



Maori and Pacific Water Safety “Stay Afloat, Stay Alive”



Presented by:
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NATIONAL DROWNING PREVENTION SUMMIT 2014

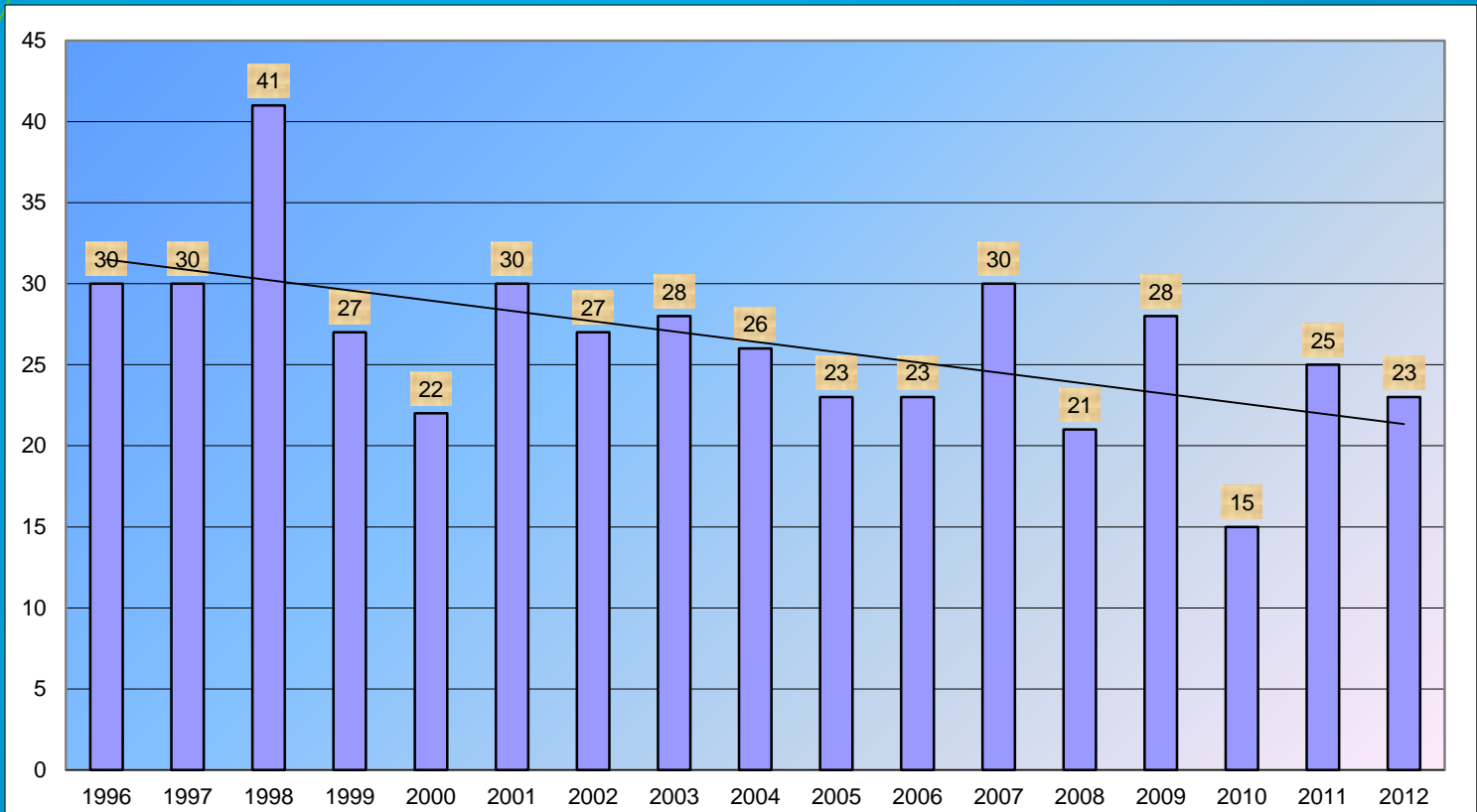
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HIGH RISK POPULATIONS

