

Vision: Everyone will have the water safe skills and behaviours necessary to use and enjoy the water safely

Mission: Through water safety education, prevent injury and drowning

Purpose: To lead water safety education in the Canterbury region

Context

The Regional Water Safety Education Plans are a strategic approach to drowning prevention in regional New Zealand. They are aligned to Water Safety New Zealand (WSNZ) strategies:

1. Leadership
 - a. To be the recognised leader in the effective advocacy of water safety education to the community
 - b. WSNZ Members are leaders in their own areas of water safety education
2. Education
 - a. The WSNZ Collective to be respected leaders in the coordination and provision of quality water safety education
3. Collaboration
 - a. To develop and maintain strong collaborative relationships within WSNZ to enhance the development, delivery and experience of water safety education
 - b. To develop and maintain strong collaborative relationships between WSNZ and government and community leaders to support water safety education outcomes

Each Regional Water Safety Education Strategy will be developed specific to the geographic area that represents it.

Each Regional Water Safety Education Strategy will be developed by water safety and community leaders and organisations with an interest and involvement in water safety education.

The utilisation of forums, workshops and seminars etc along with timely communication and promotions will ultimately engage the stakeholders responsible for developing and implementing the Regional Water Safety Education Strategy.

The Regional Water Safety Education Strategy acknowledges that education is the preferred means for reducing drowning over a long term and sustained period. There is a need for education initiatives to be aligned and coordinated at a regional level to ensure consistency with National objectives.

The Drowning Prevention Strategy

A Water Safe New Zealand, Free From Drowning

Specific to the Regional Water Safety Education Strategy's are the following Goals and Objectives from the Drowning Prevention Strategy (DPS). It is considered relevant that the Regional Water Safety Education Strategy's should also have alignment with these Goals and Objectives.

Goal 1: Leadership

Objective 1: To provide strategic direction and effective coordination by and for the water safety sector

Goal 2: Delivery of Exceptional Water Safety Services

Objective 6: To provide quality water safety education and awareness

Objective 8: To enhance community and sector engagement in water safety initiatives

Implementation

The Regional Water Safety Education Strategy will be implemented via an Action Plan.

The Action Plan will consider and be representative of the collaborative efforts of all parties through the region that are involved in water safety education.

Guiding Principles

The Action Plan should be regional *specific* i.e. reflective of the demographic and geographic variables that exist within the region.

The Strategy shall reflect the *shared vision* aspired to by stakeholders along with the *collaborative* approach. It also acknowledges that duplication of effort or resources is counter productive in achieving success.

Advocacy is an important tool in promoting the objectives of the regional strategy, more so if it forms an important part of an *efficient* communications framework that includes; WSNZ Member Organisations, Educational Institutes and Schools, Territorial Authorities, Regional Councils, Injury Prevention Networks and the water safety/aquatics sector.

Regional Issues

Drowning and hospitalisation statistical analysis indicates that all regions are unique and specific, be it demographically or geographically.

The context of a Regional Water Safety Education Plan is important to all regions regardless of the number of drowning incidents in each area as not all New Zealanders will spend a lifetime living in or confined to one region.

A Risk Assessment shall be carried out on each region. This will consider drowning and hospitalisation data to determine the risk areas and any interactions between them for the region within:

1. Demographic Groups
2. Water Related Activities
3. Environments

Activity

The activity developed for each region shall consider the current offering of water safety education along with the needs of the region. The Action Plan should include advocacy, education and promotion and primarily be focused around children developing swim and survival skills.

Budget

A limited budget is available for selected activity.

The primary function of the Regional Water Safety Education Plan is the coordination of regional initiatives to be aligned under a strategic plan.

Organisations/Roles

Organisations and individuals central to the success of the Regional Water Safety Education Plans will vary from region to region. Where WSNZ Members have regional offices or administrators, it is considered that they will play an important role in the development and implementation of the Action Plan.

Territorial Authorities, Regional Councils and Injury Prevention groups are an important network to liaise and communicate with.

The role of WSNZ is to engage, facilitate, participate and disseminate.

The role of stakeholders is to participate, communicate and disseminate.

Review Process

The Regional Water Safety Plan shall be reviewed annually by WSNZ and the regional organisations supporting it.

Review outcomes or recommendations should be implemented accordingly for the following year.

Updated July 2009

The following is a Risk Assessment – this is the drowning statistics for the Canterbury region (2003 – 2007), presented into the following categories:

- I. Environment
- II. Activity
- III. Demographic

From 2003 to 2007 there were 50 drowning deaths in the Canterbury Region

- **Environment**
 - 38% Rivers
 - 26% Beaches
- **Activity**
 - 30% Other – Other Activities
 - 26% Non – Recreational - Immersion Incident
- **Demographic**
 1. **Age**
 - 24% 45 - 54 years
 - 20% 35 – 44 years
 2. **Gender**
 - 70% Male
 - 30% Female
 3. **Ethnicity**
 - 72% New Zealand European
 - 10% Maori

Note - % figures are shown for the two highest variables.

