Virtually all local radio and television stations carried ads for the campaign over a twelve month period.

Stakeholders through the Cairns Crime Prevention Safety Issue Team included:

- Queensland Police Service;
- Cairns Regional Domestic Violence Service;
- Relationships Australia;
- WuChopperen Social Health Service;
- Cairns Regional Sexual Assault Service;
- Dr Edward Koch Foundation;
- Community Renewal (Department of Housing);

- The then Cairns City Council -
 - o (Community Safety Officer),
 - o (Safe Communities Officer),
 - o (Youth Affairs Officer);
- Cairns Youth Justice Conferencing;
- Department of Communities.

Input from the stakeholder groups accessed their frontline knowledge regarding best communication methods and messages to reach the client group. Community based indigenous health services and representatives of the Tablelands Justice Group were integral in designing the visual messages on the posters, the campaign logo and campaign activities. Police Liaison Officers also conducted events and liaison with the community to promote the message and educate community members about the cycle of violence.

School and alternative educators, and adopt-a-cops used their specialised knowledge to design related material for dissemination to children and young people. Community events focusing on seniors, the indigenous population and multi-cultural communities were held. Migrant Settlement Services, and Council multi-cultural officers assisted in the dissemination of information to their communities throughout the year, but particularly during Domestic and Family Violence Prevention Month 2007.

The Violence No Way website disseminates information on the cycle of violence, referral agencies and the campaign plan www.violencenoway.org. The website had more than 8,500 hits in 2007 and generated enquiries from around Australia, as well as the USA and China.

In addition to the co-ordinated activities outlined above, the Police Service also enhanced existing operational procedures and implemented new activities.

A region-wide community survey on violence was designed to be one of a number of assessment tools used to evaluate the effectiveness of the “Violence No Way Campaign”. A baseline survey was conducted in late January 2007, with a follow-up evaluation scheduled to be completed in July 2008. The survey questionnaire was completed by 366 participants.

The evaluation of the community education and awareness raising aspect of the Violence No Way campaign was conducted on a community by community basis. This identified gaps in the campaign and led to further refinement and implementation of actions around community education.

The awareness raising aspect of the campaign focused on:

- The cycle of domestic and family violence;
- Contributors to street violence (promoting controlled alcohol use and it’s links to violence);
- Reduction of the acceptance of violence within the community;
- Awareness of the consequences perpetrators will face on committing an act of violence;
- Community perceptions of the ability of the Queensland Police Service and community agencies to reduce violence within the community;
- Increasing victim’s likelihood of reporting a violent incident to the police;
- Community knowledge as to where they can go to get assistance in a violent situation.

Just over half of the sample (55% or 196) of participants had heard of the Violence No Way Campaign as at the 2nd of February 2007, just after the campaign had been officially launched.

LIST OF PROMOTIONAL MATERIAL PRODUCED

Knowledge of community based agencies was used to develop the theme, pictorial content and slogans of the material to best appeal to each service's client base.

- Large posters (A3) displayed at neighbourhood centres, Police stations, Court and hotels and distributed to residents by Police Liaison Officers;
- A4 size posters displayed in hotels and shop windows;
- Drink coasters (10,000) distributed to hotels and other liquor outlets.
- Violence No Way Banner displayed year round in different communities and at specific events, e.g. Cairns Agricultural Show.
- T-shirts used as prizes and hand-outs at community events and schools.
- Baseball caps used as prizes and hand-outs at community events and schools.
- Radio Advertisement featuring General Cosgrove.
- Television advertisements.
- Three different types of bumper stickers.
- Community led marches to launch the campaign in seven locations.
- Training presentation on violence prevention for sporting teams and schools.

DISTRIBUTION METHODS FOR PROMOTIONAL MATERIAL.

Once the localised materials were produced, they were disseminated through:

- Placement on bumpers of all taxis in Cairns;
- Placement on bumpers of a significant proportion of Queensland Government vehicles across the region;
- Posters and branded coasters were placed in a majority of licensed premises in the region;
- Police Liaison Officers re-inforced the message during community liaison;
- Radio advertisements were played on a majority of stations in the region, featuring General Cosgrove;
- TV advertisements were played on local channels;
- Numerous community launches and street marches were held, with high participation rates;
- Significant local figures made speeches endorsing the project and its message at these events;
- Numerous media reports in the local papers carried the campaign message;
- Paid advertisements in papers endorsed the campaign message;
- Community events by partners carried *Violence No Way* promotional material
- Themed media releases were distributed on *Violence No Way* during Crime Prevention Week 2007. Of particular interest was the launch of the Victims Of Violence referral Card by the Cairns Regional Sexual Assault Service;
- Two sporting teams in the community were also required to undergo training in domestic and family violence prevention prior to being allowed to wear campaign logo's on their uniforms.

Criterion 2. Safety Spotlight: Healthy Relationships Programme – Cairns Regional Domestic Violence Service

Introduction: During 2006 Cairns Regional Domestic Violence Service (CRDVS) worked in partnership with WuChopperen Health Service's Healthy, Happy Families Program (HHF) and Wangetti College to deliver a pilot educational program promoting healthy gender and family relationships to residential students aged 13 -17yrs. This pilot was successful and the program is now run at other indigenous colleges.

Background: The idea for the Healthy Relationships Project (HRP) was conceived in November 2005. Staff at the Wangetti College, concerned at the violent behaviours students in dating relationships were demonstrating, expressed their interest in working with CRDVS to provide education to students about healthy relationships. From the outset the need to work closely with an indigenous family violence prevention agency was recognised and HHF agreed to participate fully with the project to promote holistic cultural appropriateness.

Cairns Regional Domestic Violence Service (CRDVS) is a non-government organisation funded by the Department of Communities, Qld to provide services for family members experiencing domestic violence and family violence. CRDVS regularly conducts educational sessions in schools in Cairns and surrounding areas.

Healthy, Happy Families Program (HHF) is based at WuChopperen Health Service and is funded by Dept of Families, Community Services & Indigenous Affairs (FaCSIA) to provide support services and programs which meet the needs of Aboriginal and Torres Strait communities, families and individuals who are experiencing or at risk of experiencing family violence.

Wangetti College is governed by an all Indigenous board and caters for students in years 8-12. It specialises in a fully integrated literacy and numeracy relevancy through a Vocational Education program for Aboriginal and Torres Strait Islander students. The College is located approximately 40 km north of Cairns.

Program Rationale: Indemauro, Atkinson & Blagg (1998, cited by the Office for Women 2004, p.3)⁷ believe that an educational approach to domestic violence prevention can help reduce the incidence of domestic violence amongst future generations. Our program is concerned with developing the student's attitudes, beliefs and behaviours. Research evidence suggests that children:

- Are often confused about the meaning of domestic and family violence and want to learn about it
- Are commonly growing up with domestic and family violence and are affected by it (boys are more likely to justify violence and excuse the perpetrator or perhaps become perpetrators themselves)
- May have a lack of knowledge about how to respond to violence (Crime Prevention Branch, 2001)⁸

Teenagers are a good age to target with ideas as they are:

⁷ Office for Women & Curriculum Strategy Branch Education Queensland 2004, *Promoting Positive Gender Relationships: A report of a study into the feasibility of developing and delivering curriculum through Queensland state schools to promote positive gender relationships*, Office for Women and Curriculum Strategy Branch Education Queensland.

⁸ Crime Prevention Branch 2001, *Young people and domestic violence*, Attorney General's Department, Canberra.

- forming a sense of self
- trying to fit in with their peers
- faced with entering the dating world for the first time
- formulating their own theories about relationships (they may or may not have had positive models themselves)
- sharing information, speaking about relationships.

Adolescence can be crucial to the formation of healthy, non-violent relationships later in life. It can be an opportune time to challenge destructive gender relations before they are set in adulthood.

The Healthy Relationships project operated from a practice framework of safety, responsibility, and respect in relationships, and drew on domestic violence practice standards for working with children and young people who have lived with domestic violence.

The Broad aim of the program is to provide a program of education about Healthy Relationships to residential students at Wangetti College, to increase students' knowledge about intimate partner relationship and family violence, change the attitudes and beliefs that support it and enable students to take action in their own and other's lives to prevent it.

Objectives are to assist students to:

1. Develop positive attitudes towards gender and family relationships in ways the value Aboriginal and Torres Strait Islander (ATSI) cultural identities
2. Develop knowledge and skills which can enable students to conduct their own relationships in safe and healthy ways
3. Reduce current levels of violence within relationships at the school.

Strategies and outcomes

This project implemented a new educational service for students and used an action learning approach which meant that changes were tried-out, learnt from and improvements made as the project progressed. Within the resources available, the educational strategies were specifically selected and/or developed to meet the diverse needs of the Indigenous student group represented at the college. It was vital to get the support of both teachers and parents/carers for the program to be a success.

Project activities included a social introduction BBQ; educational activity stations, the scripting, acting, filming and editing of a DVD on healthy relationships by the children and formative evaluations. The educational activity stations were designed to engage the children and encompassed: Story telling; Brainstorming; Music; Cultural activities; Group discussions; Listening; Critical reflection; Using related research; findings and statistics; Questionnaires; Games; Case Scenarios; Creating resources; and presentations by facilitators.

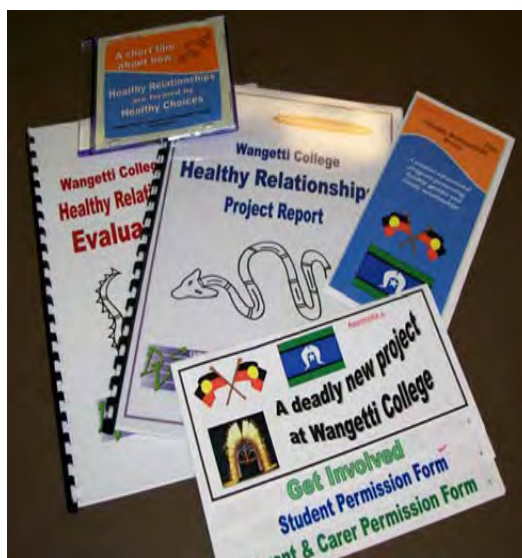
Ongoing evaluation was an integral component of the Healthy Relationships Project. An action learning approach was used throughout the life of the project and this enabled project workers to reflect on activities, learn from experiences and to feed these learning's into future plans.

At the end of the project we conducted a small scale internal evaluation which showed that:

- Teachers reported that this program had a positive effect on the students and the school community
- A short visual media resource was produced by the students and this is now available as an educational resource to other community groups
- Teachers at the school are more aware of healthy relationship issues, as well as domestic violence and its affects on young people
- Relationships between the partner organisations are enhanced
- Project workers have a greater understanding of cultural issues
- Children's behaviours improved within the school environment and within relationships showing a lessening of violence.

Further outcomes: In May 2007 the Healthy Relationships program won the Queensland Domestic and Family Violence Prevention Month Award for Best School-based anti-domestic and family violence program.

(Below L to R) Receiving the award from the Hon. Warren Pitt, Minister for Communities are Bernard (Wuchopperen – Healthy, Happy Families Program), Gill (CRDVS) and Amanda Lee-Ross (Manager, CRDVS) & The Healthy Relationships Program 'package'



Right: Recent media to highlight May as Domestic and Family Violence Awareness Month



CRITERION THREE: Programs that target high-risk groups and environments and programs that promote safety for vulnerable groups

The Cairns region has had a targeted safety agenda since Council's appointment of an identified Safety Officer in 1995, and the formation of the Community Safety Committee. This has allowed for partnerships to be forged addressing issues relating to a high incidence of crime in the Cairns CBD. The Community Renewal Program came into being in 1998, and over time has funded many exciting programs and Projects that have transformed the Cairns West area into a vibrant, culturally diverse community. Much has been done to ensure culturally diverse communities and our Nation's first people - Australian Aboriginals and Torres Strait Islanders, are included in all aspects of safety promotion and injury prevention.

