

**PUATAUNOFO
COME HOME SAFELY**

Impact Report June 2012



Providing 'hope' and 'motivation'



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INTRODUCTION

This report documents the range and impact of Puataunofu Come Home Safely initiatives as identified by key informants selected by Puataunofu Come Home Safely representatives.

The positive impacts of Puataunofu Come Home Safely initiatives have exceeded the group's original goals of (1) raising awareness of health and safety issues for Pacific workers and their employers to reduce workplace injuries, (2) informing the Pacific workforce on health and safety practices and standards, and (3) developing a holistic approach to marketing and communications [Department of Labour 2008].

The immense scope of the Puataunofu Come Home Safely activities embraces the World Health Organization's Spectrum of Prevention, a framework for this report.

Throughout this report, 'Puataunofu Come Home Safely' may be referred to as 'Puataunofu'.

METHODOLOGY

This project gathered information through a qualitative study, employing primary and secondary sources. A literature review was followed by face-to-face interviews with members of the Puataunofu Come Home Safely group and recipients of Puataunofu activities.

Literature included Department of Labour (DoL) and Engineering, Printing and Manufacturing Union (EPMU) reports and minutes of Puataunofu meetings.

In close collaboration with key members of the Puataunofu group, the methodology was developed and interview questions were prepared to gauge the impact of the Puataunofu messages, especially within Puataunofu's target audience. Hans Key, Health and Safety Inspector, DoL and member of Puataunofu, was instrumental in identifying informants on the impacts of Puataunofu activities and in securing their cooperation with this project.

Given the broad scope of impact, face-to-face interviews were seen to be a more effective method of gathering information than a survey. Puataunofu activities target Pacific people and are therefore generally conducted in person, with little or no writing, and with a great amount of story-telling. It was appropriate that the evaluation of their impacts observed these conventions.

LIMITATIONS

Puataunofu activities have spanned six years and involved a vast array of initiatives. Owing to the lapse of time since the earlier initiatives, many people have moved on or passed away. Accordingly, information from interviewees was predominantly about relatively recent initiatives delivered in the past two years.

The writer of this report is a member of the Puataunofu group.

PUATAUNOFO COME HOME SAFELY

The goals of Puataunofu are three-fold: to raise awareness of health and safety issues for Pacific workers and their employers [...], to inform the Pacific workforce on health and safety practices and standards, and to develop a holistic approach to marketing and communications for Puataunofu [DoL 2008].

Set up in 2007, Puataunofu was made up of representatives from key stakeholder groups including DoL (lead agency), the Accident Compensation Corporation (ACC), Manukau City Council, the New Zealand Council of Trade Unions (CTU) Komiti Pasefika, EPMU and the Ministry of Pacific Island Affairs (MPIA). In 2009, DoL ceased to be the lead agency for Puataunofu.

In the past year Puataunofu has continued owing to the commitment of a core group of people from DoL, Lavea'i Trust Inc, EPMU, the Injury Prevention Network of Aotearoa New Zealand (IPNANZ), Pasifika Injury Prevention Aukilana (PIPA) and MPIA. Resources have been supplied primarily by Lavea'i Trust Inc, EPMU and Sanitarium Health and Wellbeing.

This report outlines Puataunofu's activities from 2007 to 2011. It summarises the impacts of these activities against the Spectrum of Prevention, and offers recommendations for future work in the area of Pacific people's health and safety issues in the workplace.

SUMMARY OF PUATAUNOFO ACTIVITIES

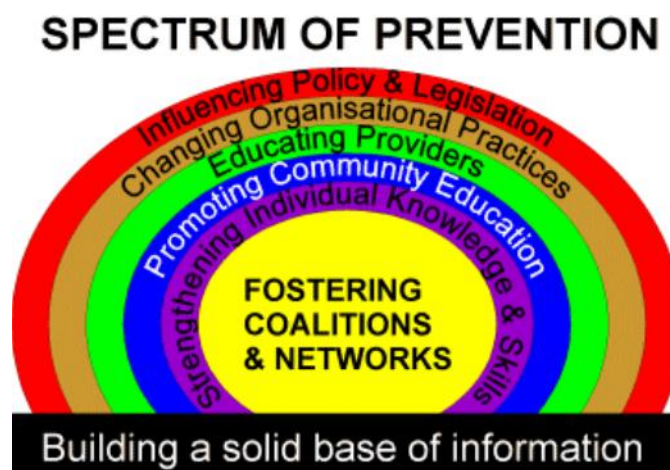
From inception in 2007, Puataunofu's initiatives have included:

1. 24 on-site workshops reaching more than 720 people
2. 12 off-site workshops reaching more than 800 people
3. Six festivals (North Shore Pasefika Festival, ASB Polyfest, Pasifika Festival) reaching thousands of Pasifika young people and families
4. Three Health and Safety Breakfasts reaching 200 people, from high school students, employers and community leaders through to Government Ministers
5. The Pacific Communication Strategy
6. The production and distribution of the "Come Home Safely" DVD in English, Samoan and Tongan
7. Radio talkback shows on 531pi and NiuFM
8. The production and distribution of the "Write Your Rights" song by Hokimaianahera (Angel) Rosier
9. The release of and contribution to the "Puataunofu Manukau Status Report" (2008), "New Zealand Injury Prevention Strategy 2008-2011 Implementation Plan", "Puataunofu Manukau Project Evaluation Report" (2009), "Manufacturing Sector Action Plan to 2013" (2012), and "In Harm's Way: a Case Study of Pacific Workers in Manukau Manufacturing" (2012)
10. Winning "Best Leadership of an Industry Sector Award" in 2012, and receiving a Judges' Commendation in "Best Initiative to Encourage Engagement in Health and Safety" category in 2009 at New Zealand Workplace Health and Safety Awards
11. Delivering at the International Safe Communities Conference, reaching 500 delegates representing 33 countries
12. Cooperating with the quarterly Tanoa project since December 2010

SPECTRUM OF PREVENTION

Puataunofu promotes a multifaceted range of activities for the effective promotion of health and safety for Pacific workers. Puataunofu's efforts are at multiple levels of intervention and adopt a comprehensive understanding of health and safety.

The delivery model for Puataunofu's work matches the World Health Organization's "Spectrum of Prevention". This model is a continuum of strategies that are aligned to the objectives and philosophy of the Ottawa Charter for Health Promotion (1986).



The Spectrum comprises six interrelated action levels:

1. Strengthening Individual Knowledge and Skills. Enhancing an individual's capability of preventing injury or illness and promoting safety
2. Promoting Community Education. Reaching groups of people with information and resources to promote health and safety
3. Educating Providers. Informing providers who will transmit skills and knowledge to others
4. Fostering Coalitions and Networks. Bringing together groups and individuals for broader goals and greater impact
5. Changing Organisational Practices. Adopting regulations and shaping norms to improve health and safety
6. Influencing Policy and Legislation. Developing strategies to change laws and policies to influence outcomes

The Spectrum of Prevention forms a core component in the Foundation Certificate in Injury Prevention delivered by Injury Prevention Network of Aotearoa New Zealand (IPNANZ) with the support of the Ministry of Health, the New Zealand Injury Prevention Strategy, the New Zealand Transport Agency and Accident Compensation Corporation (ACC). Other Puataunofu member organisations that use the Spectrum of Prevention as a model for their planning, delivery and evaluation include WaterSafe Auckland Inc (WAI) and Pasifika Injury Prevention Aukilana (PIPA).

The Spectrum of Prevention provides a relevant and useful framework for the purposes of this report.

IMPACT OF PUATAUNOFO INITIATIVES

1) Strengthening Individual Knowledge and Skills – Enhancing an individual’s capability of preventing injury or illness and promoting safety

Strengthening individual knowledge and skills involves transferring information and know-how to increase an individual’s resources and capacity for preventing injury. In a trusting relationship with a person who is perceived to have expertise or authority, even brief comments have a lasting impact, particularly when reinforced over time or through community norms and practices. (Cohen and Swift 1999)

Puataunofu strengthens individuals’ knowledge and skills by providing opportunities and building trusting relationships. At an individual level, Puataunofu works by providing opportunities such as:

- ✦ Creating awareness of health and safety issues
- ✦ Revealing the “Bigger Picture”
- ✦ Participants bringing safety culture home
- ✦ Behaviour change
- ✦ Attitude change

and building trusting relationships through:

- ✦ Reaching staff directly
- ✦ Reaching young people
- ✦ Evoking emotional response
- ✦ Awakening individual responsibility

Individuals’ knowledge and skills have been strengthened by on-site and off-site workshops, the “Come Home Safely” DVD and the Tanoa project.

i. Creating/Raising Awareness of Health and Safety Issues

Puataunofu educates and raises awareness. [Training Supervisor]

Before Puataunofu, state and private sector attempts to promote awareness of health and safety issues had proven ineffective for Pacific workers. Inappropriate choices of language, medium and communication style prevented the successful transmission of health and safety messages to their Pacific audiences.