Maori Drowning 1996 -2013



Maori 23% of total NZ drowning 2006-2012

21 Maori drowning fatalities in 2013 – Source Drownbase 2014

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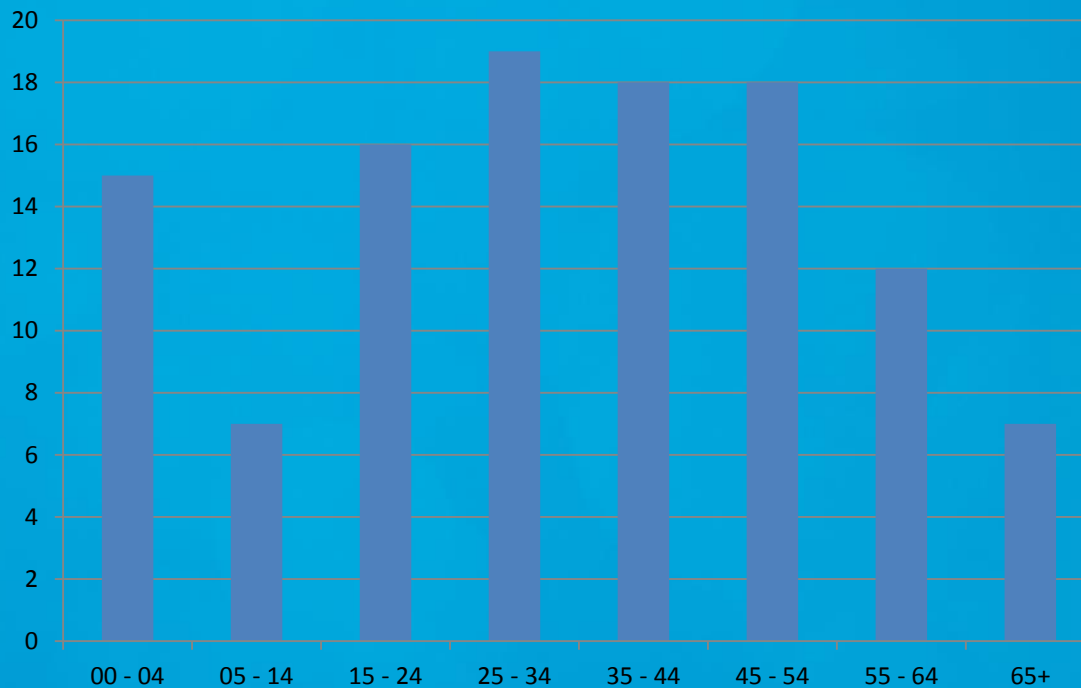


Australian Government



Maori Drowning Trends 2009 -2013

Maori Drownings by Age Group 2009 - 2013



90% drowning are male

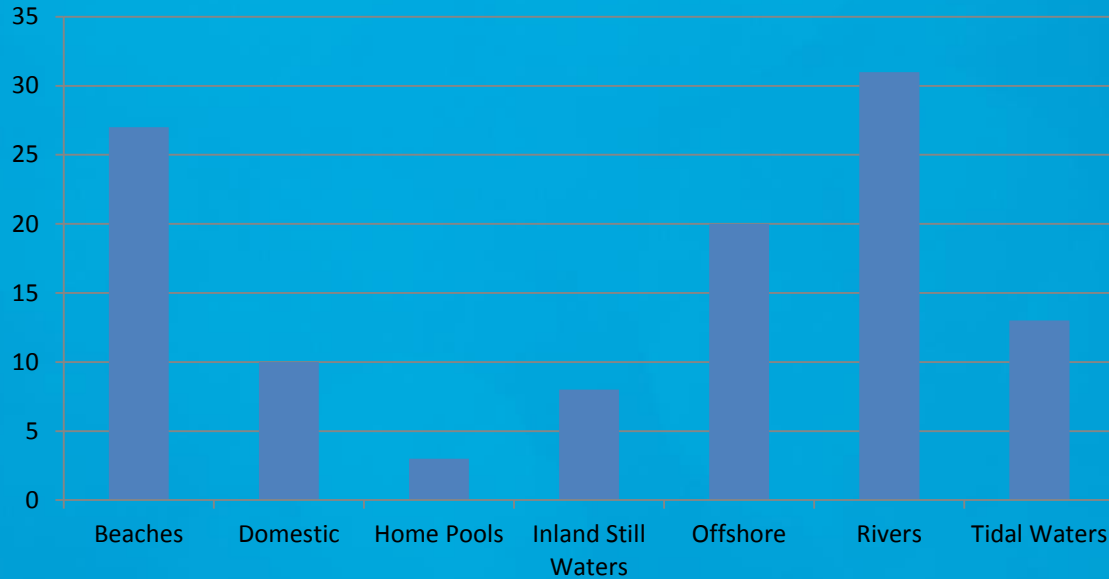
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Maori Drowning Trends 2009 -2013