Another two targeted high risk groups are persons over 65 years old, and Children aged 0-14 years. Falls has been identified as the major cause of hospital admission for these two groups.

Future plans are for an early intervention strategy to address the lack of space and programs for older children and teenagers, especially in the Cairns West Area and the Southern Corridor of Cairns – a major growth area. Cairns Regional Council's Access & Equity Officer provides regular safety audits to ensure people with a disability can safely access public facilities in a safe and secure manner.

Right: Access & Equity Officer, Ian Chill, checks for safe access to a Cairns Beach



Current and Ongoing Safety Initiatives that address Criterion Three - see following template for further details:

Crime Prevention:	Midnight Basketball / Hoop Dreaming; Walk With Me; Suicide Prevention Handbook; Beat it Out; Personal Safety Brochures; Happy Healthy Families
Senior Safety, including people with a disability:	Older Wise and Living Safely; Access and Equity Advisory Group; Falls Prevention / Cairns Falls Forum
Water Safety:	Boating Safety Day
Child & Home Safety:	Croak Daddy "Use your brains don't play in pipes and drains"; Safety for Piccaninny; Child Safety Kit;
Road Safety:	Walking Bus; Port Douglas Carnavalé / Cairns Amateurs Alcohol Safety Intervention

Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Midnight Basketball – Hoop Dreaming Cairns Basketball Association	Provide opportunities for Indigenous youth aged 12 to 18 years to become successful and more knowledgeable in different aspects of life including their education, employment outlook and health. Using both Indigenous and non-Indigenous mentors as role models, and the sport of basketball as a tool, the project will seek to deliver and reinforce a positive message of leading healthy, active and crime-free lifestyles.	Cairns West Indigenous youth aged 12 to 18 years	June 2007- March 2009	Cairns West communities.	Up to 200 young people attend this sporting event on Friday nights. PLO's and officers assist in order and community liaison. Anecdotal evidence already shows a reduction in petty crimes during the night of operation. Further anticipated outcomes of the project are: Reduction in anti-social behaviour and criminal activities in target areas; Continue to build better relationships between the Police and the community- especially young people;	Qld. Police Service Youth Substance Misuse Service Community Renewal – Dept. of Housing Attorney General's Department Department of Communities
Walk With Me - CRC	Ensuring safety, increasing perception of safety, and preventing violence induced injuries by empowering the Cairns West community and encouraging active participation in developing strategies to respond to what causes conflict and how it affects the community.	All residents in Cairns West	July 2007 – July 2009	Cairns West Mooroobool, Manoora, Manunda, Westcourt.	Groups Formed and in process of becoming sustainable groups: Youth Focus Group (10members) Organised Mooroobool Christmas Celebration, Other youth friendship nights. Mooroobool Action Group (5indigenous & 5 Penrhyn Islanders) - Developed strategies to address escalating conflict between indigenous & Cook Island community.	Community Renewal - Dept of Housing, Residents of West Cairns, Qld. Police Service, Mooroobool Wellbeing Centre, University of the Sunshine Coast – Centre for Multicultural and Community Development
Access and Equity Advisory Group - CRC	To enhance & facilitate equitable access for all members of the community., so they can go about their daily pursuits	People with disabilities, all members of the community.	2003 - Ongoing	Whole of Cairns Regional Council Local Government Area	Access for All directory Continued improvements of Access throughout the Cairns region	Spinal Injuries Association Disability Services Qld.

 Cairns receives Award for 'Access for All Directory' from Minister for Disability Services, Hon. Warren Pitt, MLA.	without risk of injury. To eliminate discrimination.				"Recharge" project for users of electric mobility devices in most CRC Libraries and Hambleton House Community Centre	
Older Wise and Living Safely – Qld. Police Service	Reduce the perception that seniors are at higher risk of becoming victims of crime by encouraging them to go about their daily pursuits without fear of harm or injury. Encourage Seniors to practice protective behaviours, targeting personal safety and home security and increase their self-esteem.	Seniors 65+ years old in the Cairns region	February 2008 - Current	All of Cairns region and listening audience of ABC radio i.e. most of Far North Queensland	A regular, weekly, live radio spot that promotes Senior safety and allows a range of service providers to advertise their services. Lanyards with whistles for Senior's to put their keys on when outside the house – encouraging them to lock doors.	Cairns Safe Communities – Senior's Safety Issue team, Qld. Health – Tropical Population Health Unit, ABC Radio
Suicide Prevention Handbook – FNQ Taskforce for the Prevention of Youth Suicide	The rising incidence of Youth Suicide in Queensland – with the FNQ region having the highest suicide in the region. Creating awareness, prevention, support, information and referral resources	Young People	1995 - 2001	Young people in the Cairns region, extending to remote indigenous communities in the Cape and Peninsula	Suicide Prevention Handbook Greater awareness of suicide issues Support to establish the Standby Response Program in 2007	Qld. Health – Mental Health, Community Health; Dept. of Communities; Lifeline; Youthlink, YETI, Survivors of Suicide Support Group; Yarrabah Family Life Promotion Program, Cairns Anglican Youth Services, Apunipima Health Council, JCU
Healthy Happy Families – Wuchopperen Health Service	Domestic and Family Violence prevention amongst Aboriginal and Torres Strait Islander People	Aboriginal and Torres Strait Islander People in the Cairns region	2002 - Ongoing	Cairns LGA, Kuranda, Yarrabah	Greater awareness about Domestic and Family violence in Indigenous communities. Provision of resources.	Dept. of Child Safety, Cape York Legal Unit, Cairns Regional Domestic Violence Service

Croak Daddy “Use your brains don’t play in pipes and drains” – CRC	The incidence of accidents involving children playing in pipes and drains.	Children and Teenagers 3 – 18 years	2004 - Current	Wider television viewing area of Cairns region and other regions from Cape to Innisfail and Atherton Tableland	Reduction of incidents involving children playing in pipes and drains.	Local television and newspaper media.
Program Name and Developer	What it Addresses	Population it targets	Length of Operation	Reach of Programme	Results	Partners
Safety for Piccaninny – Qld. Government	Ways to keep Aboriginal children safe and incident and injury free in the home, car, and at play	Aboriginal families and children	2005 - current	Aboriginal families throughout Queensland, Australia	Publication that gives greater understanding of need for safety and how to prevent injury. Information provided in basic language with illustrations	Aboriginal parents and Elders of Mt. Isa, Queensland; Dept. of Emergency Services; Qld. Health
Child Safety Kit – Delfin Lendlease	Reducing child injuring in the home and backyard	Families with young children and parenting support groups	Launched in Cairns Feb 2008	Cairns Regional Council and Launch at Forest Gardens	An information kit in Hard copy and via Internet that provides Increased awareness of causes of injury at home, reduced risk of injury, and some preventative strategies.	Forest Gardens Playgroup, Communities for Children – Mission Australia
Walking Bus – Delfin Lendlease/Forest Gardens 	Provides a safe walking environment for children. Reduces traffic congestion. Provides regular aerobic exercise, such as walking that is critical in addressing obesity and lack of fitness, an emerging health risk among Australians of all ages. Increased street security – the more pedestrians there are on the streets the safer it becomes to walk or ride, made even safer by the presence of supervising adults. Reduce short distance motor vehicle trips that contribute significantly to poor air quality	School Age children	Two months - ongoing	Primary school children who attend St Gerard Majella School and Residents of Forest Gardens,	38 children and 8 parents participate weekly. None of the participating children had ever walked to school prior to the Walking Bus Program being established. Current participation rates equates to 18 less cars in that particular school zone in the mornings and afternoons each day of operation - thus increasing safety around the school for all children, staff, parents and other motorists. As a result of the success of the Walking School Bus initiative, other schools in	Residents of Forest Gardens, St Gerard Majella School

	with undesirable increases in ill-health and respiratory conditions. Provide a fun and healthy way to meet people within the community.				Cairns are planning to trial a similar initiative, and teachers at St Mary's College (a local high school) are planning to begin a "Bike Train" which will provide a supervised program allowing children to ride their bikes to school.	
Beat it Out – Qld. Police Service	A drumming group, trained in violence prevention information, perform public events branded with Violence No Way logo, and speak	Male students at Woree High School (inner suburb of Cairns)	Emerging	Cairns – particularly Woree Area	First public performance in June 2008	Woree High School Wuchopperen Indigenous Health Service
Personal Safety Brochures – Qld. Police Service	Information on protective behaviours distributed in visitors native language through accommodation providers, tour desks etc.	Visitors from Japan, China & Korea	Two years	Cairns regional area	Drop in assaults against visitors of more than 10% in first year of campaign.	Tourism Tropical North Queensland, Japanese Consulate.
Boating Safety Day – Cairns Maritime Safety Queensland	Safe use and transport of water craft.	All community members who use water craft for recreation, sport or work	Full day's program once per year	Cairns region – extending to Far North Queensland – all are invited to participate	Free weighing of boats, cars and trailers Free boat and safety equipment inspection Demonstrations of safe use of equipment eg. Flares, fire extinguishers Safety and escape training	Australian Navy, Cairns Yacht Club, QPS, State government departments of: Transport, TAFE, Ambulance, Australian Customs
Falls Prevention in Older Persons (Stay on Your Feet /SOYF) / Cairns Falls Forum – TPHU, Qld. Health	High incidence of falls in older persons. (see p. 50)	Older people 55+	SOYF 2005 – ongoing Falls Forum 2008	North Qld. Health District LGA of Cairns	Resourced 47 projects in north Qld. / 15 in Cairns. 70 people attended Falls Forum – focus group formed to work on further initiatives.	CRC, Senior's Safety Issue Team, Qld. Police Service.

Criterion 3. Safety Spotlight: Croak Daddy – ‘Use your brains – don’t play in pipes and drains’



In 2002, a fourteen year-old boy entered an open stormwater pipe outlet within a Cairns City Council park reserve, and proceeded to travel up the pipe for a distance of approximately 350 metres. It was at this point that he tried to exit the stormwater pipe system by lifting a large steel inspection lid, and in the process, dropped the lid back onto his fingers, with the resultant injury requiring some 80 stitches to repair.

Prompted by this incident, and the ensuing public concern, Cairns City Council conducted a Risk Assessment, and investigated various options to counter the problem, including physical barriers and signage, but concluded the best way forward would be an advertising campaign to increase the community’s awareness to the dangers of entering Council’s storm water system.

To capture the target audience, two animated advertisements were created around a group of four frogs, whose hip appeal and cool, rap jingle have made them the perfect mouthpiece for Council’s safety message. The advertisements (for wet & dry weather) alternate constantly throughout the year, with high rotation before the traditional wet season, or when our mascot is making public appearances, and then a more subliminal rotation to maintain the message profile.



Thus far, the campaign has been an overwhelming success with immediate community ownership, and Council is now looking to capitalise on this success with further community safety messages for “the frogs”, covering issues such as storm water drain water quality, and safety in water play.

Perception is important

Due to the injury causing great distress to the child and his family, and the follow up media attention the incident received, the public perception of risk was greatly heightened, and a public call for a Council response was recorded.

Under direction from Cairns City Council management a Risk Assessment was requested that included Hazard Identification on entry into storm water drainage pipes by unauthorised persons. This listed hazard energy source, hazard/ risk description, potential consequences and current controls, and developed several recommendations to remedy the situation.