- ✦ Health and safety notices met official requirements but failed in their intended purpose of being read and understood. “We put up all the bits of paper we’re required to.” [Human Resource Manager]
- ✦ Production was halted for a Safety Day that failed owing to the choice of language. “A lot of the guys didn’t really understand what the Palagi lady was on about because she was talking in English.” [Service Centre Manager]
- ✦ Health and safety announcements were made to all staff but lacked appropriate respect, attitude or venue, such as “the HR woman standing in front of them yelling at them in the cafeteria”. [Human Resources Manager]

- ✂ Health and safety events failed owing to their inability to address the needs of their audiences. “A couple of Cook Islander workers who’d been working at Sleepyhead for 30+ years said that in their years there, this was the first health and safety event they’d been to that they’d connected with. That’s three generations in one family.” [Puataunofu member]

One Puataunofu member summarised the failure of previous attempts to raise awareness of health and safety issues for Pacific workers: “The alternative to Puataunofu is nothing. What drove us was there was nothing there”.

Starting from this deficit situation, the creation of any awareness of health and safety issues among Pacific workers represents a major impact and impetus for on-going improvement.

ii. Revealing the “Bigger Picture”

Puataunofu initiatives give participants a chance to expand the depth and breadth of their health and safety awareness.

- ✂ “The knowledge that Hans brings. He talks about the employee rights and employers’ obligations. A lot of us didn’t know about that stuff. To have someone like Hans involved and to listen to him gives us a bigger picture of how the workplace works. A lot of us thought that company rules were New Zealand rules and legislation but the reps feedback, ‘Hey there’s more to it than our employment agreements’. We’re too trusting.” [Service Centre Manager]
- ✂ “They are able to explain certain things that employers don’t really explain or don’t really make employees understand about. There’s a lot of safety knowledge that comes through this programme. Our guys learn more on this programme and they apply it to work. They learn and understand a lot more about the work-safety systems that we have.” [Service Centre Manager]

iii. Participants Bringing Safety Culture Home

I take what I’ve learned home. [Shift Supervisor]

Puataunofu has achieved beyond its aim of raising awareness of health and safety in the workplace by reaching into participants’ homes. Respondents identified an increased awareness of health and safety outside the workplace and sharing the safety culture with their loved ones due to Puataunofu activities.

- ✂ “Good to have safety attitude – not only in the workplace but at home, in public places like driving.” [Training Supervisor]
- ✂ “ ‘Think safe’ no matter where. Teach our kids about road crossing.” [Training Supervisor]
- ✂ “I got my family to watch the DVD.” [Shift Supervisor]
- ✂ “Learnings were taken home. They are not just for work but also at home. It’s strengthening family ties”. [Health and Safety Officer]
- ✂ “We’ve reached the frame of mind where the guys are taking that behaviour home.” [Service Centre Manager]
- ✂ “It’s about family, taking care of yourself, educating yourself, and educating others around you. What you do in the workplace should be what you do at home.” [Puataunofu member]
- ✂ “Not just work-specific – share message through church and community.” [Puataunofu member]
- ✂ “What I do at work is transparent at home. When I mow the lawn, I wear hearing protection.” [Puataunofu member]

iv. Attitude Change

Through raising awareness, Puataunofu has enabled changes in attitude, from reactivity to proactivity, from “bulletproof” to thoughtfulness, and taking ownership of workstations.

- ✦ “Our guys learn more on this programme and they apply it to work.” [Service Centre Manager]
- ✦ “When I started here, we were measured on LTI (lost time due to injuries). We were more worried about hurting somebody. Now we’re more worried about putting staff in danger when we introduce something. We’re picking up how to avoid an incident before it happens. We’ve moved from being reactive to being proactive.” [Service Centre Manager]
- ✦ “Once you get safety right, everything else just falls into place. We haven’t lost any production.” [Service Centre Manager]
- ✦ “I’m more aware of little things such as “near misses”. It’s made me a lot more proactive – doing things before they happen.” [Service Centre Manager]
- ✦ “We have a better recall of health and safety matters.” [Human Resource Manager]
- ✦ “Showing staff that management are committed, so staff should be too. It takes time to change culture.” [Human Resource Manager]
- ✦ “A Palagi Wellington health and safety inspector requested song to take to ‘bulletproof’ employee. I provided CD and lyrics. The inspector told the boy, ‘Sit down, listen and follow the words’. He thought twice about what he was doing on site from then on.” [Puataunofu member]
- ✦ “Hazard identification – staff take ownership of own workstations.” [Puataunofu member]

v. Behaviour Change

Raising awareness has led to a change in attitude, which has, in turn, led to a change in behaviour. Workers support each other, intervene and speak up.

- ✦ “The guys are changing their behaviour and it’s all because of the safety push.” [Service Centre Manager]
- ✦ “We’ve gone from nail-gun injuries to no nail-gun injuries.” [Service Centre Manager]
- ✦ “The guys work together. Rather than having the managers and supervisors push safety from the top, the other staff on the floor understand more and can relate more than a supervisor.” [Service Centre Manager]
- ✦ “At one of our meetings, Hans showed us a picture of a contractor working from on top of a building with no harness. The following week I witnessed one of our contractors on top of a building over here. He was on a ladder but I questioned it.” [Shift Team Leader]
- ✦ “Guys used to take accidents as part of normal work life. Now they’re picking up little things like if one guy is using the incorrect technique to lift a pallet, the other guys will say, ‘Hey, this is how we’re supposed to do it’”. [Service Centre Manager]
- ✦ “Our safety reps are a lot more involved with workplace stuff because of the understanding they’ve gained from this programme.” [Service Centre Manager]
- ✦ “The message was definitely taken on board with the guys. I had a whole flood of paperwork come back in about things they wanted to fix.” [Human Resource Manager]
- ✦ “I don’t know how to report near-misses. We strive to get the boys to report near-misses.” [Shift Supervisor]

vi. Reaching Staff Directly

In-house workshops were seen as valuable, as the messages were delivered directly to staff by health and safety experts, rather than being relayed through management.

- ✦ “[One of the strengths of Puataunofu is] communication with staff. Having people come in and communicate directly to staff, not just the HR woman standing in front of them yelling at them in the cafeteria.” [Human Resource Manager]



*On-site workshop at roofing company.
Photo: Hans Key.*

vii. Evoking Emotional Response

People can identify with Puataunofu people. They are approachable. [Health and Safety Officer]

All Puataunofu presenters are experts in their fields; however, they connect with participants at a personal level. Presenters create links with their participants through the sharing of their own Pacific heritage, experience and language. Participants are affected at an emotional level.

- ✦ “Twelve people came to hear the [presenter’s] story. All were shocked. Most of [the staff] were Samoan, they gave [the presenter] a hug and said, ‘Thank you so much!’”. [Training Coordinator]
- ✦ “The first time I saw the DVD, it hit me really bad. I was crying the whole time.” [Training Coordinator]
- ✦ “A couple of workers who’d been working at Sleepyhead for 30+ years. Cook Islanders. They said that in their years there, this was the first health and safety event they’d been to that they’d connected with. That’s three generations in one family.” [Puataunofu member]

viii. Awakening Individual Responsibility

Moving beyond raising awareness of general health and safety issues, the Puataunofu strategy has touched people at a deeply personal level. Some felt safe enough to identify and share their own personal issues.

- ✦ “You have woken us late drinkers up.” [Workshop participant]

2) Promoting Community Education – Reaching groups of people with information and resources to promote health and safety

A community education approach aims to reach groups of people with information and resources for improving health. Community education is broadly targeted at groups or the population at large. Mass media campaigns have been shown to increase awareness, change attitudes, and provide a context in which other strategies can succeed, such as public policy change. Effective community education not only alerts individuals to new information, but also builds a critical mass of support for healthier behavior, norms, and policy change. (Cohen and Swift 1999)

Puataunofu’s community education approach aims to reach all Pacific people – with a particular emphasis on current and future Pacific workers in manufacturing. Acknowledging the diversity of the target Pacific groups, Puataunofu developed the Pacific Communication Strategy. It uses the following elements:

- ✦ Cultural Connection
- ✦ Language
- ✦ Family Connection
- ✦ Diversity of Resources
- ✦ Consistent Message
- ✦ Targeted Learning Styles
- ✦ Tackling Numeracy and Literacy
- ✦ Reaching Beyond Pacific
- ✦ Acknowledging Attitudinal Issues

The Pacific community has been targeted through the Pacific Communication Strategy with workshops for workplaces with high Pacific staff numbers, workshops for Pacific health and safety representatives, presentations at Pacific events (North Shore Pasefika Festival, ASB Polyfest, Pasifika Festival), and radio shows on Radio 531pi and NiuFM.