The following is a stock take of Current Education Initiatives in the Canterbury region.

| What | Who | Why |
|---|-----------------------------|---|
| ACC RiverSafe programme (WSNZ) | Years 7 & 8 (web based) | RiverSafe Education specifically for year 7 & 8 students, teachers and parents |
| Learn to Swim/Water Safety Instruction (6 swim schools within the Canterbury region check: www.swimforlife.org.nz/regions/canterbury.htm) | All | Learn to swim and survive education inclusive from 6mths to adults |
| Lifejacket Campaigns (Maritime NZ) (Regional Councils) | All | Generic awareness campaign to recreational boaties and the general public |
| Be Waterwise - Safer Play With Water (WSNZ) | ECE – English & Te Reo | Generic Water Safety Education for ECE and Parents |
| Swim For Life (DLE) booklet (WSNZ) | All | The importance of learning to swim and survive – key water safety messages |
| ACC RiverSafe programme (WSNZ) | Years 9 & 10 (web based) | RiverSafe Education specifically for year 9 & 10 students, teachers and parents |
| ASTA and ASCA (Swimming NZ) | 16 years + | Education pathway for learn to swim instructors |
| Safe Boating DVD (Maritime NZ) | All | Generic awareness campaign to recreational boaties and the general public |
| Be Waterwise – be safe near water (WSNZ) | Years 1 & 2 | Water Safety Education specifically for year 1 & 2 students, teachers and parents |
| Stay on Top (TVC) (Maritime NZ) | All | Generic awareness campaign to recreational boaties and the general public |
| Scouting New Zealand | Boys aged 7years+ | Boating activities as well as certification |

| What | Who | Why |
|---|--|---|
| Be Waterwise – think before you act (WSNZ) | Years 5 & 6 (web based) | Water Safety Education specifically for year 5 & 6 students, teachers and parents |
| Beach Education (Canterbury Surf Lifesaving) | Years 0-8 | Practical and theoretical based programme teaching children how to enjoy the beach environment safely |
| Be Waterwise – make safe decisions (WSNZ) | Years 7 & 8 (web based) | Water Safety Education specifically for year 7 & 8 students, teachers and parents |
| Junior Surf programme (Canterbury Surf Life Saving) | 7 years – 14 years | |
| Day Skipper (Coastguard Boating Education) | All | Introductory course for all, including those new to boating. Applies to a wide range of vessels/craft |
| Boatmaster (Coastguard Boating Education) | Boaties with existing knowledge and experience | A comprehensive boating course. Applies to a wide range of vessels |
| Marine VHF Radio (Coastguard Boating Education) | For all who use VHF Marine Radio | The minimum requirement for all users of Marine VHF Radio |
| Safe Boating Programme (Coastguard Boating Education) | Years 5-8 | Preparation for EOTC boating experiences i.e. kayaking, yachting, power boating and waka |
| Day Skipper Experience (Coastguard Boating Education) | Year 8-13 | Half day learning experience surrounding boating |
| SFRITO | Aquatic Sector | Training pathways for quality control and best practice |
| Injury Prevention Waimakariri | Years 8 – 13 | Deliver water safety education within the community |
| Active Movement (Sport Canterbury) | 0 – 5 Age Group | Education for parents Resources and AMiW Building confidence and competence |

| What | Who | Why |
|--|--|---|
| Yachting NZ | Years 4 – 7 Year 7 and 8 | Different sail aspects, with a strong focus on water safety covering the 5 curriculum areas – whole class on the water Sailing “Have a Go” trailer with 12 on the water |
| Active Schools (Sport Canterbury) | Year 0 – 8 | Promoting health and physical activity |
| AquaSafe (RLSSNZ) | Year 0 – 13 | Sequential 6 level swim and survive programme |
| Bronze Star (RLSSNZ) | Year 9 - 13 | To develop skills and knowledge of safe water rescue and survival. |
| Bronze Medallion (RLSSNZ) | Year 10 - 13 | To develop the level of knowledge, judgement, technique and physical ability required to carry out safe water rescues. |
| Active Movement in Water (Swimming NZ) | 0 – 5 age group | Bath time resource for parents to promote aquatic development |
| Thriving Under 5 booklet (Plunket) | 0-5 age group | Education for new parents |
| GirlGuiding NZ – Badge programmes | Girls Aged 5 – 18yrs | Optional programmes/tasks around survival swimming, boating safety, safe swimming, boating skills, Life Saving Service, to increase water safety awareness and skills in girls. |
| Girl Guiding NZ – Life Saving Qualifications | Adult Leaders and Rangers aged 13 – 18 yrs | This is in partnership with RLSSNZ. Participants have the opportunity to obtain various levels of life saving qualifications depending on their level of achievement. Qualifications include: Survivor Strand (Rookie, Super, Ultra), Rescue Strand (Dry rescue, Wade |