What data was used to evaluate needs?

Six hazards were identified in the evaluation process and subsequent Risk Assessments were completed for each of these.

When conducting these Risk Assessments consideration was given to reviewing previous reports of accidents and near misses and also reviewing information available from professional associations, other State local governments and the community.

What was the level of impact achieved or potential of the initiative?

The level of impact achieved has been tremendous and overwhelming. The community in general, and our target group in particular, have taken to “the frogs” with gusto, learning the catchy rap of the jingle, and being highly aware of the characters themselves, and their safety message.

Since the launch of the campaign on July 2nd 2004, and with the high rotation of our “wet” advertisement right up until the first public appearance of our life-sized main character “Croak Daddy” at the July 22nd Cairns Show, the public awareness of the campaign built swiftly.

Our knowledge of this is based on feedback from Council Officer’s manning the local government stall at the Cairns Show, where the campaign publicity material was on display, and live appearances of the mascot were occurring. Officer’s were overwhelmed by the public recognition of the campaign, particularly that of young children and teens (our target audience), and the fact that nearly 100% of the target audience who were asked to identify the safety message of the campaign, correctly replied that it was “to keep clear of pipes and drains”!

Additionally, the launch of the campaign attracted major media attention throughout the city, with both local papers running the story (one of them front page) as well as two local television stations carrying our launch in their local news. Further media attention was to be found as far away as Townsville, Rockhampton and Maroochydore down in the south east corner of the state, reflecting that the concern for children’s safety near pipes and drains is a problem faced by local government state wide.

Following the launch of our campaign, safety in stormwater drains has become a topical issue within local government engineering networks such as the Institute of Public Works Engineers Association of Queensland (IPWEAQ) website, from where we’ve received enquiries from Councils as far afield as the Gold Coast investigating our program. This has paved the way for a proposal to syndicate our campaign to other Council’s, and in the future, the Cairns City Council generated Stormwater Drain Safety Education Program will soon be a generic program used by other local council’s state wide.

Lastly, the potential for this program to develop into future campaigns is immense, with possibilities presently under discussion relating to other areas affecting the drains, such as the importance of educating the public to look after stormwater drain water quality, as it makes its way from our homes to the sea, as well as safety and water play, and environmental issues surrounding public waterways, to name but a few.

What were the projects objectives?

The overriding objective of the project was to keep kids out of Council pipes and drains by successfully imparting to them the plethora of dangers that can be found within, such as flash flooding and consequent drowning, poisonous gases, dangerous animals, drug users, broken bottles and subterranean dwellers.

A secondary objective, currently being formalised, is an education pack that can be sent to schools on enquiry, with a PowerPoint presentation, discussion questions, and publicity material to be handed out, so further fleshing out and consolidating the message the children have already received elsewhere.

A final objective of the program was that it had scope for future campaigns, and could be expanded to encompass other issues relating to the drains, such as the importance of educating the public to look after storm water drain water quality. In this regard, the Council is completely satisfied that the Frogs “have legs”.

What alternate strategies were considered?

Although kerb inlet grates and inspection lids can be made lockable to prevent entry through these mechanisms, it was not practicable from an economical or engineering perspective to restrict access at outlet points as this would restrict the flow of outgoing storm waters, and provide a subsequent build up of debris at the outflow point causing back flooding and inundation of low lying areas.

Additionally, consideration was also given to the probability of unauthorised person/s (particularly children), being sucked into the stormwater system during periods of flooding/ heavy rain and then being unable to exit if the pipe outlets were closed off with grates.

Therefore, securing the outflow point of a stormwater pipe to stop unauthorised access was not an option that Council could consider, hence the development and implementation of a Community Safety Education Program for Stormwater Drains being introduced to highlight the dangers of playing in stormwater pipes and drains.

What other strategies were investigated? To eliminate access at all stormwater pipe outlets was impractical and unsafe. The effective treatment option in this instance was administrative, with a stormwater drain safety education program aimed at deterring children from playing in drains.

In regard to accessibility to the stormwater system via surface manhole covers, the innovative re-design of the existing covers by Council employees to include an internal locking device and ease of removal from within the stormwater system has significantly reduced risk.

Results and Future Actions:

The nature of this initiative means that measurable results are difficult to provide, however the following results and benefits have been noted thus far:

- Council is finding less evidence of activity in the drains;
- being a standalone, dedicated campaign, it can be activated at a moments notice to coincide with an accident or sudden period of inclement weather;
- due to the growing popularity of the campaign, Council intends to use “the Frogs” as the central protagonists in other areas of public education, such as the urgency to ensure the quality of our stormwater drain water as it makes it’s way from our gutters to the sea;
- reduction of costs to local community through reduced common law/ damages claims against Council for injuries to public associated with stormwater systems;

- dissemination of information on the initiative to Council networks has proven that stormwater drain safety is a topical issue amongst local government engineers, with the program launched at a Local Government conference in October of last year, syndication of “the Frogs” will see other Councils state wide benefiting from the Cairns Regional Council generated initiative.

What are the future courses of action?

The community safety education program highlighting the dangers associated with stormwater pipes and drains is to continue indefinitely, being kept fresh and exciting by the use of varying promotional materials and appearances at varying events.

Syndication of the program was offered state wide to local governments, further consolidating our message to the community as they travel intrastate.

Additionally, based on the amazingly swift ownership of “the Frogs” by the community, it is anticipated that the education program will be extended in the future to accommodate other issues relating to the drains, such as public education on stormwater drain water quality, and dangers in water play to mention but a few.

What commitment to safety is evident in the project?



Council’s commitment to the ongoing safety of the community is evident in the immediate Risk Assessment it carried out after the young boy’s injury and the achievable recommendations that were borne of that assessment.



The considerable costs of generating the Community Safety Education Program for Stormwater Drains demonstrate the commitment by Council to provide adequate resources to fund these recommendations, and ensure the safety of the children in the area.

Criterion 3. Safety Spotlight: Community Renewal West Cairns - Midnight Basketball/Hoop Dreaming Projects & ‘Walk With Me’

Midnight Basketball

In early 2004 Cairns Basketball Incorporated consulted with a broad cross section of the Cairns Indigenous community and community members involved in their Westside Partners project. Cairns Basketball’s Midnight Basketball program was a key element of the Westside Partners project, which received the Premier’s 2005 Engaging Communities Award.

The project aims to provide Indigenous youth aged 12 to 18 years with opportunities to become successful and more knowledgeable in different aspects of life including-

- Education, employment outlook and health;
- Create opportunities that assist Indigenous young people to lead active lifestyles in a safe environment;
- Provide programs and activities that will address the causes and effects of antisocial behaviour in their community;



- Continue to build better relationships between the Police and the community- especially young people;
- Provide and promote opportunities for young people to build positive social relationships and to develop a sense of pride in their community.

The organisation secured Australian Government funding through the National Community Crime Prevention Program to deliver these initiatives including operating the Midnight Basketball program 24 weeks per year.

Positive outcomes have been achieved, such as:

- Anecdotal evidence shows that when the Midnight Basketball Program is operating there is a significant drop in petty crime rates in the Cairns West area.

Walk With Me – Developing Peace and Harmony in West Cairns

The project will develop a community-based model for conflict engagement to enable community members to manage day to day conflict and contribute to overall community harmony.

The project will identify conflict issues within the community and the methods employed by community members to address conflict. Through workshops and engagement with community members, the project will build on existing community conflict management methods to develop a community based intercultural conflict engagement method and conflict engagement “toolbox”.

The community will be actively involved in developing the detail of the project and the design of the outcomes.



Left: Official Indigenous ‘Welcome to Country’ at recent launch of the Walk With Me Project at Mooroolbool, and Right: Interested spectators



Criterion 3. Safety Spotlight: Forest Gardens - Child Safety Kit



The purpose of the Child Safety Kit is to raise awareness of child safety issues – not only around the family home but also in the wider community. It is another product of a successful, ongoing collaboration between Delfin Lend Lease and the Qld. Safe Communities Support Centre in supporting the safety of Queensland communities. The Kit is available on the Qld. Safe Communities Support Centre Website:

<http://www.safecommunitiesqld.org/modcore/OtherLinks/frontend/index.asp>

Local community groups and organisations involved in early childhood programs assisted in the development of the kit by providing feedback on presentation and content.

The Child Safety Kit is also identified as the first initiative of the Cairns Safe Communities Child and Home Safety Issue team.

Right: Delfin Lend Lease's National Health and Safety Manager, Shane O'Brien, officially launches the Child Safety Kit at Forest Gardens on 12 march 2008.



Criterion 3. Safety Spotlight: StandBy Suicide Bereavement Response Program

The StandBy Suicide Bereavement Response Service, was set up to reduce potential adverse injury and health outcomes and assist in suicide prevention for family members, friends and associates bereaved by suicide by providing an integrated and comprehensive response built on existing emergency and community response mechanisms. United Synergies, a Noosa-based not-for-profit agency, developed the StandBy Response Service on the Sunshine Coast in Queensland in 2002. Because of the success of this program, the Australian Government announced in October 2006 the provision of funding to extend this initiative to North Queensland, North Brisbane and the Australian Capital Territory.

In November 2006, Cairns Region StandBy, auspiced by the Dr Edward Koch Foundation commenced processes to identify stakeholders and participants to inform the development of locally targeted strategic plans and formed a steering committee. The Steering Committee, comprising representatives from local Government, local Health, Police and Ambulance Services, Suicide Bereavement Support Groups, Funeral Directors and cultural representatives, meets regularly with consistent participation from members.

In the Cairns region, StandBy, launched on Monday 16th July 2007, builds and maintains a sustainable capacity within the communities and responds to and support those bereaved by suicide. It also provides new and informed analysis on the needs of people bereaved by suicide through an accountable and nationally coordinated evaluation.

The service offers crisis counselling, support and information to anyone bereaved by suicide. The initial contact must come from the person(s) requiring support. First responders to the scene of a suicide, such as police and ambulance personnel, will provide the bereaved with our crisis telephone number (on a fridge magnet) and details of our service (brochure).

Whilst the first contact will usually occur by phone, the service does offer face-to-face contact either at the home of the bereaved, or at some other location felt to be suitable by both parties.

Once contact has been made, StandBy also offers support and assistance with referrals to other agencies, as and when required. Contact can be made at any time following a bereavement, whenever support is wanted

STRATEGIES

StandBy actively engages in establishing and reinforcing community partnerships in the areas where we already have a presence.

StandBy continues to actively engage in the promotion of the StandBy service through local network and community group presentations and distribution of Agency Information Packs.

StandBy continues negotiation and relationship building in relevant areas to further increase confidence and trust amongst critical services.

StandBy trains new police and ambulance officers about the StandBy service.

StandBy seeks to further establish their connection with local indigenous services and community to ensure that StandBy is operating in a “culturally sensitive and appropriate way”.

StandBy also continues engagement with Transcultural Mental Health Services and other relevant cultural groups for guidance and cultural competency.

StandBy continues to foster partnerships with local cultural and diversity groups and seeks national support where individual diverse groups may not have strong local representation.

Ongoing communication to communities and clients promote awareness of StandBy as a bereavement support service only, not an intervention or suicide prevention service, yet ensure appropriate referral linkages exists for intervention or prevention enquiries.

StandBy has formed a partnership with Aboriginal mental health workers from the FNQ Rural Division of General Practice to design a mental health workshop which will also encompass suicide ideation and postvention

StandBy has been diligent in seeking advice in relation to media liaison and is aware of requirements to use the media guidelines, as set out in Mindframe.