Naomi Saluni addresses North Shore Pasefika Festival 2010. Photo: Natia Tucker.

i. Pacific Communication Strategy

Getting the message across to our Pacific Island people. [Shift Supervisor]

Moving away from traditional communication methods such as written information, Puataunofu developed its Pacific Communication Strategy – a holistic and culturally effective approach for Pacific

audiences. This included the development of a communications resource kit, the Radio 531pi community talkback programme, a health and safety song and a DVD.

Importantly, Puataunofu initiatives included face-to-face workshops featuring Pacific presenters from relevant organisations who could speak in various Pacific languages, acknowledgement of the family and spirituality, and the provision of food and goodie bags. As one HR representative noted, Puataunofu workshops were “not just the HR woman standing in front of them yelling at them in the cafeteria” [Human Resource Manager].

ii. Cultural Connection

All the guys could relate to it because we’ve got lots of Samoans here. [Shift Team Leader]

Puataunofu initiatives reach their Pacific audience by removing the cultural barriers between presenters and participants.

- ✂ “It’s a respect thing, with the message coming from their own community saying that’s what you should do and you are responsible just like the company is responsible.” [Human Resource Manager]
- ✂ “Yes, we put up all the bits of paper we’re required to, but the day gave us the opportunity to say ‘It’s not just the business that wants you to stay safe, it’s your community’”. [Human Resource Manager]
- ✂ “A couple of workers who’d been working at Sleepyhead for 30+ years. Cook Islanders. They said that in their years there, this was the first health and safety event they’d been to that they’d connected with. That’s three generations in one family.” [Puataunofu member]



On-site workshop participants at an abrasives company with Hans Key, Health and Safety Inspector, DoL (second from right). Photo: Hans Key.

Others’ previous attempts had failed owing to cultural barriers.

- ✂ “ACC came out to our stop-work safety day in about 2008. A lot of the guys didn’t really understand what the Palagi lady was on about because she was talking in English.” [Service Centre Manager]
- ✂ “Some companies feel they can do it themselves but it’s not the same as having a DoL inspector who’s PI and has experience. It’s more effective than ‘same boss, same talk’”. [Puataunofu member]

iii. Language

Puataunofu presenters and materials acknowledge their Pacific target groups by offering different language options, principally English, Samoan and Tongan.

- ✘ “Language function is brilliant. Gives employers opportunity to reach speakers of other languages.” [Puataunofu member]
- ✘ “Target PI but flexible – if need Samoan, then do in Samoan.” [Puataunofu member]
- ✘ “ACC came out to our stop-work safety day in about 2008. A lot of the guys didn’t really understand what the Palagi lady was on about because she was talking in English. They understood more when they started watching the DVD – especially the Samoan translation.” [Service Centre Manager]

iv. Family Connection

Come home and go home safely. [Puataunofu member]

Messages of safety appeared to “hit home” when participants were encouraged to consider the impacts on their families.

- ✘ “I thought about my husband. That’s why I’m slowly pushing health and safety forward. I don’t want to get a phone call and hear that my husband’s passed away because he fell.” [Training Coordinator]
- ✘ “Pacific people are all about working hard and getting back to their families. You don’t go to work to come back in a box. That is what has happened to some of our Pacific workers.” [Puataunofu member]
- ✘ “Beauty of working with water safety is that even though workplace is the target, if people are injured/killed at home, they don’t go to work and they don’t provide for their family. The message is from both directions.” [Puataunofu member]

v. Consistent Message

Although Puataunofu employs a variety of initiatives, its safety message is constant.

- ✘ “We play the DVD at each forum that we have. When [Malia] presented the story, it was good because she got deeper into the case.” [Training Coordinator]
- ✘ “Continuing to get the message out there. In relevant ways so they understand it rather than doing the same old thing.” [Puataunofu member]

vi. Diversity of Resources

The breadth of resources available to the network reflects its commitment to a holistic view of health. Resources range from technology (DVD, website) to literacy and numeracy education (Lavea’i Trust Inc and Open Polytechnic), healthy eating (Sanitarium Health Food Company), water safety (WAI) and government (DoL, ACC). Ethnic-specific media take the health and safety message to the Pacific community through radio shows on 531pi and NiuFM and newspaper coverage in New Zealand Pacific, New Zealand Observer Fofoga Samoa, and Samoa Times [Appendix 3].



Workshop participants at a training provider enjoy healthy food provided by Lavea’i Trust Inc and Sanitarium Health Food Company. Naomi Saluni, Lavea’i Trust Inc. Photos: Natia Tucker.

vii. Targeting Learning Styles

Heart as Pacific to help Pacific people in relevant and appropriate way. [Puataunofu member]

Puataunofu targets visual and auditory learning styles. Employers appreciated the level of delivery as being “targeted at manufacturing staff” [Human Resource Manager]. Participants appreciated the style of delivery through true stories, humour and photographs. In some workshops, participants learned through action.



Laughter during a financial literacy workshop with Pale Sauni, Open Polytechnic. Photo: Natia Tucker.

“Getting the message across to our Pacific Island people” [Shift Supervisor] and making the workshops memorable involve humour, visuals and story-telling.

- ✦ “Descriptive with a touch of humour.” [Workshop participant]
- ✦ “Really enjoyable.” [Human Resource Manager]
- ✦ “Funny, photos.” [Workshop participant]
- ✦ “Photos told more than words.” [Workshop participant]
- ✦ “True stories with pictures.” [Workshop participant]
- ✦ “Real-life stories.” [Workshop participant]
- ✦ “In the end-of-year survey, staff referred to the day. They said they enjoyed it.” [Human Resource Manager]

Kinaesthetic learning occurs (such as hazard identification) where practicable. Reading as a learning style is avoided. "I've only given out one Samoan booklet" [Training Coordinator].

- ✘ "Understanding how I learn was one of the first things I did in my STEPS class. I filled in a VARK questionnaire. V (visual) is for seeing, A (auditory) is for listening, R is for reading and K (kinaesthetic) is for touching and doing. Now that I understand how I learn, the process of opening my mind to a new way of learning has begun." [Literacy and numeracy course participant]

viii. Tackling Literacy and Numeracy

Puataunofu was instrumental in the delivery of a 33-week literacy and numeracy course at a major processing plant. All tutors were Pacific, as were the majority of participants. [See Appendix 3: Newspaper Clippings, Samoa Times, 22 November 2010.]

A standardised assessment tool was designed by the Manukau Institute of Technology to measure students' Tertiary Education Commission Progression STEPS in writing, comprehension, geography, listening and speaking skills. Feedback from team leaders and management indicated that learners improved their confidence, morale and communication skills. Learners participate more in team briefs and sharing what they have learned with fellow work colleagues. [Lavea'i Trust Inc]

Participants fed back on the profound positive impacts of the literacy and numeracy course on both their work and home lives.

Participants communicate more freely.

- ✘ "I feel more confident to talk to my team leader and to my team mates if I see something that is not right on the floor. After a one-on-one with a new team leader, I saw the improvement in her. She started talking and working together with us."
- ✘ "I ask questions when I don't understand."
- ✘ "I speak up in team meetings, can approach my team leader, and ask for clarification when receiving instructions."
- ✘ "I have more confidence asking questions at meetings with management to do with all issues, especially in health and safety and the disciplinary process."
- ✘ "Now I have the guts to speak up and disagree in team briefs."

Participants follow procedures better and fill out health and safety forms.

- ✘ "I've learnt the procedures of health and safety, to read instructions correctly and to fill out forms properly."
- ✘ "I can fill out injury forms correctly without any help."
- ✘ "Improving my literacy in the workplace I have been reading a lot more of the manual books and requirements."

Participants' quality of life has improved.

- ✘ "I have found that my stress levels have certainly dropped immensely since gaining more confidence. The programme has not only helped me within the workplace, but also within my family life."
- ✘ "I have opened my eyes and my brain to a lot of new things - unlike what I learned when I was at school. I hope to learn a lot more."

All Puataunofu workshops include an element of literacy and numeracy.

ix. Reaching Beyond Pacific

Although workshops and resources specifically target Pacific, all initiatives are inclusive of all ethnicities and status.

- ✦ “Whenever we’ve had the programme here, a couple of our managers come along and have a listen. It’s open to anybody but it’s mainly the safety reps, the SBI [Safety Behavioural Involvement] observers, the manual handling champions or the supervisors who come.” [Service Centre Manager]
- ✦ “Extremely useful to get everybody on board, but then maintain a sustained approach.” [Human Resource Manager]
- ✦ “Flexibility, message gets across via facilitation, music, media, breakfast, website. Not just ‘stand up and present’. Tailored to suit audience.” [Puataunofu member]
- ✦ “[On-site workshops] allow all staff to go through.” [Puataunofu member]
- ✦ “Although we say Pacific, it’s open to all. We don’t exclude other cultures. We specifically target companies with high numbers of Pacific. Even though we sell it as Pacific, it is a generic message.” [Puataunofu member]



Multicultural on-site workshop at a recruitment company.

