

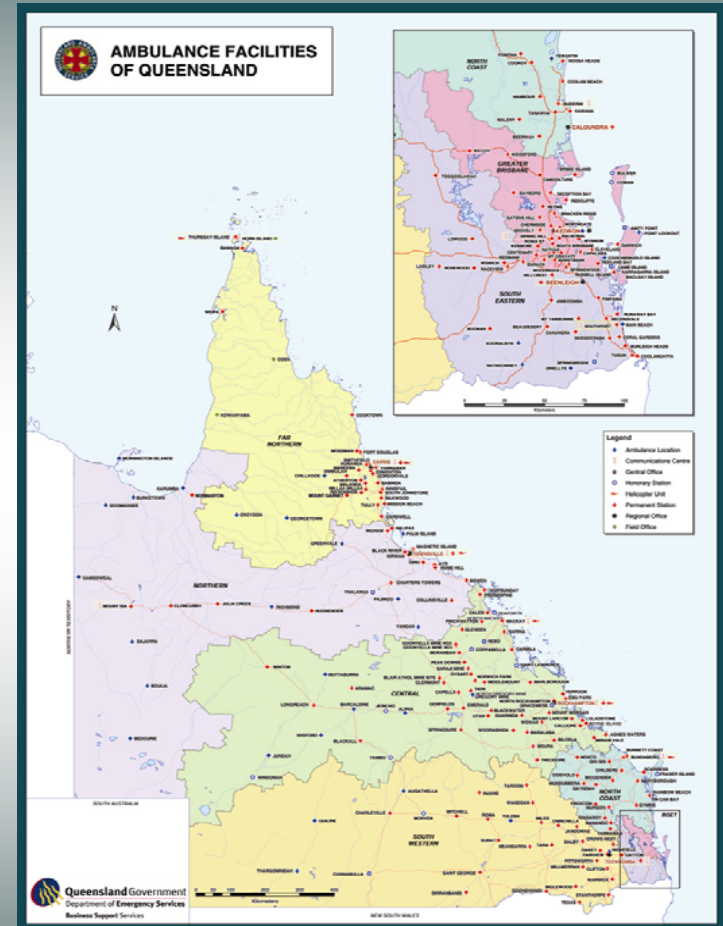
# Working Together for a Safer Queensland

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# Queensland Characteristics

- Highest in-migration figures in Australia
  - **1500 people move to South East Queensland each week**
- High proportion of older people, particularly along coast strip, spanning NSW border to Cairns
- Growing population means:
  - **Emerging communities**
  - **Many people don't know their neighbour or neighbourhoods**
- Infrastructure, program and facilities planning struggles to keep ahead of demand



# Building on Linkages

- Whole of Government Commitment
  - “ Protecting our children and enhancing community safety
- Departmental Approach
  - Queensland Ambulance Service
  - Queensland Fire and Rescue Service
  - Counter Disaster and Rescue Service



# Queensland Ambulance Service

- Worlds 2nd largest ambulance service
  - **Over 550,000 emergency responses annually (Code 1 & 2 - life threatening)**
- Great sense of culture, history and pride
- Fantastic brand
  - **Lever to deliver safety messages**
- Accident, injury and illness data to support safety outcomes



# Key Themes

- **Respond to the needs of the community**
- **Local Solutions**
- **Simple approaches**
- **Partnerships and collaboration**





# Promoting Safety

## Getting the message out

- Ambulance Week
- Promotions & marketing campaigns
- Community Contact Centre
- Star Care Awards
- Presence at local fetes, fairs, events...



# Building on Existing Programs

## CPR for Life

- Breaking down formal training barriers
- Targets population 45yrs and over
- Successful peer training model
- 5,000 community participants annually
- 1,000 peer trainers annually
- CPR for Life in schools
  - More than 100,000 Year 11 & 12s annually
  - Prepares students for further training & possible cardiac arrest in their home



# Building on Existing Programs

## Community Education

- 70,000 + First Aid Certificates annually
- Junior First Aid
- Domestic Risk Programs
  - Older & Wiser
  - One Step Ahead





# Building on Existing Programs

## Primesafe

- Targets delivery to Year 1 & Year 7 students
- Delivering 000 message
- Building confidence to respond
- Penny & Pete Paramedics
- Linkages to curriculum & other emergency services
- Success of NZ program for prank callers