Partnerships

The StandBy Response Service works by harnessing the cooperation of local services and support groups to respond to people bereaved by suicide. Community pathways to care workshops with active participation by a wide range of stakeholders were held when StandBy was first implemented. This community-driven process provides the StandBy project with a clear mandate to provide early intervention and support to bereaved residents of the local region encompassed by the program. The workshops utilise a pathway process to progress a potential scenario, negotiate a local response plan involving emergency services, locally based organisations and bereavement support groups, as well as gaining a commitment by all participants to the Response Plan.

Through these workshops, StandBy has been effective in building on existing relationships, as well as establishing new links with organisations and services who may need to know about StandBy and / or are potential participants in the StandBy referral pathway. The organisational register of community partners is in excess of 400.

An Memorandum of Understanding (MOU) with the Qld Ambulance Service was signed in July 2007 and an MOU with Qld Police Service was signed in March 2008. Other current formal relationships being completed include Government Undertakers and Funeral Directors, as well as government health and education providers and local crisis response agencies such as Lifeline etc.

StandBy has formed a partnership with Aboriginal mental health workers from the FNQ Rural Division of General Practice to design a mental health workshop which will also encompass suicide ideation and postvention.

Qld Mental Health are actively involved in working in partnership with StandBy in the area of suicide postvention.

A Referral Pathways Participants document with relevant locality referral information is distributed to StandBy Clients.

Trauma Response Team & Training

The Trauma Response Team have extensive on-going training to ensure they can effectively help those who use StandBy counselling services. Training includes screenings of StandBy Training DVD, 2-day training and induction which includes training in Living Works, Crossing the River Community Workshops and training by external providers such as the Mental Health First Aid Course and various Lifeline training courses and a .

a particular version of the Mental Health First Aid course which has been augmented by Indigenous people. Ongoing support and guidance is available to all Trauma Response Team Members and they also talk to an external supervisor at least once a fortnight if they have participated in an intervention. A Well-being Assessment Tool and a peer debrief process is in place for all Team Members.

Community Awareness

StandBy has been effective in raising community awareness of the StandBy service via successful utilization of media. StandBy is presenting at the Qld Suicide and Self-Harm Prevention Conference 2008 in July. This should actively raise community awareness of the StandBy service. StandBy offers ongoing community consultation and awareness raising in line with calendar of events, including additional Pathways to Care workshops and distribution of Agency Information Packs. Utilisation of events such as World Suicide Prevention Day & World Mental Health Day also raises awareness and support for StandBy.

OUTCOMES

StandBy provides a 24 hour outreach support service in response to need which includes a dedicated commitment to a client- centred, bereaved-focused approach which upholds all professional standards for client support and is reflected in client feedback as well as growing community uptake and confidence in StandBy's response. However, the operational phase has highlighted the importance of ensuring the focus of the StandBy service is a crisis intervention counselling service and avoids ongoing Case Management by utilising the referral pathways procedure as per the StandBy Model.

StandBy is receiving an increasing number of requests from Cape communities to extend our StandBy service e.g. Coen, and Aurukun, who both have links to the Cairns Base Hospital. We have also had requests from Doomadgee.

Resources

StandBy's resources include:

Client Support Packs (includes customised brochures, Support & Information sheets, fridge magnets, a customised StandBy ATSI Client Brochure, adapted from the 'Healing our Way' project, a partnership between the Dr Edward Koch Foundation and the Yarrabah community).

Agency Information Packs (includes Responder Information sheets which have been developed for community, health, education, funeral and emergency service providers.

Sunvisor Kits (includes crisis line fridge magnet and StandBy brochure "You are not Alone"). These visors are in every police and ambulance vehicle in the region.

Database

The StandBy Client Database has been designed to compile information related to direct client support, requests for information and education and training relevant to the StandBy Response Service and is compliant with the data requirements for the DoHA Evaluation Data Reporting Database for Individual Client Service providers. It allows StandBy to capture consistent data related to service delivery. The StandBy Client Database has been built to reflect the General Inquiry and Client Information Forms used to collect information manually as part of the StandBy service. All intervention data is entered within 48 hours of the intervention wherever possible. Some follow-up data is entered on a weekly or bi-weekly basis.

A Referral Pathway Participants Database records data obtained on organisations, groups and individuals engaged through workshops and ongoing.

Evaluation

Cairns Region StandBy is being evaluated by an external evaluator, Corporate Diagnostics and has been inducted into the evaluation methodology and ongoing updates from evaluators. StandBy has been provided with guidelines relating to the recruitment of StandBy clients and local field staff, as well as a risk management strategy for the evaluation. 'Have your say' StandBy Evaluation Fact Sheets have been provided for inclusion in StandBy Support Packs. Proactive engagement has commenced with potential evaluation participants (StandBy clients and community responders) as guided by the external Evaluators. The evaluators have produced a progress report which was delivered in January, 2008. Initial data interpretation indicates that clients are successful in locating StandBy and referral pathways continue to build their effectiveness.



Assistant Commissioner for Qld Ambulance Services, Barry Malone (right), and the Assistant Commissioner of Police, Northern Zone, Andrew Henderson (left), with Dulcie Bird, Executive Officer of Dr. Edward Koch Foundation, signing the Memorandum of Understanding for the StandBy Response Program.



Criterion 3. Safety Spotlight: Falls Prevention in Older Persons / Cairns Positive Ageing Forum & Planning Workshop

Seniors and Falls in Cairns

Evidence

A recent senior safety survey of people over the age of 55 (n=165) in Cairns showed that 26% had fallen in the last year. This statistic is consistent with national studies showing that one in three people aged 65 years and over, fall each year, with 10% having multiple falls and over 30% requiring medical attention and interventions.⁹ Projections estimate that overall health costs associated with falls for people aged over 65 years will increase 2.7 times by the year 2051.¹⁰

The evidence relating to injury control acknowledges that prevention is most effective when undertaken in collaboration with partners and stakeholders¹¹. Much of the responsibility for injury prevention and control resides outside of the health sector. Small grant programs have shown to be a means of engaging and building capacity across these sectors, particularly as an effective way of increasing stakeholder investment in and adoption of injury prevention activities.

Stay On Your Feet Grants Program

Tropical Population Health Unit (TPHU) has been running the 'Stay On Your Feet Grants' (SOYF) Program (formerly Active Ageing Grants) since 2005. The SOYF project was undertaken to increase the number of good practice falls prevention programs and interventions being conducted in the community setting in

⁹ Moller, J. (2003). *Projected costs of fall related injury to older persons due to demographic change in Australia: report to the Commonwealth Department of Health and Ageing*. Canberra: New Directions in Health and Safety. http://health.gov.au/internet/wcms/Publishing.nsf/Content/health-pubhlth-publicat-document-falls_costs-cnt.htm

¹⁰ National Public Health Partnership (NPHP). 2004. *The National Falls Prevention for Older People Plan: 2004 Onwards*. Canberra: NPHP.¹⁰ http://www.health.gov.au/internet/wcms/Publishing.nsf/Content/health-pubhlth-strateg-injury-consult_plan.htm

¹¹ Moller, J. (2003). *Projected costs of fall related injury to older persons due to demographic change in Australia: report to the Commonwealth Department of Health and Ageing*. Canberra: New Directions in Health and Safety. http://health.gov.au/internet/wcms/Publishing.nsf/Content/health-pubhlth-publicat-document-falls_costs-cnt.htm

north Queensland. The main strategies of this program were to develop an effective falls prevention grants program that supports agencies, organisations or groups in NQ to work in partnership in the implementation of strategies to prevent falls in people over 55 years of age & to increase the number of organisations conducting efficient, effective and sustainable falls prevention programs in NQ.

Outcomes

Since 2005, the SOYF program has resourced 47 projects in the north Queensland health district, with 15 projects being funded specifically in the Cairns region.

Examples of projects/events funded in the Cairns region include :

Guide Dogs Queensland - funding the purchase of 2x mobility kits and a the running of a series of workshops to promote the use of mobility devises to prevent falls in those with visual impairment

Funding the purchase of physical activity equipment to assist organisations, such as the 'Edmonton Aqua Boomers', to run effective physical activity programs

Funding the training of steady steps instructors and the running of steady steps strength and balance programs in a range of communities.

Supporting the Heart Foundation's Inaugural Aquatic Festival (Come and Try Activity and physical activity promotion for older people in Cairns)

The SOYF Program has increased the number of organisations conducting effective falls prevention programs. Interim evaluation (2006) showed that 80% of organisations funded identified that they would not have been able to undertake the project without the funding. The funding also increased their capacity to provide physical activities and a safer physical environment and put them in a better position to promote active ageing in the community. The number of partnerships with other agencies also increased, as well as many other unexpected benefits including an increase in social and psychological wellbeing from those participating in the program.

The Stay On Your Feet Grants Program is continually being monitored and reviewed, to ensure that the initiatives funded are sustainable and are based on the national National Falls Prevention for Older People Plan: 2004 Onwards and the Population Health Injury Prevention and Safety Promotion Outcome Area Plan 2007- 2010, as well as the Stay On Your Feet Community Good Practise Guidelines.

Cairns Positive Ageing Forum and Planning Workshop

This event was held in May 2008 at Cairns Regional Council, with the aim of increasing the knowledge of health service providers in the Cairns region about best practise strategies for preventing falls in older people across the continuum of care. The forum consisted of a range of speakers from General Practice Cairns, James Cook University, Blue Care, Queensland Health, Cairns Base Hospital, who presented on risk factors for falls and preventative strategies, identified in the Stay On Your Feet Community Good

Practice Guidelines. There was also a range of displays from service providers, as well as physical activity demonstrations by older people showing examples of steady steps, tai chai and chair aerobics. The event was attended by 70 people from a range of different services and feedback from the event was positive with many identifying that their knowledge had increased about evidence based strategies to reduce falls in older people.



Following the morning Forum, about 50 people stayed for the afternoon's Planning Workshop, where priority issues for Senior's were identified. A Steering Group was then formed to move forward with strategies to address such issues as social isolation, falls, fear of crime, and healthy ageing. This will then assist with the Positive Ageing Strategy being developed by Cairns Regional Council.

Left: Seniors try out a Steady Steps routine at the recent Falls Prevention Forum organised by the Safe Communities Senior's Safety Issue Team and Tropical Population Health Unit – Qld. Health

Criterion 3. Safety Spotlight: Forest Gardens Walking Bus

Residents of Forest Gardens, St Gerard Majella School and Delfin Lend Lease, the developers of Forest Gardens developed a Walking Bus in April 2008. The Walking School Bus is a free supervised walking group of school students, escorted by at least 3 parent volunteers that 'picks up' students at the Forest Gardens Sales and Information Centre at 8am on Mondays, Thursdays and Fridays each week, and then walk along the Bruce Highway to the school. Another volunteer parent takes all the school bags to school in their car to avoid risks associated with young children carrying heavy bags.

The Walking Bus achieves a number of objectives:

- Provides a safe walking environment for children.
- Reduces traffic congestion.
- Provides regular aerobic exercise, such as walking that is critical in addressing obesity and lack of fitness, an emerging health risk among Australians of all ages.
- Increased street security – the more pedestrians there are on the streets the safer it becomes to walk or ride, made even safer by the presence of supervising adults.
- Reduce short distance motor vehicle trips that contribute significantly to poor air quality with undesirable increases in ill-health and respiratory conditions.
- Provide a fun and healthy way to meet people within the community.



The response to the Walking Bus has been far greater than expected. Initially, it was planned to operate on Mondays only however within 3 weeks of starting, the Walking Bus increased to operating three times a week to and from Gerard Majella School. 38 children and 8 parents regularly participate in the Walking School Bus each week. None of the participating children had ever walked to school prior to the Walking Bus Program being established. Current participation rates equates to 18 less cars in that particular school zone in the mornings and afternoons of each day of operation. This in turn increases safety around the school for all children, staff, parents and other motorists.