Photo: Hans Key.

x. Acknowledging Attitudinal Issues

Being an Islander, safety is very boring. But if you understand it a bit more and you see how it relates with working life. [Service Centre Manager]

By targeting Pacific workers, Puataunofu has helped health and safety representatives, in particular, to identify and address issues such as a relaxed attitude to health and safety and prioritising authority over health and safety.

- ✦ “Coming from the islands, obviously it’s a different culture and different frame of mind. Their expectations of safety in the workplace are a lot lower than those of somebody who’s grown up here.” [Service Centre Manager]
- ✦ “Those from the islands are hard to deal with as there’s a different approach to health and safety in New Zealand. It’s not OK to have an accident as it has consequences.” [Training Supervisor]
- ✦ “Multicultural workplace with different attitudes to health and safety so it’s important that training be ongoing.” [Training Supervisor]

Health and safety representatives identified workers’ respect for authority over health and safety concerns.

- ✦ “An Islander will say, ‘I’ll do it just to please the boss’ without thinking that it’s a safety issue. That’s what Hans talks about.” [Service Centre Manager]
- ✦ “Older Samoan men pull rank on you.” [EPMU workshop participant]

3) Educating Providers – Informing providers who will transmit skills and knowledge to others

Providers have influence within their fields of expertise and opportunities to transmit information, skills, and motivation to patients, clients, and colleagues. It is essential, therefore, that they receive education to improve their own understanding of prevention. Certain professionals can be highly effective advocates for policy changes related to their job experiences. (Cohen and Swift 1999)

Puataunofu empowers health and safety representatives from individual companies by providing resources and opportunities for learning and networking. Puataunofu's success lies in:

- ✦ Tanoa project and Injury Free Counties Manukau (IFCM)
- ✦ Loyalty to each other
- ✦ Stimulating communication between participants and their employers
- ✦ Helping health and safety representatives to reach staff

Puataunofu educates health and safety representatives primarily through on-site and off-site workshops, the "Come Home Safely" DVD, and participation in the Tanoa project.

i. Tanoa Project and Injury Free Counties Manukau

The Puataunofu concept of bringing together like-minded organisations to address manufacturers in Manukau with high Pacific workforces has inspired other agencies to emulate it, such as the Tanoa project by ACC, and health and safety workshops at Progressive Enterprises by IFCM.

Both ACC and IFCM were once active Puataunofu members. Owing to staff and policy changes within their organisations, representation from ACC and IFCM at Puataunofu ceased. Soon afterwards, both organisations began delivering Puataunofu-style workshops targeting manufacturers in Manukau with high Pacific workforces. ACC started the Tanoa project and IFCM coordinated injury prevention workshops. Both use Puataunofu DVDs and Puataunofu presenters.

- ✦ "ACC made contacts through Puataunofu contacts, and off they go [with Tanoa]."
[Puataunofu member]

Tanoa (formerly the Pacific Health and Safety Forum) resembles Puataunofu in concept, presenters, structure, content and focus. Every three months, ACC brings together health and safety representatives from selected manufacturers in Manukau to discuss matters of health and safety. Presenters always include a representative from ACC, Hans Key (of DoL and Puataunofu) and the Puataunofu "Come Home Safely" DVD. Other presenters are invited to discuss general health and safety topics such as diabetes, gout and fire safety.

The venues of Tanoa meetings rotate among the participant companies. Rotation allows other staff of the host company to attend, and provides the participants with an opportunity to see other work practices.

- ✦ "Value in off-site workshops is to see the pressure that others work under." [Training Supervisor]

- ✦ “Now it’s a common thing for health and safety reps [to attend]. We send two off, and we try to get two different reps.” [Training Coordinator]
- ✦ “Last Saturday, 10 of our employees went to the workshop held at [company A] including health and safety reps and regular employees. The company paid overtime.” [Training Supervisor]

Owing to Tanoa’s similarity with the Puataunofu workshops’ style, presentation and target audience, the involvement of Puataunofu presenters, and the use of the Puataunofu DVD, there is much confusion amongst participants about Tanoa and Puataunofu. During the interview process, many interviewees could not distinguish between Tanoa and Puataunofu and spoke of the two as the same.

- ✦ “I thought the Tanoa Forum or this Pacific Health and Safety Forum was another branch off from the Puataunofu programme. My understanding of Puataunofu is that it was a programme set up by executives to try and help minimise the amount of injuries for PI people. The Pacific Health and Safety Forum was on-the-ground work from each workplace. When ACC came along, they brought along DoL and they generated this programme called the Tanoa project. As far as I know, it was Puataunofu and then they changed the name.” [Service Centre Manager]

IFCM followed Puataunofu into Progressive Enterprises. In October 2011, IFCM coordinated a safety month for 500 workers, including the screening of the “Come Home Safely” DVD and presentations by ACC, WAI and ALAC. In November 2011, in cooperation with IFCM, MIFCY launched its Safety Week, with representatives showing the Puataunofu “Come Home Safely” DVD in factory canteens and medical clinic waiting rooms throughout Mangere.

ii. Loyalty to Each Other

Through targeting Pacific health and safety representatives who train Pacific workers, an environment of trust and loyalty is fostered.

- ✦ “At the Tanoa, it’s the atmosphere once you know everyone. Everyone’s there for a reason. Just knowing you’re able to speak up and say what’s on your mind.” [Shift Team Leader]
- ✦ “I’m a supervisor. I want my boys to go home safely.” [Shift Supervisor]



Puataunofu and Tanoa participants exchange contact details: Fatu Patolo (Coca Cola Amatil) and Siaki Tasi (CHEP Pallets). Photo: Natia Tucker.

iii. Stimulating Communication between Participants and Their Employers

Health and safety representatives now feel empowered to approach their management with health and safety concerns.

- ✦ “I tell the boss when I see malpractice.” [Training Supervisor]

- ✘ “The message was definitely taken on board with the guys. I had a whole flood of paperwork come back in about things they wanted to fix.” [Human Resource Manager]

As participants’ awareness of health and safety increases, they start to question their own employers’ awareness.

- ✘ “It’s important for the company to keep up with health and safety. We need fully trained bosses because there’s no point telling the staff when the bosses don’t know.” [Training Supervisor]

Other participants use their knowledge of their employers to secure cooperation.

- ✘ “I told my boss we don’t get charged for the presentations.” [Training Coordinator]

iv. Helping Health and Safety Representatives to Reach Staff

Health and safety representatives have influence within their fields of expertise. Through Puataunofo/Tanoa, they receive education to improve their own understanding of prevention and in turn create and use opportunities to transmit information, skills and motivation to their colleagues.

- ✘ “I tell the staff, ‘One box, not four! If you have an accident, you’ll hurt your back!’” [Training Supervisor]
- ✘ “We have Toolbox meetings every Monday for each shift. Each safety rep gets 5-10 minutes for a general talk about safety, what they pick up on the floor, and what they’ve learned through the past week.” [Service Centre Manager]
- ✘ “A lot of us thought that company rules were New Zealand rules and legislation but the reps feedback, ‘Hey there’s more to it than our employment agreements’”. We’re too trusting. [Service Centre Manager]
- ✘ “Last Saturday, 10 of our employees went to the workshop held at Hellers including health and safety reps and regular employees. The company paid overtime.” [Training Supervisor]
- ✘ “Before Puataunofo, we had nothing. We wanted to raise awareness and get the message out there to people who’ve been working for years doing the same thing and those coming straight from the islands.” [Puataunofo member]

4) Fostering Coalitions and Networks – Bringing together groups and individuals for broader goals and greater impact

Fostering collaborative approaches brings together the participants necessary to assure an initiative's success. Coalitions and expanded partnerships are vital in successful public health movements including injury prevention. Coalitions increase the "critical mass" behind a community effort, help groups to trust one another, and reduce the likelihood of resource squandering through unnecessary competition among groups. (Cohen and Swift 1999)



'Puataunofu' is the Samoan name of the trumpet flower, a yellow flower that is common throughout the Pacific and that blooms on a low-lying shrub. 'Pua' refers to the flower, 'tau' means 'to gather', and 'nofu' means 'seated'. The seated maiden gathering flowers is a metaphor proposed by Rob Magasiva, former member of Puataunofu, to represent the group's networking at grassroots level and humility.