# Building on Existing Programs

## Child Restraint Initiative

- Free fitting of child restraints
- Hire and fitting of baby capsules
- Delivery of transport related messages
- Indigenous community trail



# Trusted Options

## Reinvigorating Neighbourhood Watch

- Partnership with Qld Police
- Giving local communities proactive programs to be involved with
- Building community capacity to respond

## WHO Designated Safe Communities

- DES Safe Communities Kit
- Key locations:
  - Townsville / Thuringowa
  - Ipswich
  - Mackay
  - Toowoomba





# New Initiatives

## Heatstress Program

- Highlighted following 2004 heatwaves
- Across Australia more people have died from heatwaves than any other natural disaster
- Focus on delivering messages to older people to maintain their health
- Project input from Qld Health & QAS

### Queensland Ambulance Service

[www.ambulance.qld.gov.au](http://www.ambulance.qld.gov.au)

#### PREVENT HEAT RELATED ILLNESS

A heat wave occurs when there are more than a few days in a row of above average temperature often combined with high humidity. Babies, children under 4 years, older people, people with a chronic condition or illness, people who are overweight and people who undertake vigorous exercise are the most susceptible to the effects of a heat wave.

##### If a heatwave is predicted or happening...

- Do slow down and don't engage in strenuous activity.
- Do stay inside. Visit an air-conditioned site such as a shopping centre, a movie theatre or a museum. If you have to go outside do wear a hat and sunscreen.
- Do drink plenty of water regularly even if you don't feel thirsty. Your body needs water to keep cool. **Avoid** drinks with alcohol or caffeine in them; they dehydrate the body.
- Do wear lightweight, light-coloured clothing. You will feel cooler and your clothing will reflect some of the sun's energy.
- Do eat small meals and eat more often.
- Do shade your house from the sun but don't close all the windows and doors. **Ensure** you have circulating air.
- Do check on the well being of elderly family members, friends and neighbours.
- Don't sit in a parked vehicle and don't leave children or pets in parked vehicles.

##### Be alert to these early signs of heat stress...

Loss of appetite, listlessness, feeling lightheaded and general discomfort.

##### In an emergency – call triple zero (000)

You will be connected to an ambulance operator. Stay on the line as you will be asked a number of important questions. Do not hang up until the operator tells you to.

Queensland the Smart State



# New Initiatives

## Stinger Safe

- Tourist populated Northern Beaches Cairns
- Partnership between Cairns City Council, Rotary and QAS
- Based on experience of local resort operators and health practitioners
- Practical solution

## Save a Heart Highway

- Targets grey-nomads in central Queensland
- Mitigates issue of isolation
- Ensure lives can be saved, in local communities





# New Initiatives

## Child Injury Prevention Project

- Located in Mackay & Mt Isa
- Focus on poisons, burns and scalds, falls
- Evidence based approach
- Local practical initiatives – pool fencing / poisons info

## Emergency Services Cadet Program

- Builds on popular SES Volunteer program
- Exposure to all emergency services
- Hands-on activities
- Builds confidence and community capacity



# New Initiatives

## Safehome

- Targets Year 7 students
- Simulates emergency situations – house fire, fallen wires, drowning
- 70,000 students annually
- Linked to QLD curriculum through a series of learning units
- Partnership with Qld Rail for free student travel

## First Responders

- Focus on outlying and rural areas
- Preparedness in your own community
- Trained personnel to respond and assist prior to the arrival of an ambulance



# Delivering Outcomes

## Partnership Approach

- NRMA / IAG
- Channel 7
- Queensland University of Technology
- Mirvac

## Relationships

- Rotary
- Bottled Water Suppliers
- Safe'n'Sound
- BHP Billiton



# Delivering Outcomes

## Local Ambulance Committees



### Local Ambulance Committee

Community Partnership

- 179 Committees across Queensland
- More than 1500 volunteers
- Fundraising
- Advocacy, support and awareness raising
- Real community connections and understanding



# Looking Ahead

- **Building sustainable delivery (within budgetary constraints)**
- **Enhancing capacity to work with local communities**
- **Focus on partners**
- **Be a leader in contributing to community safety policy, initiatives and outcomes**