As a result of the success of the Walking School Bus initiative, other schools in Cairns, such as Our Lady Help of Christians School in Earlville are planning to trial a similar initiative, and teachers at St Mary's College (a local high school) are planning to begin a "Bike Train" which will provide a supervised program allowing children to ride their bikes to school.



Violence is NOT Our Way

The Healthy Happy Families Program primarily is a regional service providing support services and programs to meet the needs of Aboriginal and Torres Strait Islander communities, families and individuals who are at risk of experiencing family violence.

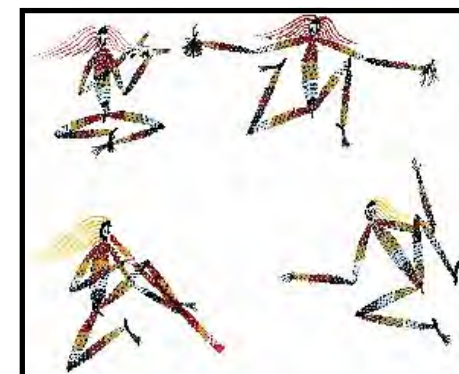
A Social Health Unit is based at Wuchopperen Health Service in Cairns and the Healthy Happy Families Program forms an integral part of this unit. Other programs include: Child Safety Wellbeing Program, Stolen Generation, Bringing Them Home, Counseling & Support, P300 Program Drug & Alcohol Support ensuring a holistic healing approach for our clients. The Healthy Happy Families Program utilizes Medical/Dental services and programs offered across the organisations.

The Cairns-based Unit plays a key role in providing:

- An entry point for clients and/or other support organisations to gain access to services/programs, either through direct support or referral
- An indigenous support service for regional/remote family violence workers, services and clients
- Educational & awareness programs to address behavioural and other social and emotional issues
- Primary and High School Cultural, Healthy Relationships and Behavioural Management Programs
- Aboriginal & Torres Strait Islander Cultural Programs

The Healthy Happy Families Team is committed to:

- Providing effective Aboriginal & Torres Strait Islander Family Violence services in a timely and appropriate manner
- Providing a professional and efficient Access Point of Referral for client support
- Developing and delivering culturally appropriate programs to assist and support Indigenous men, women & children reclaim Spiritual & Cultural Identity through art, dance, song and story telling
- Developing appropriate programs to address Family Violence Issues & concerns
- Developing community-based Family Violence awareness and support programs
- Building & maintaining strong community networks
- Providing culturally appropriate Aboriginal and Torres Strait Islander Family Violence services to non-Indigenous services and support organisations
- Providing an Aboriginal & Torres Strait Islander Outreach Service to the wider regional & remote Cairns area



Healthy Happy Families core services and activities for Aboriginal & Torres Strait Islander individuals and/or families include:

- One-on-one counseling to assist in addressing the immediate and longer term effects of family violence
- Case management & regular follow up
- Provision of in-house programs, developed and provided by the Wuchopperen team e.g; stay safe strategies, family violence awareness / support, perpetrator program (male & female), parenting program, education & awareness (prevention & early intervention).
- Referrals to other indigenous or mainstream service providers seeking alternative support mechanisms for their clients
- Developing and maintaining a comprehensive range of brochures, resources and information relevant to addressing clients needs and aspirations
- Provision of support to regional and remote services and staff
- Advocacy on behalf of clients and families



CRITERION FOUR: Programs that document the frequency and causes of injuries - both unintentional (accidents) and intentional (violence and self-directed.

Mortality, injuries, road traffic incidents, Liveability and CBD disturbances

Mortality in Cairns

Key injury and mortality data for Cairns was developed by the Tropical Public Health Network for the period 2002 – 2004.

All cause standardised mortality rates between 2002 and 2004 showed that the rates were higher in Cairns over this period than in Queensland and were higher in males than in females. Overall, the rate was between 900 and 850 deaths per 100,000 head of population (males) over the period specified and 600 deaths per 100,000 for females. There were a total of 1,946 deaths from ‘all causes’ between 2002 – 2004 with 56% of these deaths occurring in males. The leading causes of death in Cairns over this time period were ‘cancer’ for males and ‘circulatory system diseases’ for females. Death due to injury accounted for 7.1% of deaths in females and 13.5% of deaths in males. An analysis of injury mortality rates by age group for Cairns shows that female rates rise sharply from 80-84 years onwards and for males from 75-79 years onwards.

<i>Leading Cause of Death by Gender</i>			
Female (n=860)	Percentage	Male (n=1086)	Percentage
Circulatory system	33%	Neoplasms	33%
Neoplasms	29%	Circulatory system	29%
Other Causes	18%	Injuries	13%
Respiratory system	8%	Other causes	13%
Injuries	7%	Respiratory system	8%
Nervous system inc. eye & ear	5%	Digestive system	4%

Of the 207 deaths due to injury recorded for residents of Cairns, the majority of these, 71% occurred in males. The leading cause of injury death for Cairns’ females was ‘accidental exposure to other and unspecified factors including injury not otherwise specified’ (27%) whilst for Cairns’ males,

‘suicide and self-inflicted injury’ ranked as number one at 44%. Overall, deaths due to injury for Cairns’ residents represented 4.8% of the total Queensland injury deaths.

<i>Leading Reasons for Death due to Injury by Gender</i>			
Female (n=61)	Percentage	Male (n=146)	Percentage
Accidental exposure to other and unspecified factors including injury	27%	Suicide	44%
Suicide	23%	Other Causes	24%
Other Causes	18%	RTA	9%
Accidental Falls	13%	Accidental poisoning	8%
Road Traffic Accidents	11%	Accidental exposure to other and unspecified factors including injury	8%
Other accidental threats to breathing	8%	Accidental Falls	7%

Mortality rates due to ‘road traffic accidents’ or RTA were generally higher in males than in females though compared to Queensland figures, males from the Cairns area had mortality rates that were about 30% lower.

Hospital Separations and Injury in Cairns

Between 2002 and 2004, there were approximately 127, 453 hospital separations. The majority of these hospitalisations were for females (55%). Only 4% of the total hospital separations for females were attributed to injury. However, in males, injury was the third leading reason for hospital admission and represented 8% of the total male hospital separations. The leading cause of hospital admission for both genders was ‘factors affecting health status’ which included admission for renal dialysis.

<i>Leading Cause of Admission to Hospital by Gender</i>			
Female (n=70,012)	Percentage	Male (n=57,441)	Percentage
Factors affecting health status	32%	Factors affecting health status	33%
Other conditions	30%	Other conditions	33%
Pregnancy & Childbirth	19%	Digestive Systems	13%
Digestive Systems	9%	Injury & poisoning	8%
Genitourinary systems	5%	Circulatory systems	7%
Neoplasms	5%	Neoplasms	6%

For the period 2002 to 2004 there were a total of 5, 790 hospitalisations due to injury. The majority of these hospitalisations occurred to males (64%). 41% of all injuries admitted to hospital occurred in those people aged 25 to 54 years, followed by those aged 55+ (21%). In persons aged 0-14, 'falls' were the leading cause for admission to hospital.

<i>Age and Gender of Injury Cases – comparison between Cairns and Queensland</i>		
Gender	Cairns Hospital	Queensland
Nos. males (%)	1194 (64%)	24,276 (64%)
Nos. females (%)	662 (36%)	1748 (36%)
Average age males	35.3 yrs	36.5 yrs
Average age females	49.1 yrs	52.2 yrs

<i>Age Group Distribution Injury (%) – Cairns and Queensland</i>			
Gender	Age Group	Cairns	Queensland
Male	0-4	4.1%	2.5%
Male	5-9	4.1%	4.2%
Male	10-14	5.8%	6.2%
Male	15-19	8.5%	10%

Male	20-24	12.1%	12%
Male	25-29	8.5%	8.6%
Male	30-34	11.9%	8.2%
Male	35-39	6.9%	6.6%
Male	40-44	6.6%	6.5%
Male	45-49	6.5%	6%
Male	50-54	4.8%	4.8%
Male	55-59	3.8%	4.2%
Male	60 - 64	3.8%	3.6%
Male	65 - 69	2.2%	3%
Male	70-74	1.9%	2.1%
Male	75-79	1.6%	2.2%
Male	80-84	1.9%	2%
Male	85-89	2.1%	2%
Male	90+	1%	1%

<i>Place of Injury Cairns and Queensland</i>		
Place of Injury	Cairns	Queensland
Home	42%	41%
Street	24%	24%
Sports area	6%	7%
Residential institution	5%	8%
Trade/service area	5%	5%
Farm	2%	3%
Industrial area	2%	3%
School/public building	2%	2%
Other	10%	6%

<i>Intent of Injury for Cairns and Queensland</i>		
Intent	Cairns	Queensland
Accidental	85%	87%
Assault	8%	6%
Self harm	5%	5%

Undetermined Intent	1%	1%
Legal Intervention	0%	0.1%

As can be observed from the figures above, the majority of injuries were accidental (for both Cairns and Queensland).

Specific Injury - Falls

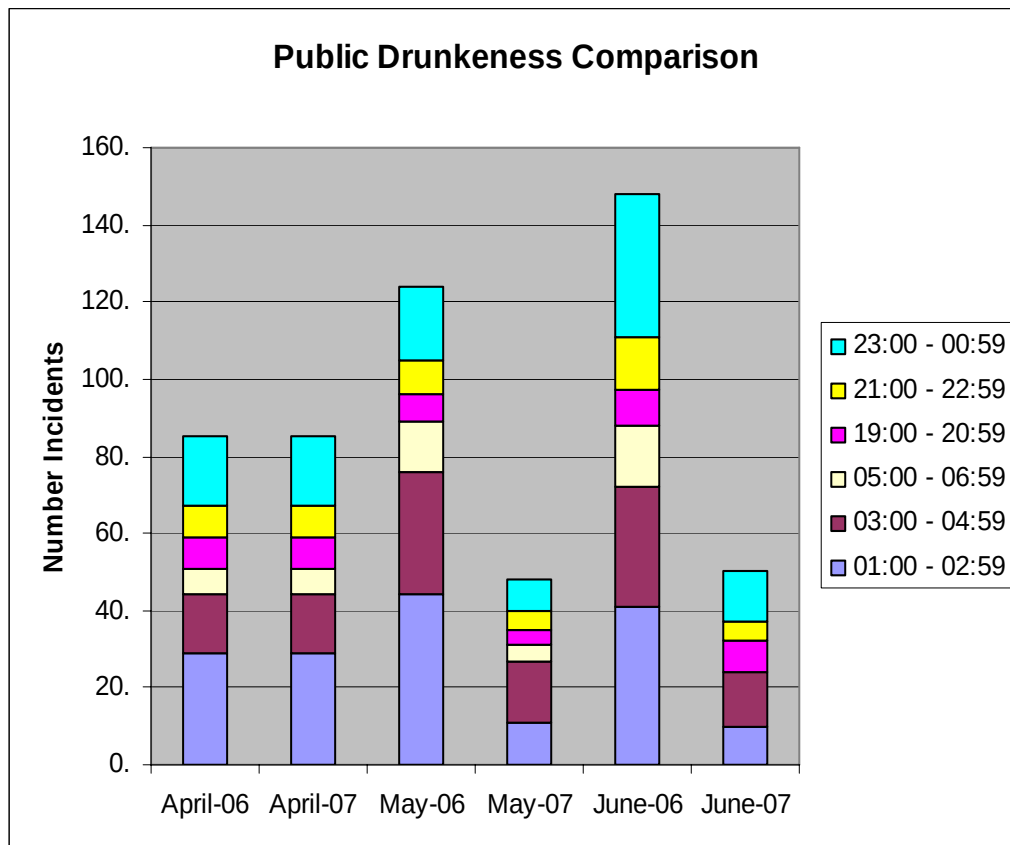
Between 2001 and 2006, a total of 3250 people were seen at the Cairns Base Hospital as a result of a fall. 21% of this number (n=703) were aged 65 years and over. Between January 2003 and December 2005, external cause of injury was specified for 1835 cases at Cairns Base Hospital. The most common cause of external injury was falls at 37%. Of this number, 27% were male and 54% female. Over the period 2002/3 to 2004/5, persons aged 55+ had 1206 separations due to injury. Of that number, 55% were female. In this particular age group, the leading type of injury for both genders was falls (n=76% females, n=47% males).