Puataunofu meets monthly and participates in quarterly Tanoa meetings and monthly meetings of PIPA. Puataunofu, Tanoa and PIPA are all coalitions or networks.

i. Networking Opportunities

Puataunofu is a coalition that promotes collaboration at all levels, between staff, health and safety and union representatives, employer representatives, community, non-government organisations and government agencies. Puataunofu operates in a collaborative manner and encourages all stakeholders to operate in a similar manner by providing opportunities for networking and the sharing of expertise and resources. One of the most important networking initiatives born of Puataunofu is the Tanoa project.



*At a CTU fono, July 2011, Puataunofu representatives Pepe Sapolu-Reweti (IPNANZ), Naomi Saluni, Project Manager (Lavea'i Trust Inc), and Harry Aonga, (WAI).
Photo: Hans Key.*

In the Tanoa workshops and EPMU workshops, participants learn about other workplaces.

- ✦ "Getting to know the other workplaces and how their systems work. People can help each other out. We can learn something from each other." [Service Centre Manager]
- ✦ "The biggest thing is learning from other companies and other reps." [Service Centre Manager]
- ✦ "The fact that we're all coming together from different places to share their stories. The issues they have at Sanitarium or Deane Apparel, we might have the same issues they have." [Shift Team Leader]

Puataunofu taps into its various networks to adapt workshops to the needs of the participants.

- ✦ "ACC partnership is valuable." [Training Supervisor]
- ✦ "Puataunofu's strength is its networks." [Health and Safety Officer]

- ✦ “We have partnership with ACC.” [Service Centre Manager]
- ✦ “We learn from different companies and different people come and do presentations.” [Service Centre Manager]
- ✦ “Collaboration, dedication, commitment of the core group of Puataunofu members.” [Puataunofu member]

ii. Value of Collaborative Approach

Puataunofu is made up of representatives of government agencies as well as companies and non-government organisations that pool their resources, including networks, materials and expertise. Members include representatives from DoL, Lavea’i Trust Inc, EPMU, PIPA, MPIA, the CTU’s Komiti Pasefika, WAI, ALAC, Auckland Council, the Open Polytechnic and Sanitarium Health and Wellbeing, as well as private individuals.

Puataunofu networks include:

Abacus	EPMU
ACC	New Zealand Institute of Sport
ALAC	New Zealand Pacific Music Awards
Alignz	New Zealand Post
AMCOR Kiwi Packaging	Nga Tapuwae College
APN Print	NiuFM
Arthritis New Zealand	North Shore Pasefika Festival
ASB Polyfest	Olivia Muliaumasealii
Auckland Abrasive Blastings	Open Polytechnic
Auckland Council	PacWell
Big Tuff Pallets	Papatoetoe High School
C&A Hopkins Roofing	Pasifika Festival
CHEP Pallets	Pasifika Injury Prevention Auckilana Inc
Coca Cola Amatil New Zealand	Progressive Enterprises
Counties Manukau Sport	Radio 531pi
CTU – Komiti Pasifika	Safe Communities
Dawn Raid Productions	Safeguard Awards
Deane Apparel	Safer Communities
Department of Labour	Sanitarium Health and Wellbeing
Erick Holmes Trust	SAT Productions
Heart Foundation	Seventh Day Adventist Church of New Zealand
Heller Tasty	Sheet Metal Fabricated Products
IFCM	Sir Edmund Hillary Collegiate
IPNANZ	Sleepyhead
Lavea’i Trust Inc	Tao Ti
LSG SkyChef	Taro Pages
Manukau City Council	WAI
MPIA	Wesley College
	Westpac

iii. Pacific Way

The collaborative and holistic approach fits with a Pacific way of doing things, and has given the project external credibility. It has provided access to networks that would not be as accessible with a more conventional programme. This has meant that previously established relationships can be leveraged and new sections of the community accessed.

- ✦ “Puataunofu is holistic. Primarily we’re about workplace health and safety but if there is a message that affects the Pacific community, then the opportunity is given to give that message eg water safety, drug and alcohol. It ties to the workplace and yet goes beyond to home and communities.” [Puataunofu member]



Puataunofu presenters at a CTU fono, July 2011: Harry Aonga (WAI), Gillianne Ray (DoL), Pepe Sapolu-Reweti (IPNANZ), Naomi Saluni (Lavea’i Trust Inc), Hans Key (DoL) and Jerome Mika (EPMU). Photo: Hans Key.

5) Changing Organisational Practices – Adopting regulations and shaping norms to improve health and safety

Examining the practices of key organizations has potential for affecting the health and safety of the greater community. This is usually the least understood and most frequently ignored component of the Spectrum, yet this level has enormous potential. By changing its own internal regulations and norms, an organization can affect the health and safety of its members. (Cohen and Swift 1999)

Puataunofu activities have prompted organisations to examine and change their own practices and attitudes. Changes include:

- ✂ Normalisation of Pacific resource
- ✂ Education before “policing”
- ✂ Cooperation between DoL and companies/avoiding prosecution
- ✂ Buy-in from management
- ✂ Management attitude and behaviour change
- ✂ Management recognise and encourage employee’s health and safety efforts
- ✂ New Zealand Workplace Health and Safety Awards
- ✂ Demand for expansion beyond Auckland
- ✂ International Recognition
- ✂ New initiatives

Puataunofu has influenced organisational norms through direct engagement with employers and the provision of free on-site and off-site workshops.

i. Normalisation of Pacific Resource

We use the DVD as part of our company inductions. [Service Centre Manager]

The Pacific Communication Strategy targeted Pacific workers. An unexpected yet positive outcome was that Puataunofu initiatives were relevant and effective beyond their Pacific target audience. Companies and government agencies are adopting Puataunofu strategies.

✂ “Even though we sell it as Pacific, it is a generic message.” [Puataunofu member]

Many companies now include the “Come Home Safely” DVD in their inductions.

- ✂ “Use the DVD in induction Puataunofu member so people are more aware of health and safety. Staff sign off that they have seen the DVD.” [Training Coordinator]
- ✂ “Inductions used at Hellers, Fletchers and other employers of PI and contractors in their languages.” [Puataunofu member]
- ✂ “Injury Free Counties Manukau are using our DVD.” [Puataunofu member]

Puataunofu members have incorporated health and safety elements into literacy and numeracy programmes, such as the Open Polytechnic’s Get Ahead Skills and New Zealand Post’s STEP classes. Puataunofu has been included in DoL’s ‘Manufacturing Sector Action Plan 2013’.

ii. Education before Policing

Puataunofu has been used to assist DoL to change from “being Police to trying to inform and educate prior to prosecution” [Puataunofu member].

✂ “It’s more than just putting a guard on a machine. It’s about education.” [Puataunofu member]

Puataunofu delivered an on-site workshop at a company where constant accidents had landed it with a \$200,000 ACC levies bill. Participants were led through the awareness training then put their learning into immediate practice. In small groups, participants inspected their colleagues’ work areas, identified hazards, formulated suggestions on how to eliminate, minimise or isolate the hazards, and presented their findings and suggested improvements to the group.

iii. Cooperation between DoL and Companies/Avoiding Prosecution

Once Puataunofu has helped to establish a relationship of trust, companies proactively seek help from Puataunofu’s DoL inspector.

One company threw open its door and requested that Hans Key, Health and Safety Inspector, DoL conduct a mock health and safety audit. The audit report included six pages of items of concern. The company promptly set about addressing each issue.

✂ “We’ve done most of them. If we do have a real audit, we’re ready for it.” [Training Coordinator]

Last month, the same company’s proactivity was rewarded with a favourable health and safety audit report.

After receiving Puataunofu workshops, another company approached DoL to request full compliance assessments of its four sites.

A different company avoided prosecution by DoL by calling for help from its Puataunofu connections. DoL inspectors work within strict departmental boundaries. Not wishing to work with the inspector the Department had assigned to it, the company contacted the inspector it knew through Puataunofu.

✂ “He came and gave advice on what to do. That is HUGE. So they managed to avoid prosecution. Poor Hans had to let [the other inspector] know what he was doing because it was out of his brief. But he can go anywhere now. He doesn’t have to worry about boundaries.” [Puataunofu member]

An unwillingness to cooperate with Puataunofu – through mistrust or fear – has led to unfortunate results for some companies.