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| | | rescue, Accompanied rescue), Bronze Strand (Bronze Star, Bronze Medallion) and Instructor |
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Areas of ongoing focus

1. Learn to Swim
2. Rivers
3. Beaches
4. Domestic

Topical Issues:

- Increase the collaboration in Canterbury
- Ensure there is a consistent vehicle of delivery to the rural community.
- Life-jackets being made compulsory
- Importance of appropriate supervision by parents at public pools and beaches
- Beach signage at un-patrolled beaches
- Lack of information into the schools in the region
- Adopt an aligned and targeted approach to water safety education in the school education system
- Learn to swim is experiencing a shortage of qualified teachers across all levels
- Restricted pool space access
- Time constraints to work with schools, with need to raise awareness of water safety education
 - i. Schools responsibility to maintain running costs
 - ii. CCC recreational sports units assist where possible
 - iii. Schools starting to reach out to others in the community for assistance
- Develop a package/resource/event to assist with teachers learning and facilitation of water safety education
- Establish a wider community awareness campaign
- Youth at risk programmes being developed within the region
- Have data available and accessible to use for analysis

Appendix 4 Canterbury Water Safety Action Plan

| Month | | What | Who | Why | Contact |
|-------|------------------|--|---|---|---|
| April | | Coastguard Boating Education Courses | Course Candidates 16+ | Preventative education developing more responsible attitudes and behaviour among boat users. | jkglassford@xtra.co.nz |
| | | Swimming NZ Education Courses | Course candidates 16+ | Service the region for teacher training | chris@swimmingnz.org.nz Ph: 03 474 6412 |
| | 1 | River Safe Professional Development | In-Service Teacher training | <ul style="list-style-type: none"> ▪ Raise teacher awareness about RiverSafe and rivers within New Zealand. ▪ Provide teachers with information about RiverSafe and how to use it. ▪ Offer support to teachers in implementing RiverSafe | Andre Schoneveld Peel Forest OPC pfopc@xtra.co.nz |
| | 7 th | Community Safety Planning Forum | Injury prevention stakeholders in the Waimakariri District | To comment on local injury data, examine the issues and set priorities for the coming three years. | Tessa Sturley 03 313 9829 ext 823 Email: tessa.sturley@wmk.govt.nz |
| | 16 | Canterbury Water Safety Forum | Water safety related educators, providers and organisations | To lead water safety education in the Canterbury region | pip@watersafety.org.nz |
| | 20 th | Pre-School and Infant Workshop | Learn to swim Instructors | An opportunity to see, experience and discuss different ways of approaching and teaching young children and their parent/caregiver | Jenny McPhail – water discovery DDI : 0277101363 Email; jenny@waterdiscovery.org.nz |
| | 21 st | Swim School Managers Forum | Swim School owner/operators and managers in the Canterbury region | To communicate and network with others in the field, and share ideas | chris@swimmingnz.org.nz |
| May | | Coastguard Boating Education Courses | Course Candidates 16+ | Preventative education developing more responsible attitudes and behaviour among boat users. | jkglassford@xtra.co.nz |
| June | 25 th | Swimming NZ Education Courses South Island Injury Prevention forum (CHCH) Coastguard Boating Education Courses | Course candidates 16+ Regional members involved in falls/suicide and Drowning Course Candidates 16+ | Service the region for teacher training To hear from the lead agencies on initiatives and outcomes Preventative education developing more responsible attitudes and | chris@swimmingnz.org.nz Ph: 03 474 6412 pip@watersafety.org.nz sandra.james@wmk.govt.nz jkglassford@xtra.co.nz |

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|------|---------------------|--|---|---|---|
| | | | | behaviour among boat users. | |
| July | 4 – 7 th | Swimming NZ Education Courses NZSCAT Conference | Course candidates 16+ Swim Coaches and Teachers of NZ | Service the region for teacher training Professional development opportunities, and networking and relationship building for those in the aquatic sector | chris@swimmingnz.org.nz Ph: 03 474 6412 www.nzscat.org.nz |
| | 16 th | Swim school Managers Forum | Swim School owner/operators and managers in the Canterbury region | To communicate and network with others in the field, and share ideas | chris@swimmingnz.org.nz |

N.B Please contact Pip Savage pip@watersafety.org.nz if you wish to list your water safety related course, events and community news on this page.