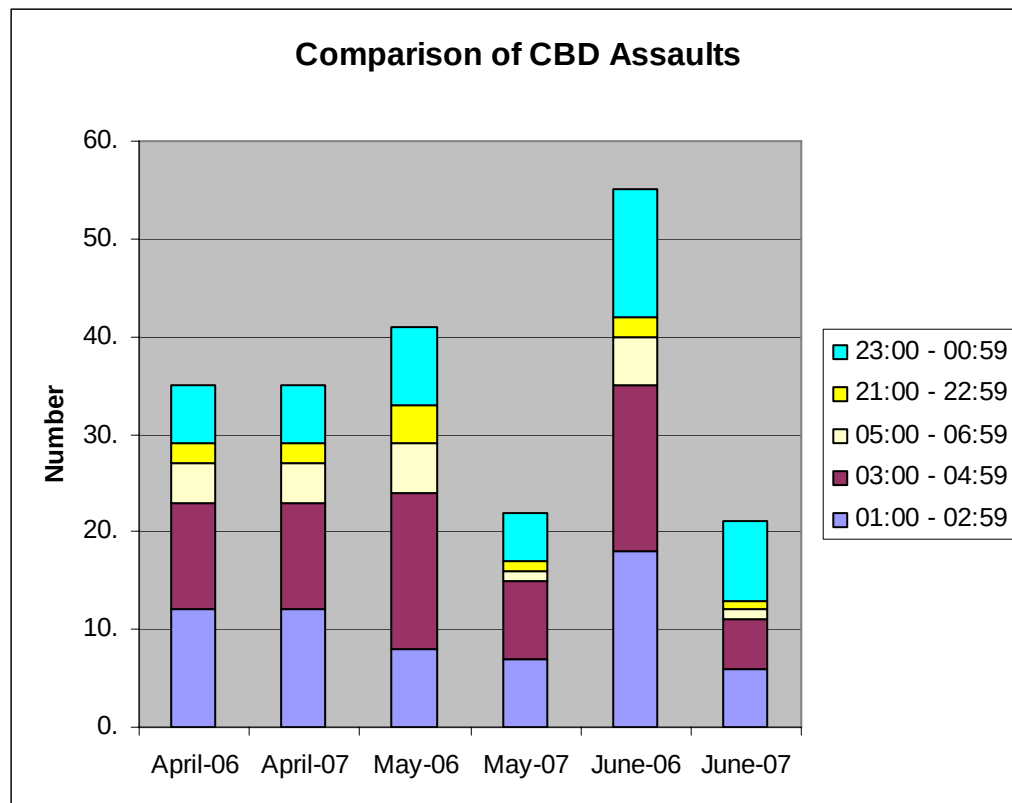
Crime Prevention/Personal Safety

Figures from the Queensland Police Service Annual Statistical Review show that reported offences against the person per 100,000 population for the Far Northern Region (Cairns and surrounds) have been dropping across the board:

Offence Type	05/06 Financial Year	06/07 Financial Year	Percentage change
Reported Offences against the Person	1659	1529	8% reduction
Assault	1123	997	11% reduction
Serious Assault	480	470	2% reduction
Sexual Offences	286	287	Steady (a number of projects have aimed to increase reporting of these offences)
Good Order Offences	1768	1985	12% increase (a number of projects have aimed to increase reporting of these offences)

The Queensland Police Service Annual Statistical Review is released in October each year.

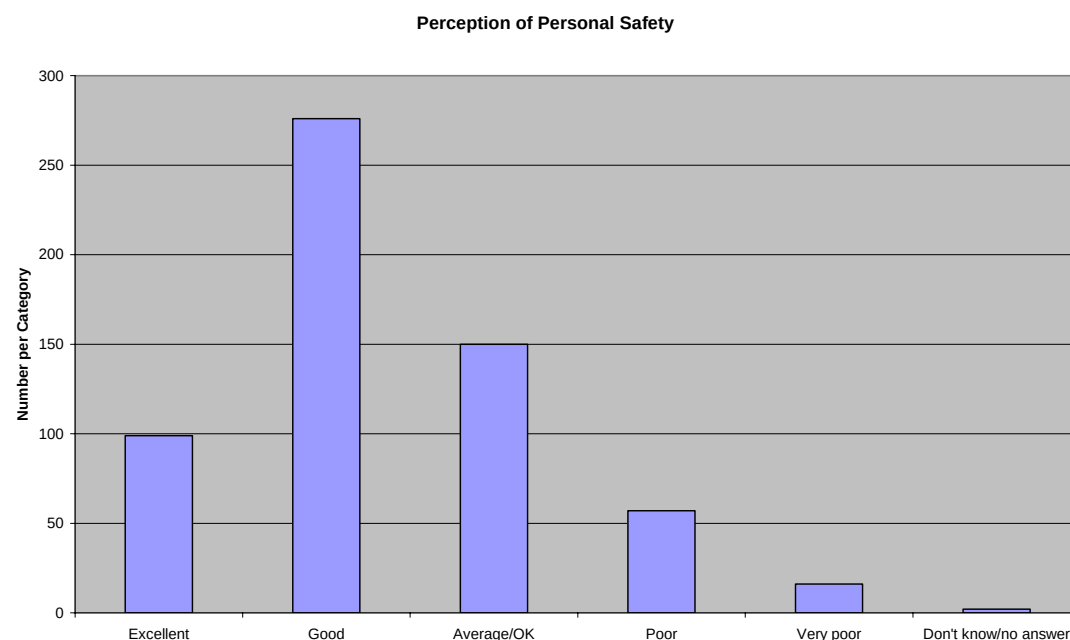




The data from the two graphs above show reductions in the number of incidents of public drunkenness and violence over the comparative periods. These reductions clearly indicates that the strategies developed by Council and the key stakeholders including Queensland Police, Cairns City Licensees Safety Association and Cairns CBD Safety Summit have been successful.

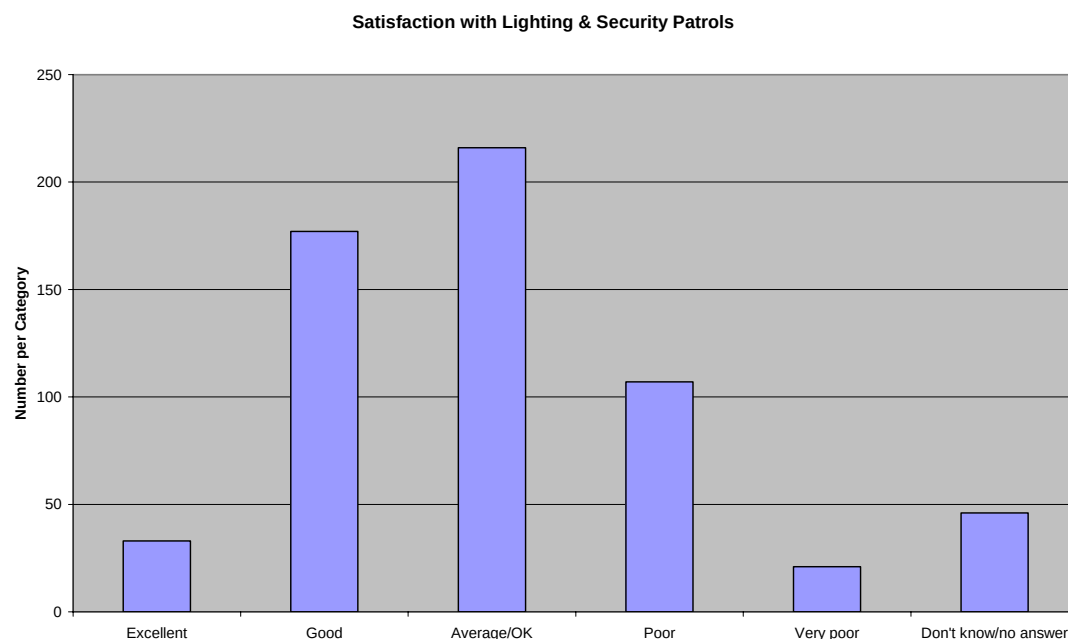
Cairns Regional Council – Liveability Study

Data from the local government community survey conducted in 2006 presents data on perceptions of personal safety and about community satisfaction with the security patrols organised by the Council.



The reported mean for this measure was 3.64: there was no significant decline (-0.02) from the mean reported in the 2005 survey.

The majority of those surveyed (63% n =375) felt their personal safety to be good or excellent. A further 25% thought it was average or OK and only 13% were dissatisfied and thought that their personal safety was poor or very poor.



Domestic Violence Information

Crisis support and ongoing intervention

In the year 2006-2007 crisis support and ongoing counselling was provided to 449 new adult victims and 42 new child witnesses of domestic violence. The total number of clients accessing the service in-house for the year was 917, made up of 776 adult clients and 141 child clients. However, while the number of new clients has remained relatively stable, there has been a significant increase in the number of sessions provided to adult clients. This is partly due to an increased number of on-going counselling clients and a larger number of women from NESB backgrounds accessing the service for support with immigration issues arising from Domestic Violence

New and existing clients totalled 1797 sessions of face-to-face support made up of 1458 and 339 sessions for adults and children respectively. In addition, the service assisted clients with 119 Domestic Violence Protection Order Applications.

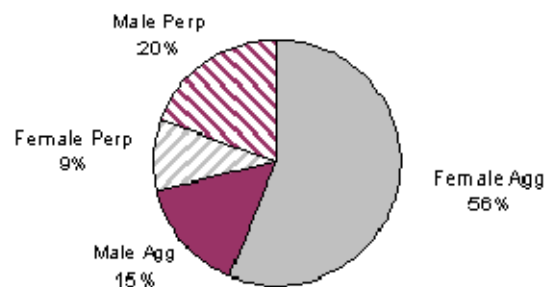
From 1st July 2006 to 30th June 2007 the Telephone Information and Referral Worker provided telephone or 'front counter' information and referral assistance to a further 228 new victims of domestic violence.

A large percentage of the adults accessing our service are women (94%), however the service in Cairns also provided support and assistance to 25 male victims (6%).

Court support

In addition to the services discussed above, staff attend each week at the Cairns Magistrate's Domestic Violence Court. Court support includes advocacy, support, legal information and referral to victims and perpetrators of domestic and family violence. In the year 2006-2007 the service provided 1,102 sessions of court support and legal information, 825 of which were sessions with new clients at court.

Percentage of clients supported at court by category

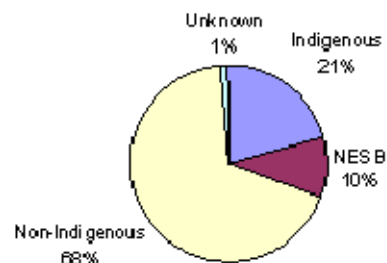


The chart above shows that the profile of court support clients is 65% female and 35% male, with female aggrieveds (victims) making up the bulk of our work at court.