✂ “Some companies feel they can do it themselves but it’s not the same as having a Department of Labour inspector who’s PI and has experience. It’s more effective than ‘same boss, same talk’. Puataunofu offers to deliver free workshops for [a company] were declined. [The company] needed help. They said, ‘I can do it better. I don’t need the Department of Labour, just gimme the resources.’ Prosecuted.” [Puataunofu member]

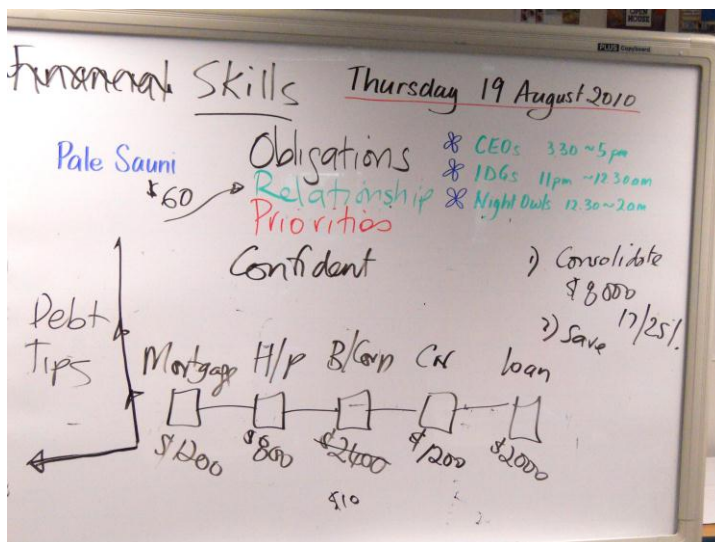
iv. Buy-in from Management

Reach our employers, please. [EMPU workshop participant]

In order to reach Pacific workers, Puataunofu secures buy-in from management. Employers appreciate Puataunofu's focus on employees' responsibilities and the fact that workshops are free and can be held on their terms.

- ✂ "Employers concentrate on Isaac's story because it focuses on the duties of employees." [Puataunofu member]
- ✂ "Employer feels staff are on their timeframe and venue." [Puataunofu member]

To minimise disruption to production, some Puataunofu workshops have been delivered to shift workers at their worksites at 1.30am.



Whiteboard during a financial literacy workshop run by Pale Sauni, Open Polytechnic. Note the class times in green at the top right. Photo: Natia Tucker.

v. Management Attitude and Behaviour Change

Management act upon their learnings from Puataunofu about their role in health and safety. In one case, immediately after a Puataunofu on-site workshop, the company engaged a part-time health and safety contractor for six months. Since then, a health and safety officer has been engaged full time to deliver health and safety programmes.

- ✂ "We've learned that it's a lifestyle change and an engagement change." [Human Resource Manager]
- ✂ "The owners are committed to health and safety programmes that we're running, so much so that we've now got a full-time health and safety person." [Human Resource Manager]
- ✂ "[Recruitment company] now check that their client companies have up-to-date health and safety policies. We can't tell if these are followed up with actions but it's showing a greater awareness of health and safety." [Puataunofu member]

vi. Management Recognise and Encourage Employees' Health and Safety Efforts

Management's support of staff involvement with Puataunofu initiatives includes shutting down production for a whole day to allow all staff to attend a Health and Safety Day, regularly releasing staff to host or attend Tanoa meetings, rescheduling production to permit staff to attend Puataunofu workshops, and nominating staff at the Safeguard Awards.

Employers' cooperation enables staff to attend during paid time.

- ✂ "It's good because the company frees us up for the time of the presentation. It's a win-win situation." [Service Centre Manager]
- ✂ "Last Saturday, 10 of our employees went to the workshop held [off-site] including health and safety reps and regular employees. The company paid overtime." [Training Supervisor]
- ✂ "On the 1st May 2009, Sanitarium shut down its Auckland manufacturing operation to hold a day focussed around the health and safety of its workers. This example holds several lessons in the strength of the brand and the nature of the community in showing the success of the brand." [Department of Labour, Status Report 2009]
- ✂ "I got nominated for an award through our Health and Safety Manager. He knows the programme as Puataunofu." [Service Centre Manager]

Employers listen to staff concerns and act upon them. At the conclusion of a work place communication course delivered by Puataunofu members to 50 staff of a regional distribution centre, participants were required to present their suggested improvements to their management. All health and safety concerns such as lighting, signage, team meetings and labelling were heeded and acted upon within weeks.



National and regional managers take note during workers' presentation on health and safety improvements.

Photo: Natia Tucker.

vii. New Zealand Workplace Health and Safety Awards

Recognition of Puataunofu's work has reached far beyond its Manukau beginnings. In particular, Puataunofu has received almost annual acknowledgement from the New Zealand Workplace Health and Safety Awards.

The New Zealand Workplace Health and Safety Awards are organised by Safeguard magazine and supported by the Department of Labour. The awards are judged by a five-strong panel representing the Department of Labour, ACC, NZ Council of Trade Unions, Safeguard, and an industry health and safety practitioner.

In 2009 Puataunofu was awarded Judges' Commendation in the Best Initiative to Encourage Engagement in Health and Safety category.



Puataunofu's Papali'itele Tanumafili (Tanu) Toso and HW Len Brown, then Mayor of Manukau City. Photo:

Lanuola Jenny Toso

In 2010 Etuati (Ed) Fili was the winner of the Most Influential Employee Award with special mention of his involvement in Puataunofu.

- ✦ At the Safeguard Awards, I was nominated for Most Influential Employee in Health and Safety by our Health and Safety Manager through the Puataunofu programme. [Service Centre Manager]



Winner of the Most Influential Employee in Health and Safety 2010, Ed Fili of CHEP Pallets with June Papali'i of Heller Tasty. Both actively promote health and safety with their co-workers and a regular members of the Tanoa. Photo: Natia Tucker

In 2012, Puataunofu was the winner of the ACC Best Leadership of an Industry Sector Award in 2012. Countdown Logistics won the Supreme Award with its multi-faceted and comprehensive approach to address injuries arising from manual handling. Countdown Logistics acknowledged the value of Puataunofu's input into their health and safety work.



Back row from left: Hans Key of Department of Labour; Mohammed Faiaz, Jerome Mika, Fritz Drissner of EPMU; Gillianne Ray and Lanuola Jenny Toso from the Pacific community; Rose Radford of Department of Labour; Harry Aonga of WaterSafe Auckland; Natia Tucker and Anna-Jane Jacob of Auckland Council. Front row from left: Olivia Muliaumasealii; Barbra Chambati and Karen Daniels of Sanitarium Health & Wellbeing; Naomi Saluni Tavau of Lavea'i Trust Inc; and Pepe Sapolu of Auckland Council. Photo: S.A.T. Productions

viii. Demand for Expansion Beyond Auckland

Company representatives have approached Puataunofu members to request delivery of Puataunofu workshops to Pacific construction workers in Invercargill and Christchurch, Pacific RSE workers in the Bay of Plenty, and Tauranga, Pacific manufacturing workers in Hamilton, and Pacific staff needing literacy and numeracy training in Wellington.

Puataunofu participants promote Puataunofu nationally, and encourage others to emulate.

- ✘ “We’ve got a health and safety rep conference today for all our safety reps from around the country. We’re got 4 guys from here doing a presentation on this Pacific forum. We’re trying to sell it out to our guys around the country now. They don’t have a Puataunofu in Wellington. They’re quite interested in Christchurch as well. They’re saying that we’ve been spoiled up here because we’ve got the programme running up here.” [Service Centre Manager]

ix. International Recognition

Puataunofu representatives presented at the 17th International Safe Communities Conference in Christchurch 2008, attended by representatives from 33 countries. They were later invited to submit an abstract for the Melbourne Health and Safety Forum. [Puataunofu Member] The abstract was accepted but Puataunofu was unable to present.

For CHEP Pallets, national efforts soon gained international recognition.

- ✘ “Our site got nominated for the Best Safety Award as well. Our safety reps, we all flew over to Sydney to our Achieving Together Awards. CHEP, being a global company, they run safety awards every year. We got nominated because of the involvement that we had in the community through the Puataunofu programme. So those are the things that don’t get mentioned but get generated from these things. We took out the big award.” [Service Centre Manager]

x. New Initiatives

Raising awareness within the workplace has generated demand for practical progress. Puataunofu activities have been catalysts for companies and agencies to instigate new health and safety initiatives.

Exercise Programmes

Companies introduced exercise programmes to their workforces, helping to promote health and prevent injury.

- ✘ “Since the beginning of 2011, we’ve been doing Zumba and attending Tanoa. It’s good for the machinists etc, we got a stereo and some music and we Zumba for 15 minutes a day.” [Training Supervisor]
- ✘ “Safe workouts that we do for the guys – exercise. Warm-ups before they start and warm-downs when they finish.” [Service Centre Manager]
- ✘ “For Health and Safety Week, we had three free classes per week: pilates, Zumba and circuit class for a whole month.” [Health and Safety Officer]

Team Meetings

After a presentation to upper management on the value of team meetings, and under the guidance of Puataunofu members, a group of workplace communication students succeeded in securing compulsory weekly team meetings at their processing plant.

Follow-up Workshops

After experiencing a full day of health and safety workshops, staff from one manufacturer requested follow-up workshops.