Vision: Through water safety education prevent death and injury in the Canterbury Region

| ACTION | KEY PERFORMANCE INDICATORS | DUE | STATUS | OUTPUTS |
|---|---|-----------------|----------------|---|
| <p>Key Strategic Priority Strategy</p> <p>► Communicate evidence/data supporting priority of water safety education and advocacy</p> | <p>Leadership</p> <p>To lead and coordinate the effective advocacy of water safety education to the community</p> <p>Water safety related information is delivered in an appropriate and timely manner</p> | <p>Jun 2009</p> | <p>Ongoing</p> | <ul style="list-style-type: none"> ▪ Is Water Safety Still a Priority – 24 July 2008 ▪ Akona te Kauhoe – Swim For Life, WSNZ supporting Maori Language Week through its Maori Water Safety campaign by endorsing a Maori language version of ‘Swim For Life’ – 25 July 2008 ▪ Five Drown in Storms – 18 August 2008 ▪ Failure to Supervise Continues to Cost Lives! – 10 September 2008 ▪ Pacific Peoples Water Safety Strategy Launched – 19 Sept ▪ Joint Media Release with Plunket – Sep 08 ▪ Drownings Forecast to Soar as Swimming Ability Sinks – Dec 08 ▪ Water Safety New Zealand Warns Against a Repeat of History – Dec 08 ▪ Year in review 2008 – Jan 09 ▪ Summer Fun ends in Tragedy – Feb 09 ▪ February_Summer Drowning2009 ▪ Summers dangerous waters_Mar 09 ▪ Age impacts on Autumn drowning toll_Apr 09 ▪ Swim Industry survey generates more concern_May 09 ▪ Boating incidents contribute to winter drowning deaths_ June 09 |

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|---|--|----------|---------|---|
| <ul style="list-style-type: none"> ➤ Extend water safety education into sectors and communities that have different needs and considerations | <p>Migrant community to be involved in future forums Home school network to be contacted High risk youth programme in Waimakariri /Christchurch city</p> | Jun 2009 | Ongoing | <ul style="list-style-type: none"> ▪ PS to establish network ▪ Tina Brough (Waimakariri) and Tony Havey (sport Canterbury) to forward details ▪ Email distribution started ▪ Provide details of similar programme beginning in Dunedin |
| <ul style="list-style-type: none"> ➤ Develop and maintain strong collaborative relationships in the community | <p>Maintain updated networks within in the region for circulation of resources as and when appropriate</p> | Jun 2009 | Ongoing | <ul style="list-style-type: none"> ▪ Promotion at community events ▪ Distribution of resources at community events – women’s lifestyle expo ▪ Communication circulated re training day for non – profit organisations ▪ Contacts circulated from the regional forum as required |

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|--|--|----------|---------|--|
| <p>Key Strategic Priority Strategy</p> <ul style="list-style-type: none"> ➤ Identify and prioritise gaps in the quality and provision of water safety education ➤ Develop and/or coordinate the provision of quality water safety education resources | <p>Education To lead and coordinate the effective advocacy of water safety education to the community Refer to appendice 3</p> | Jun 2009 | Ongoing | Refer to appendice 4 |
| | <p>All WSNZ members and associated organisations</p> | Jun 2009 | | Day skippers experience offered to schools and groups Canterbury sailing Yachting NZ “have a go” |

| ACTION | KEY PERFORMANCE INDICATORS | DUE | STATUS | OUTPUTS |
|--|---|----------|---------|---|
| <p>Key Strategic Priority Strategy</p> <ul style="list-style-type: none"> ➤ Facilitate regional water safety forums ➤ Identify key and common issues and develop shared approaches and strategies | <p>Collaboration To develop and maintain strong collaborative relationships to enhance the development, delivery and experience of water safety education To develop and maintain strong collaborative relationships with community leaders to support water safety education outcomes</p> | | | |
| | <p>4 x per year</p> | Jun 2009 | Ongoing | 2 September 2008 - Christchurch 20 November 2008 – Christchurch 16 th April 2009 – Christchurch 25 th May 2009 - Christchurch |
| | <p>Refer appendix 3 Facilitate with appropriate membership for region 1 x Community school project 1 x community awareness Campaign 1 x community project</p> | Jun 2009 | Ongoing | REFER APPENDIX 4 <ul style="list-style-type: none"> ▪ funding awarded for school subsidy in Christchurch city area email tony@sportcanterbury.org.nz for details ▪ Active Schools Professional development ▪ Swim, skills are sinking fast advocacy campaign |