Support and information to non-victims of domestic violence

In addition to providing support to victims of domestic violence, the service also provided services to non-victims of violence such as parents/carers of child witnesses of domestic violence, other organisations or professions, friends, relatives and colleagues of victims as well as perpetrators of abuse. The Child Counsellor provided 121 sessions to carers of child witnesses, 60 of which were new to the service. Other staff provided 794 information and referral assistance sessions to non-victims of domestic violence. This figure includes organisations (423), women (290) and men (81).

Profile of all new adult clients by ethnicity



The chart above shows that Indigenous (Aboriginal and Torres Strait Islander) clients make up 21% of women clients with those from a NESB accounting for a further 10%. The percentage of NESB women accessing the service has grown from 7% in 2005-2006 and probably reflects increased assistance with the Domestic Violence immigration regulations.

Awareness and Education in Regard to Domestic Violence

Increasing community awareness and understanding of domestic and family violence is a pivotal aspect of the work of the Domestic Violence service. In addition to networking across the human services sector locally and regionally, the service works hard to retain a high profile within the community in order to maintain domestic violence awareness.

Education and professional training

From 1st July 2006 to 30th June 2007 CRDVS has provided 89 community education and professional training sessions. Overall, 103 requests for community education and professional training were received this year, with 82 requests (80%) being met. The main reasons for lack of provision were lack of capacity or lateness of the request leading to short timeframes for developing and delivering material.

Falls in Older Persons – risk factors / Cairns Seniors Safety Survey 2008

Alison Abbott, Falls Safety Officer, Community, Northern Area Health Service, Qld. Health sites the following risk factors associated with falls:

Evidence-based Falls Risk Factors

Medical Conditions

- Chronic Health Conditions
- Medications or medication combinations that can affect balance, vision and alertness
- Deteriorating Vision

Some of the reasons people fall Evidence-based Falls Risk Factors

- Low level of **PHYSICAL ACTIVITY**
- Poor **NUTRITION**
- Alcohol use
- Home hazards
- Hazards in public places
- Unsafe footwear and foot problems
- Assistive devices

Cairns Seniors Safety Survey

- Designed by the Cairns Seniors Safety Working Group as part of the Cairns Safe Communities Program
- Aim was to help understand what seniors think about safety issues in Cairns.
- Dissemination occurred beginning of 2008; Data analysed May 2008
- 165 people over the age of 55 completed the survey
- 55 % of these lived in their own home
- 19% lived in a retirement village

So what did seniors say in relation to falls?

- 26 % of those surveyed have fallen in the last year
- 52 % had seen, read or heard about falls and how to prevent them in the last year
- 48 % sited '*Inconvenience*' as their biggest concern if they had a fall
- 40 % sited '*Loss of independence*' as their second biggest concern if they had a fall
- 87 % thought that most injuries amongst older people occur around the home

So what did seniors say in relation to falls?

- '**Maintaining Independence**' was sited by 40 % of those surveyed as the biggest influence in why people have taken precautions to avoid a fall.
 - This was followed by having had a previous injury and knowledge or awareness of falls risk
- 43 % sited 'public promotion', followed by 'health workers' (15 %) as being the best ways of getting information about safety issues in Cairns

Some facts about suicide

It is the leading cause of death through injury in Australia, exceeding the number of deaths by motor vehicle accidents, falls, accidental poisoning, death by fire, burns, drowning or deaths inflicted by another person.

The 2098 deaths by suicide registered in Australia in 2004 (ABS 2006) translates to at least 21,000 people bereaved and directly impacted by suicide in that year. The number affected by suicide can be ten times that number. The cumulative nature of bereavement means that several times that number will mourn this type of death in any given year.

Road Safety

Far Northern Road Safety Working Group Road (FNRSWG - Road Safety Issue Team) Map to address key local issues:

We will achieve our target by focussing on the key road safety issues for our region. We will continue to look at the relevance of each of the issues at a local working group level.

The key issues for Northern Region to reduce serious casualty crashes are:

1. Alcohol and Drugs
2. Safer Roads
3. Fatigue
4. Safer Vehicles
5. Speed

At-risk road user groups represented in road safety issues include:

- A. Motorcyclists
- B. Unlicensed drivers and riders
- C. Young Adults and Inexperienced road users
- D. Unrestrained occupants
- E. Rural and remote road users

As well as participating in all local Council Traffic Advisory Meetings, Bicycle & Pedestrian strategy meetings and school community Safe School Travel committees, the FNRSWG currently has Taskforces active addressing:



Motorcycle crashes



Alcohol/Drug related crashes



Tourist related crashes

While not all issues or user groups can be focused on in a particular period, by focusing on those aspects of road safety that are considered the highest profile in the local area we expect to obtain the best possible results. Activities focused on a particular issue often also have a positive effect on related issues. A good example of this is the spin off activities related to drink/drug driving, safer roads, safer vehicles and unlicensed drivers/riders that have occurred as a result of the Taskforce activities on motorcyclists.

“This year’s (2008) road toll (for Queensland) currently sits 10 below last year’s for the same period of time.

(Commissioner Bob Atkinson, Queensland Police Service, 4/4/08)

Child Safety

- Children aged 0-14 years in the period 2002/3 – 2004/5 were recorded as having 1201 hospital (Cairns Base Hospital) separations due to injury. Sixty two percent (n= 748) of these episodes were suffered by male children. In this age group the leading cause of injury for both genders was ‘falls’ (females = 39% and males = 36%).
- Compared to Queensland girls of the same age group between 2002 and 2005, Cairns girls aged 0-14 were more than twice as likely to come into contact with a venomous animals or plants. The rates per 100,000 changed over time from 30 per 100,000 (females 0-14) in 2002/3 to 52 per 100,000 in 2003/4 to 42 per 100,000 in 2004/5. In males 0-14, the rates over the same dates were as follows: 42 per 100,000 2002/3, down to 15 per 100,000 2003/4 back to 42 per 100,000 2004/5.
- Rates for both genders of children aged 0-14 involved in road traffic accidents were lower amongst Cairns residents than Queensland as a whole 2002/3 – 2004/5. In males this rate was 400 per 100,000 2002/3, 290 per 100,000 in 2003/4 and 280 per 100,000 in 2004/5. In females the rates over the same time span were very consistent at 97 per 100,000 in both 2002/3 and 2003/4, rising to 98 per 100,000 in 2004/5.

Regular statistical and research updates from:

Statistics@Queensland

datasmart@treasury.qld.gov.au

Qld. Injury Surveillance Unit - Injury Bulletin

Office of Economical and Statistical Researchers, Cairns Branch

CRITERION FIVE: Evaluation measures to assess their programs, processes and the effects of change

Criterion 5 Evaluation Measure: **StandBy Suicide Bereavement Response Program, Dr. Edward Koch Foundation**

The evaluation of this program is being undertaken using specifically designed standardised and quantitative surveys which measure project outcomes. The surveys are administered pre and post intervention to StandBy clients and to a matched sample of non-StandBy clients in the StandBy Cairns Region. The range of surveys include:

- two forms to collect and compare comparability of the StandBy sample and the control samples (*Critical Data Forms A & B*);
- two surveys which measure the perceived quality of life and levels of grief and loss pre and post intervention with the test (StandBy) and the control sample (*“Quality of Life”* and *“How I Feel”*);
- one survey which measures StandBy clients response to the StandBy Service (*“StandBy Response Service Index”*);
- one survey which measures the extent of coordination and cooperation between emergency services – pre and post StandBy (*“Coordinated Response Services Index”*), and
- one survey which measures the response of Emergency Services personnel to the StandBy Program (*“Service Impact of StandBy Index”*).

Evaluation of StandBy will provide knowledge and understanding on how to best support people who are experiencing bereavement through suicide. The evaluation will provide evidence in respect to:

- Is StandBy making a difference in reducing potential and/or existing adverse health effects?
- Are communities better prepared?
- Are emergency and other statutory services able to refer to the program?
- Are efficiencies created for emergency and other statutory services?

This information will inform agencies, such as Department of Health and Ageing, in the prioritising and allocation of resources for suicide bereavement programs. It will also assist communities in developing and implementing strategies at a local level which support the sustainability of community based programs.

Criterion 5 Evaluation Measure: **Communities for Children (C4C), Southern Cairns - Mission Australia**

- The role of the local evaluators in the Communities for Children Initiative is to advise Facilitating Partners on applying evidence
- To provide consultancy to local initiatives on evaluation, information management, including data collection, storage and analysis
- To undertake or supervise local evaluation activity

- To quality assure data produced by local initiatives
- To coordinate local data collection on behalf of the national evaluation

The overall Cairns South Communities for Children program is evaluated by independent evaluators from JCU Cairns. They use survey questionnaires and face to face interviews with the Community Partners (funding recipients or activities), CSCFC committee as well as Mission Australia Staff as methods to assess the CSCfC program and its process.

Mission Australia as overall ‘manager’ for the program follows a reporting schedule determined by the Federal Government through FACIA. These reports (progress and financial) are completed by Community Partners on a quarterly and six monthly basis and consist of an excel spreadsheet with questions related to expenditures, activities, project milestones, insights, learning’s, media/promotion. Reports are completed electronically. Mission Australia also undertakes monitoring visits with activities/agencies to discuss face to face reports and any issues.

The activities/agencies are also encouraged to undertake evaluation methods as part of their services or activities within the community. This evaluation can then be fed into their reports to MA.

Criterion 5 Evaluation Measure: Healthy Relationships Programme - Cairns Regional Domestic Violence Service

Different types of evaluation used:

- Records of Action Learning Team (ie. meetings, planning, action/observation, critical reflection, connecting learning cycles);
- Pre and post program student attitude/knowledge surveys;
- Case scenarios (life-like problems for students to apply learning to);
- Observing role play;
- Student feedback forms after each session;
- Collection of anecdotal information;
- Providing student suggestion box;
- Monitoring complaints;
- Student attendance records;
- Surveys re staff perspectives on how students are ‘living’ the program (behaviour indicators).

Criterion 5 Evaluation Measure: Croak Daddy ‘Use your brains, don’t play in pipes and drains’ – Cairns Regional Council

Evaluation and Affects of Change:

The nature of this initiative means that measurable results are difficult to provide, however the following results and benefits have been noted thus far:

- Council is finding less evidence of activity in the drains

- increased awareness amongst the community, particularly young children and teens (our target audience), about the dangers of playing in drains, which is based on observations at the recent Cairns Show where the Stormwater Drain Safety Education program was displayed, and the recognition factor by passers by of our campaign was near on 100%
- the ability of most respondents at the Cairns Show (in and outside of our target audience) to nominate the dangers of playing in drains is evidence that not only are they engaged by the aesthetics of the campaign, but they are also alert to the message being imparted
- the success of the program can be directly attributed to the sophisticated animation of “the frogs”, the catchiness of the radio jingle, and the “wow factor” involved with the life-size mascot and “cool” giveaways that have made this campaign so well received by the demographic we were seeking. Council chose “the frogs” as the protagonists for the campaign because in real environment terms, frogs are considered one of the important biological barometers of an ecosystem’s relative health. Frogs aplenty indicates an ecosystem is in relatively good shape, whereas an absence of frogs spells potential trouble. So it seems that frogs genuinely had the credentials to be our voice for “drain consciousness”, and safety
- being a standalone, dedicated campaign, it can be activated at a moments notice to coincide with an accident or sudden period of inclement weather
- due to the growing popularity of the campaign, Council intends to use “the Frogs” as the central protagonists in other areas of public education, such as the urgency to ensure the quality of our stormwater drain water as it makes it’s way from our gutters to the sea
- reduction of costs to local community through reduced common law/ damages claims against Council for injuries to public associated with stormwater systems
- dissemination of information on the initiative to Council networks has proven that stormwater drain safety is a topical issue amongst local government engineers, with the program launched at a Local Government conference in October of last year, syndication of “the Frogs” will see other Councils state wide benefiting from the Cairns Regional Council generated initiative

What are the future courses of action?