- ✂ “We’ve had two follow-up workshops: Pale Sauni on financial literacy, and another on literacy. The topics were chosen by staff demand.” [Health and Safety Officer]

Encouraged by the success of the Puataunofu Health and Safety Day and its resultant workshops, the company’s Health and Safety Officer is aiming to offer staff a full and robust programme on health and wellbeing, including assessments.

- ✂ “My dream is that the company would pay a group instructor to teach small groups” [H&S Officer].

Appointment of Health and Safety Manager

After hosting a full-day Puataunofu workshop, the Human Resource Manager at a manufacturing plant noted that “awareness was heightened in the business”. The plant’s owners subsequently engaged a health and safety consultant part time for six months. They have since employed a full-time Health and Safety Manager.

6) Influencing Policy and Legislation – Developing strategies to change laws and policies to influence outcomes

Changes in local, state, and national laws, as well as the adoption of formal policies by boards and commissions, fall under the umbrella of policy and legislation. Influencing policy usually presents the opportunity for the broadest improvement in health outcomes. Both institutional and legal policies can affect large numbers of people. In some cases, laws and policies already exist that could protect public health and safety, but an additional law, change in policy, better enforcement, or change in an organization’s practices may be necessary to ensure its effectiveness. (Cohen and Swift 1999)

i. Engagement with Central and Local Government

The core membership of Puataunofu has included representatives from DoL, ACC, MPIA, Manukau City Council and Auckland Council.

Puataunofu has actively engaged with central and local government leaders. His Worship Len Brown, then Mayor of Manukau City, attended the Sanitarium Health Food Company Health and Safety Day in 2009, where a letter of support from Hon Tariana Turia, Minister for the Community and Voluntary Sector and Associate Minister for Health was read out.



Naomi Saluni, Christopher Blake (CEO, Department of Labour), Gillianne Ray, Hans Key and Hon Kate Wilkinson at Safeguard Awards 2009. Photo: Event Polynesia.

Former DoL CEO Christopher Blake personally congratulated Puataunofu members at the Safeguard Awards 2009. Hon Georgina Te Heuheu, Minister for Pacific Island Affairs, addressed the Puataunofu Health and Safety Breakfast held during the ASB Polyfest in 2010. His Worship Len Brown, Mayor of Auckland City and Su’a William Sio MP have been strong supporters of Puataunofu since its beginnings. Both spoke at the Puataunofu Sanitarium Health and Safety Day in May 2009.

Puataunofu has been recognised at both policy and practical levels within DoL, with the use of Puataunofu resources and methods of delivery, the flexibility of departmental boundaries, and studies that affirm Puataunofu’s focus and activities.

ii. Department of Labour

Originally the lead agency for the Puataunofu Manukau Project, DoL ceased its lead in 2009. Puataunofu is now directed by a core group of individuals representing their organisations. Nevertheless, Puataunofu continues to be recognised at various levels within DoL.

At a policy level, the Department has affirmed the need for Puataunofu and the value of its collaborative approach (DoL 2009), included Puataunofu in its “Manufacturing Sector Action Plan 2013”, and acknowledged that “much of the future work [addressing the causal influences on injury

among Pacific workers] suggested could be accommodated within the framework of an expanded Puataunofu project, the basis of which is already in place” (DoL 2012).

At a practical level, DoL health and safety inspectors use innovation and flexibility in their work by making use of various Puataunofu resources, especially relationships and the DVD.

Where an established relationship of trust existed between a company and Puataunofu members, two health and safety inspectors prioritised the cooperation between the company and the Department over the observation of departmental boundaries. The Auckland company had been at risk of prosecution and sought assistance from the Manukau inspector whom it knew through Puataunofu. Cooperation between Auckland and Manukau inspectors resulted in the company avoiding prosecution.

DoL management has recognised the value of broadening the range of Puataunofu activities from local to regional. In 2011, John Forrest, Auckland Regional Manager, and John Howard, Manukau Service Manager, agreed to allow Hans Key to work on Puataunofu initiatives across the Auckland region, no longer restricted to the Department’s Manukau boundaries.

Where companies at risk of prosecution are seen to have a high number of Pacific workers, DoL inspectors have recommended Puataunofu intervention.

- ✦ “[This company] had a serious harm prosecution. Graeme Casse, Department of Labour, said to them, ‘You need something. You have PI workers, they’re loyal workers but you’ve got issues.’ He recommended Puataunofu.” [Puataunofu member]
- ✦ “[This other company] had a prohibition notice. A colleague called in Hans.” [Puataunofu member]

Physical resources such as the DVD and the song are used by health and safety inspectors. The DVD is used widely in the mainstream, not just with Pacific workers. Manukau DoL holds free monthly seminars regarding the duties and responsibilities of health and safety representatives and coordinators. On the third Wednesday of every month, about 50 attend the seminar, where the “Come Home Safely” DVD is shown every time.

- ✦ “Colleagues use it in their workshops. It’s the best resource the Department has ever produced.” [Puataunofu member]

A Wellington health and safety inspector working with a young “bulletproof” employee used an age-appropriate method to communicate. Using the Puataunofu song CD and lyrics, “The Inspector told the boy to ‘Sit down, listen and follow the words’. He thought twice about what he was doing on site from then on”.

DoL colleagues see Puataunofu in action and Hans Key is able to show them how to engage with employees and employers.



Hon Kate Wilkinson (Minister of Labour and Puataunofu member) and Fritz Drissner (EPMU) at the launch of the “Manufacturing Sector Action Plan 2013”. Photo: Natia

✦ “Health and safety inspectors get involved with companies when they investigate an incident. If they see many Pacific Islanders, they make the connection and invite Puataunofu.” [Puataunofu member]

DoL works closely with ACC on the Tanoa project to support Pacific health and safety representatives in the Manukau manufacturing sector. The Tanoa project was born of Puataunofu initiatives.

RECOMMENDATIONS AND OPPORTUNITIES FOR THE FUTURE

The feedback on Puataunofu initiatives was overwhelmingly positive. All respondents requested the continuation and growth of Puataunofu as well as follow-up. Puataunofu members highlighted a need for resourcing to enable continuation and growth.

1. More education of managers

Health and safety representatives identified the attitude of management as being of paramount influence, both positive and negative.

- ✦ “Our new manager is all for health and safety. Nothing messes around with him when it comes to health. Your health comes first. So with him behind it, it helps us push forward. There’s been a big reflection in that area.” [Training Coordinator]
- ✦ “It’s important for the company to keep up with health and safety. We need fully trained bosses because there’s no point telling the staff when the bosses don’t know.” [Training Supervisor]

Puataunofu representatives have met with employer groups such as the Greater East Tamaki Business Association and the Employers and Manufacturers Association. It is recommended that Puataunofu continue to target employers of Pacific workers in order to support their work with health and safety representatives and staff.

2. Participation for all

The Tanoa is limited to health and safety representatives. Respondents requested that similar training be made available to all, including managers, supervisors, workers and contractors.

- ✦ “Workers, supervisors, managers. They all need to know.” [Training Supervisor]
- ✦ “To get the message through, we need follow-up through health and safety meetings and to maintain training for reps and staff.” [Training Supervisor]
- ✦ “Make it available to everyone, not just health and safety reps. Safety Behaviour Involvement guys aren’t health and safety reps but it’d be good for them to come along, too.” [Shift Team Leader]
- ✦ “Contractors on site are unaware of health and safety and have a careless attitude. They present risks. Contractors’ employers need to make sure contractors are aware of health and safety. This may be their own HR issue.” [Training Supervisor]
- ✦ “I just wish we had a bigger place so we could all view it at once.” [Training Coordinator]

It is recommended that Puataunofu’s involvement in Tanoa be expanded to accommodate managers, supervisors, workers and contractors.

3. Expansion beyond Manukau manufacturing

Respondents saw value in Puataunofu expanding its efforts to other companies, industries and parts of New Zealand, in particular Wellington.

- ✦ “I’d like to see this programme network out to every industry.” [Service Centre Manager]
- ✦ “We need more companies involved. We need more members to get the message across.” [Shift Supervisor]
- ✦ “Every industry in New Zealand is bound to have a PI who is isolated from what we know. If we can get that knowledge out to the others, then maybe the standard of expectation will rise.” [Service Centre Manager]
- ✦ “I know this programme can contribute a lot more to Pacific people.” [Service Centre Manager]
- ✦ “Is this programme delivered in Hamilton?” [Workshop participant]

Suggested organisations included hospitals and healthcare providers, schools, churches, unions, non-government organisations such as the NZ Childcare Association and the NDU Union.

It is recommended that Puataunofu expand into other industries and other regions of New Zealand where Pacific workers are at risk of high rates of injury.

4. Short duration and increased frequency

Respondents indicated interest in a long-term programme of short workshops for all staff rather than large, one-day events. Such a programme was seen to be more effective for staff to digest information and to minimise disruption to production.