Maori Drownings by Environment 2009-2013



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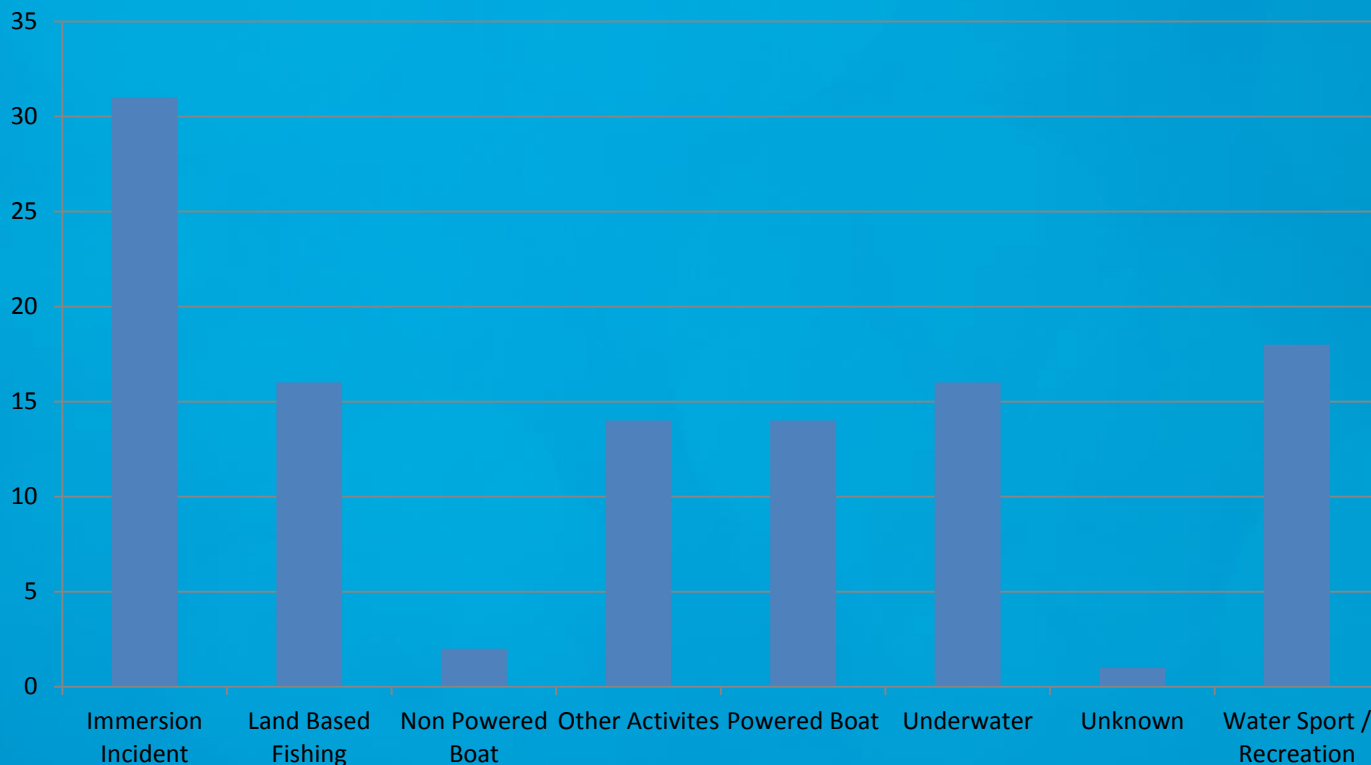


Australian Government



Maori Drowning Trends 2009 -2013

Maori Drownings by Activity 2009-2013



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Intervention Strategy

VISION: All Maori in New Zealand have the water safety skills and behaviours necessary to use and enjoy the water safely.

GOALS:

Hauora – Health and Wellbeing

Providing opportunities for Maori communities to be active, physically, mentally and emotionally, socially, and spiritually healthy through water safety activity.