The community safety education program highlighting the dangers associated with stormwater pipes and drains is to continue indefinitely, being kept fresh and exciting by the use of varying promotional materials and appearances at varying events.

Syndication of the program was offered state wide to local governments, further consolidating our message to the community as they travel intrastate.

Additionally, based on the amazingly swift ownership of “the Frogs” by the community, it is anticipated that the education program will be extended in the future

to accommodate other issues relating to the drains, such as public education on stormwater drain water quality, and dangers in water play to mention but a few.

Criterion 5 Evaluation Measure: **Cirque de School - Cairns Regional Council**

Performance Measures Table

Code	Performance Measure	Measure Type	Method of Collection	Data Source	Scope	When	Collection Responsibility	Reporting Responsibility
1A	Safety and well-being Up to 30 West Cairns residents whose safety (perceived and real) and well-being improves	Outcome	Feed back forms / Survey (Ref Appendix Five)	Project records	Children & families participating in the program	Annually	Program Coordinator	Cairns Regional Council
1C	Up to 30 West Cairns residents obtaining skills in health and nutrition	Output	Feed back forms (Ref Appendix Five)	Project records	All children participating in the program	Annually	Program Coordinator	Cairns Regional Council
1K	Up to 30 West Cairns residents increasing their amount of exercise	Output	Attendance register	Project records	All participants	Annually	Program Coordinator	Cairns Regional Council
2I	Strengthening Families A minimum of 30 parents/families gaining skills in health and nutrition	Output	Project plan	Project records	All children participating in the program	Annually	Program Coordinator	Cairns Regional Council

Criterion 5 Evaluation Measure: **Midnight Basketball – Hoop Dreaming – Cairns Basketball Association**

Code	Performance Measure (Outputs & Outcomes) <i>List the performance measures outlined in the Project Development Plan or Funding Agreement. Any variations should be noted.</i>	Data collection <i>Process for collecting data</i>	Data Source <i>Where will the data be stored</i>	Progress				Comments <i>Record the results in this section. Also record any issues with data collection. If a measure is unavailable this should be noted with reasons why. Also include lessons learned.</i>
				Start date	End date	Completed yes/no	Responsibility	

Code	Performance Measure (Outputs & Outcomes) <i>List the performance measures outlined in the Project Development Plan or Funding Agreement. Any variations should be noted.</i>	Data collection <i>Process for collecting data</i>	Data Source <i>Where will the data be stored</i>	Progress				Comments <i>Record the results in this section. Also record any issues with data collection. If a measure is unavailable this should be noted with reasons why. Also include lessons learned.</i>
				Start date	End date	Completed yes/no	Responsibility	
1C	Health and Well-being A minimum of 300 residents obtaining skills in health and nutrition.	Project Records	Cairns Basketball	June 2007	June 2008	No	Coordinator	
1F	Up to 2 initiatives preventing/addressing substance abuse	Project Records	Cairns Basketball	June 2007	June 2008	No	Coordinator	
1K	Up to 300 residents increasing their amount of regular exercise	Project Records	Cairns Basketball	June 2007	June 2008	No	Coordinator	
4C	Community Safety A minimum of 3 of crime prevention initiatives	Project Records	Cairns Basketball	June 2007	June 2008	No	Coordinator	

Criterion 5 Evaluation Measure: Choices 1 West Cairns Youth and Community Combined Action – Choice Australia

Code	Performance Measure (Outputs & Outcomes) <i>List the performance measures outlined in the Project Development Plan or Funding Agreement. Any variations should be noted.</i>	Data collection <i>Process for collecting data</i>	Data Source <i>Where will the data be stored</i>	Progress				Comments <i>Record the results in this section. Also record any issues with data collection. If a measure is unavailable this should be noted with reasons why. Also include lessons learned.</i>
				Start date	End date	Completed yes/no	Responsibility	
3D	Education and Skills 807 residents improving their skills in literacy and numeracy	Attendance records	Project records Choice Australia	30 March 2006	30 March 2007	Yes	Program Facilitator	
3C	912 residents increasing their participation in Education	Attendance records	Project records Choice Australia	30 March 2006	30 March 2007	Yes	Program Facilitator	
4C	Community Safety 5 Crime prevention initiatives	Attendance records	Project records Choice Australia	30 March 2006	30 March 2007	Yes	Program Facilitator	

Criterion 5 Evaluation Measure: Walk With Me – Building Peace and Harmony in West Cairns

Code	Performance Measure (Outputs & Outcomes) <i>List the performance measures outlined in the Project Development Plan or Funding Agreement. Any variations should be noted.</i>	Data collection <i>Process for collecting data</i>	Data Source <i>Where will the data be stored</i>	Progress				Comments <i>Record the results in this section. Also record any issues with data collection. If a measure is unavailable this should be noted with reasons why. Also include lessons learned.</i>
				Start date	End date	Completed yes/no	Responsibility	
4A	Community Safety A minimum of 2 enhanced community safety initiatives	Data Review	Project records	July 2007	July 2009		Project Coordinator	
4C	A minimum of 2 crime prevention initiatives	Data Review	Project records	July 2007	July 2009		Project Coordinator	
2A	Strengthening Families A minimum of 30 families obtaining assistance to enhance harmony within the family	Data Review	Project records	July 2007	July 2009		Project Coordinator	
2H	A minimum of two new enhanced family support services provided	Data Review	Project records	July 2007	July 2009		Project Coordinator	

CRITERION SIX: Ongoing participation in national and international Safe Communities Networks

The Cairns Safe Communities Program has made continual efforts to engage and participate in national and international Safe Communities events and other relevant stakeholders. Due to the geographical isolation, not only of Cairns from the rest of Australian, but from the rest of the World, communication and involvement needs to come via a variety of medians. When possible we have engaged on a one to one level with State and Federal Representatives at conferences and visits. As Cairns is a popular tourist destination, we have been fortunate to have some representatives from these networks visit the region. During these visits, they have been happy to give some of their holiday time to meeting with the Cairns Safe Communities members to discuss various aspects of the Program.

Through a variety of written, phone and electronic communications we continue ongoing connections and information sharing with many organisations and networks, both National and International. They are listed as follows:

- Observer at Site Visit for Townsville/Thuringowa accreditation application as WHO International Safe Community, 18-19 May 2006
- Queensland Safe Communities Statewide Conference and Designation Ceremony, Townsville, October 2006
- Meetings with Townsville/Thuringowa Safe Communities and Mt. Isa Safe Communities @ Townsville x 2 - 3 / 4 September 2007 and 3 / 4 December 2007
- Meetings with Lorraine V. Bartling O.A.M. Chair of the Latrobe City Community Safety Committee and a former Mayor of Latrobe City and Traralgon City, Victoria, Australia (pre amalgamation) - March and May, 2008
- Queensland Safe Communities Teleconferences x ten (July 2006 – April 2008)

Regular discussion / sharing of resources / Newsletters to/from the following Safe Communities programs and partners:

- | | | |
|---|---|---|
| • Australian Safe Communities Foundation | - | National Peak Body for Safe Communities |
| • Mt. Isa Safe Communities | - | Emerging Safe Community |
| • Townsville/Thuringowa Safe Communities | - | Accredited Safe Community |
| • New Plymouth Injury Safe, NZ | - | Accredited Safe Community |
| • Qld. Safe Communities Support Centre- | - | State Peak Body for Safe Communities |
| • Palmerston Safe Communities, NT | - | Designated Safe Community |
| • Safe Communities Foundation New Zealand | - | National Peak Body for Safe Communities |

- Karolinska Institutet, Sweden - WHO Safe Communities Global Peak
- Denmark Healthy Community Project, W.A. - Accredited Safe Community, Re- accredited 2007

Cairns Safe Communities Program produces a quarterly Newsletter that is distributed to networks and organisations throughout the world. (Ref. Resources Folder for copies)

“-this is an excellent newsletter. I particularly like the inclusion of relevant and up to date safety tips.” [Dr Carolyn Coggan - Director Safe Communities Foundation New Zealand \(SCFNZ\)](#)

Articles re Cairns Safe Communities Program have been produced in the following Newsletters and publications:

- Queensland Local Government Community Services Association Newsletter, May, 2007
- Queensland Safe Communities Support Centre Newsletter, December, 2007

We have also ensured there is regular information, and links to other relevant Safe Communities Organisations on our Website:

www.cairns.qld.gov.au - go to Safe Communities under the A-Z index.

In July 2008, Cairns Safe Communities will present at the Suicide and Self-Harm Awareness and Prevention Conference being staged in Cairns. This conference will attract a range of National and International speakers and delegates.

A representative of the Cairns Safe Communities Program will be attending the 17th International Safe Communities Conference scheduled for 20-23 October 2008, in Christchurch, New Zealand.

PARTNERS IN SAFETY:



Appendix One	Planning Day outcomes .#1348922v1
Appendix Two	Full report of Partnership Analysis Workshops (#1665748)
Appendix Three	Cairns Regional Council Safe Talk Bulletin, March 2008 (#1562675)
Appendix Four	Queensland Health, Tropical Population Health Unit, report detailing the Hospital Separation Data for Cairns Base Hospital 2002 – 2004 (#1474393)
Appendix Five	Evaluation Questionnaire – Cirque de School



1. Begg, C. & Boorman, K., 'Crime of Fear', ACRO, Brisbane, Australia, 1993
2. 'Future Cairns' Cairns City Council Corporate Plan, Amended Version, p.p. 52-58, Lotsa Printing, Cairns 23/2/06
3. Australian Bureau of Statistics, Regional Population Growth, Australia and New Zealand (Cat. No. 3218.0), 11 April 2008
4. Analysis of Cairns Base Hospital Separation Data, Tropical Population Health Unit, Qld. Health, Community & Rural Health, Cairns & Hinterland District, 2002 – 2004
5. VicHealth, Partnership Analysis Tool, www.vichealth.vic.gov.au
6. Analysis of Cairns Base Hospital Separation Data, Tropical Population Health Unit, Qld. Health, Community & Rural Health, Cairns & Hinterland District, 2002 – 2004
7. Office for Women & Curriculum Strategy Branch Education Queensland 2004, *Promoting Positive Gender Relationships: A report of a study into the feasibility of developing and delivering curriculum through Queensland state schools to promote positive gender relationships*, Office for Women and Curriculum Strategy Branch Education Queensland.
8. Crime Prevention Branch 2001, *Young people and domestic violence*, Attorney General's Department, Canberra.
9. Moller, J. (2003). *Projected costs of fall related injury to older persons due to demographic change in Australia: report to the Commonwealth Department of Health and Ageing*. Canberra: New Directions in Health and Safety. http://health.gov.au/internet/wcms/Publishing.nsf/Content/health-pubhlth-publicat-document-falls_costs-cnt.htm
10. National Public Health Partnership (NPHP). 2004. *The National Falls Prevention for Older People Plan: 2004 Onwards*. Canberra: NPHP. http://www.health.gov.au/internet/wcms/Publishing.nsf/Content/health-pubhlth-strateg-injury-consult_plan.htm
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