



What is Safety NZ Week?

Safety NZ Week is an ACC-led initiative that's designed to focus New Zealanders' attention on ways to stay safe, and avoid the potentially life-changing effects of injury.

The Week provides a focal point for a wide range of activities and promotions – organised by public organisations, businesses and the community, as well as by ACC.

What is this year's theme?

The theme of Safety NZ Week 2008 is '***Safety begins at home***'. It will run from 1-7 September 2008.

Injuries in the home are a big issue for New Zealand, so reducing injuries at home is a major goal for ACC.

Home-related injuries are rising - especially for those aged between 25 and 60 years old. The main causes of injuries in the home are slips, trips and falls.

How big is the issue?

In 2006/07 ACC received over 34,000 new claims, which cost New Zealand levy payers \$381 million.

Last year around a third of all injuries happened at home, making it a potentially more dangerous environment than on the road, at work or on the sports field.

Our objectives

Our intentions for Safety NZ Week 2008 are two-fold. We hope to raise awareness of the risk of injury at home, but also provide easy solutions, on an ongoing basis, to help families stay safe.

This is just the beginning

It's a bit much to expect a huge change in behaviour in just a week. So while we'll be using Safety NZ Week to focus on home safety, our ***Safety begins at home*** campaign will run all year round.

Even if you can't participate in Safety NZ Week, therefore, you can still be part of the campaign by promoting home safety throughout the year.

How you can support the campaign

Changing behaviour in people's homes is a challenge, since most of us consider our homes a safe haven, which is why we need your help.

For the campaign to be successful, its messages need to be endorsed and communicated by a variety of sources.

Here's some ways you could help:

- Include home safety messages in your regular communications to stakeholders or the general public
- Include home safety tips on your intranet or internet
- Do a home safety presentation at a staff meeting
- Run a home safety related event or promotion during Safety NZ Week

An online toolbox of resources and ideas to support you will be available on www.safetynzweek.co.nz from 1 August 2008.

Who can I contact for more details about Safety NZ Week?

Please call either:

- Nicole Murray, Manager Injury Prevention Marketing on 04 918 7034