Capability

To give all tamariki, rangatahi, men and whanau the knowledge and skills to be safe in, on and around water

Capacity

Equip and build the knowledge base and empower Maori to deliver water safety education to other Maori communities



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Australian Government



HIGH RISK POPULATIONS

Engagement Model "Maori to Maori"



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3 Pillars

Leadership



Develop Maori Leaders

27 Leadership Wananga
4 regions

Boat Safety



Boat Education

22 National Waka Ama events
10 Flip and Float workshops
37 Day Skipper workshops

Swim & Survive



Develop Swim Ability

49 Kura Kaupapa workshops
4 Portable Pools (Christchurch,
BOP/Waikato, Gisborne /HB)

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Achievements

Hauora – Health and Wellbeing

35,000 participants actively involved in water safety activity in the last 3 years

Capability

- 3,400 children received 2 terms of swim to survive lessons
- 9,925 members of Waka Ama community receive boat education
- 500 Waka Ama paddlers from 50 clubs receive Water Safety Education
- 3,224 participants received range of water safety knowledge and skills during wananga
- 1,207 CBE Day skipper qualified
- 26% increase in 200m swim ability

Capacity

- 3 Maori ambassadors
- 8 qualified AustSwim instructors
- 50 club paddlers qualified in Waka Water Safety certificate
- 210 KMKO trained Kaiako
- 8 qualified CBE instructors
- 150 Maori Water Safety Mentors



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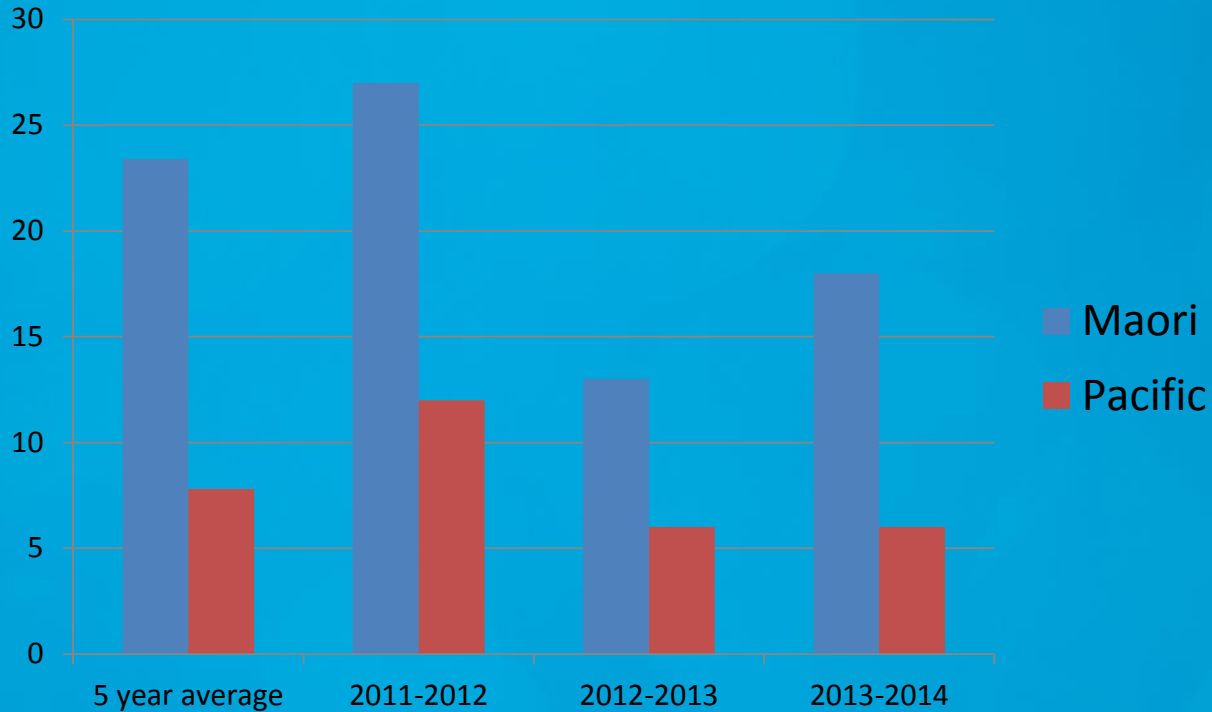
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HIGH RISK POPULATIONS

Drowning Statistics Since Inception



| Initiative | 5 Year average | July 2011- June 2012 | July 2012- June 2013 | July 2013- June 2014 |
|------------|----------------|----------------------|----------------------|----------------------|
| Maori | 23.4 | 27 15% increase | 13 44% decrease | 18 23% decrease |
| Pacific | 7.8 | 12 54% increase | 6 23% decrease | 6 23% decrease |

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Conclusion

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