- ✦ “We did a short, sharp ‘meeting’ and probably did too much on the one day. Maybe we should have staggered it over a few months and just kept repeating the message. [Maybe] if we held it over a couple of days, with breaks in between. We may have been able to do a 1pm shutdown for an hour – which doesn’t have so much impact on production.” [Human Resource Manager]

It is recommended that, where practicable, a series of short workshops be offered as an alternative to full-day workshops.

5. Follow-up

Apart from the Tanoa meetings, Puataunofu workshops have been one-off events for participants. Respondents’ requests for follow-up ranged from short, regular workshops to maintain training for all through to a formal and assessed programme.

- ✦ “To get the message through, we need follow-up through health and safety meetings and to maintain training for reps and staff.” [Training Supervisor]
- ✦ “Carry on the workshops.” [Training Supervisor]
- ✦ “I’d like a whole robust health and wellbeing programme, including assessments.” [Health and Safety Officer]
- ✦ “I dream that the company would pay a group instructor to teach small groups.” [Health and Safety Officer]
- ✦ “To sustain that message, we need to do more of it. Maybe a consistent and sustained message would have been better over a few months.” [Human Resource Manager]
- ✦ “In the end-of-year survey, staff referred to the day. They said they enjoyed it but it would have been better with a more sustained approach.” [Human Resource Manager]

- ✦ “CTU requests for follow-ups with their companies. Feedback from union delegates.” [Puataunofu member]
- ✦ “We want more of it. It’s shown that one person can’t make the difference. It’s a whole team that has to do it.” [Human Resource Manager]
- ✦ “Follow-up hasn’t been done very well.” [Puataunofu member]

It is recommended that Puataunofu work with stakeholders, including past participants and their organisations or employers, to plan, develop and deliver ongoing training. It is recommended that Puataunofu respond to participants’ requests for assistance to follow up with companies.

6. Variety of presentations

Respondents requested the inclusion of work-specific issues, such as manual lifting and injury management, and presentations from other companies.

- ✦ “I wanted help with manual lifting. I got one from our Manukau physio because they treat our staff if doctors refer them to them. We’ve done seven staff already but right now I’m too busy to take anyone else.” [Training Coordinator]
- ✦ “Injury management.” [Health and Safety Officer]
- ✦ “New Zealand Police and Fire Service, that was a good one. Every presentation at Tanoa, we always learn new things. We don’t get bored.” [Shift Supervisor]
- ✦ “More presentations from other companies.” [Shift Supervisor]

Coverage of broader issues was also requested, such as those relating to alcohol, water safety, smoking, diabetes and weight.

- ✦ “A”dd something different to each forum, for example focus on smoking. The next big goal for my company is helping staff to quit smoking”. [Training Coordinator]
- ✦ “This year we’ve got the Biggest Loser. We’ve got four more weeks.” [Training Coordinator]
- ✦ “When we’re all together with the health and safety reps from different companies, we should add in what we want for next time before General Matters. What they want to see at the next Tanoa session that will help their company.” [Training Coordinator]

Literacy and numeracy have been identified as factors that increase Pasifika workers’ risk of injury in the workplace [DoL 2012]. Participants in literacy and numeracy courses that have been run and delivered by Pacific members of the Puataunofu group have shown increased awareness of health and safety issues as well as self-value.

- ✦ “Pacific workers who struggle with reading English have difficulty understanding hazard notices, which is a hazard for themselves and their team.” [Puataunofu member]

It is recommended that Puataunofu continue to use its holistic approach to health and safety by working with stakeholders to identify and address relevant health and safety issues, especially literacy and numeracy.

7. New DVD

The impact of the “Come Home Safely” DVD has been important. It is shown at company inductions, to community groups, in work canteens and in family homes, and during presentations by DoL, ACC and Auckland Council.

Several respondents expressed a desire for a follow-up DVD, with different stories and possibly involving different industries such as horticulture.

- ✦ “Everybody knows what the man’s going to say next.” [Training Coordinator]
- ✦ “Develop DVD part 2 targeting horticulture. See the Tongan lady if she can share her story re removal of scalp.” [Puataunofu member]

It is recommended that a second DVD be produced featuring other industries, for example horticulture and nursing.

8. Hazard identification

Central to many Puataunofu workshops are the screening of the DVD and a PowerPoint presentation featuring photographs of real (and often amusing) hazards at work. In order to progress participants’ learning from the screen to their own workplaces, it is envisaged that the presentation will be revised to include hazard identification.

- ✦ “Step up to next level, put tool into practice. Go to different location and see hazards that colleagues see as normal. Look with new eyes.” [Puataunofu member]

In 2011, participants at a food production facility put their learning into practice by performing hazard checks throughout the factory, then presenting to their peers suggestions to eliminate, isolate or minimise the hazards.



Hazards identified by participants at their own workplace. Photos: Natia Tucker.

It is recommended that follow-up workshops include hazard identification and offer participants opportunities to put learnings into immediate practice by conducting hazard surveys and suggesting solutions.

9. Collaboration between Puataunofu and ACC

In 2010 at Malae Ola in Mangere, ACC launched its Tanoa programme (formerly Pacific Health and Safety Forum) targeting Puataunofu participants and companies. Although ACC ceased its active involvement in Puataunofu in 2009, Puataunofu has been actively involved in the delivery of Tanoa since its 2010 beginnings.



Fritz Drissner (Puataunofu and EPMU), Kimberly Inu (Puataunofu workshop participant, Thorn), Natia Tucker (PIPA, Puataunofu) and Barry Hislop, (Programme Manager, ACC) at the launch of the "Manufacturing Sector Action Plan 2013". Photo: Natia Tucker.

Most Tanoa participants were originally Puataunofu participants. Often, they demonstrated a lack of understanding any differences between Puataunofu and Tanoa.

- ✘ "The first meetings of Puataunofu were at Malae Ola." [Training Supervisor]
- ✘ "I got in contact with Neil about the forum called Puataunofu because our GM was advising us to go." [Training Coordinator]
- ✘ "Our Safety Day was organised through Neil. I later heard that Puataunofu was involved." [Service Centre Manager]
- ✘ "When ACC came along, they brought along DoL and they generated this programme called the Tanoa Project. As far as I know, it was the Puataunofu and then they changed the name. They used to call it the Pacific Health and Safety Forum. We used to have it at Malae Ola." [Service Centre Manager]
- ✘ "I got nominated for an award through our Health and Safety Manager. He knows the programme as Puataunofu but I know it different so that's the confusing part. I know that in there somewhere it's the Puataunofu. I thought the Tanoa Forum or this Pacific Health and Safety Forum was another branch off from the Puataunofu programme. My understanding of the Puataunofu is that it was a programme set up by executives to try and help minimise the amount of injuries for PI people. The Pacific Health and Safety Forum was on-the-ground work from each workplace." [Service Centre Manager]
- ✘ "We've had partnerships with ACC. It might have been through Puataunofu." [Service Centre Manager]
- ✘ "It started at the end of 2010. I thought it was the Puataunofu. One of the first meetings was at the Malae Ola." [Shift Team Leader]

In order to eliminate confusion and clarify roles, it is recommended that Puataunofu and ACC collaborate to plan and develop any further work.

10. Funding for resources and coordination

As the lead agency for Puataunofu, DoL provided coordination and core funding until 2009. Since then, resources have been provided predominantly by Lavea'i Trust Inc, EPMU and Sanitarium Health and Wellbeing. Individuals from Lavea'i Trust, DoL, EPMU, IPNANZ, MPIA and PIPA have provided coordination from time to time. Hans Key, DoL, has delivered the bulk of the presentations. Funding and resources are essential to the success of all the recommendations above.

Puataunofu needs a coordinator. During the time when DoL was the lead agency, there was a single point of contact and coordination was praised as well organised. Since then, Puataunofu has been coordinated by a core group of people without a single point of contact.

It is recommended that Puataunofu be resourced to maintain, coordinate, plan and deliver activities.

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APPENDICES

Appendix 1: Puataunofu Impact Report – Information, Consent and Questions

Natia Tucker for Lavea'i Trust Inc



Puataunofu Impact Report - Participant Information Sheet



Talofa lava, Kía orana, Malo e Ielei, Taloha ni, Fakaalofa lahi atu, Ni sa buta vinaka, Namaste, Kía ora and Warm Pacific Greetings.

My name is Natia Tucker and I am evaluating the impact of the Puataunofu "Come Home Safety" health and safety initiatives. The evaluation examines what has happened as a result of these initiatives, outlines their key successes and challenges, and what has progressed for you from the Puataunofu initiatives.

As a participant of the Puataunofu initiatives, you are invited to take part in face-to-face or telephone discussion about your thoughts on the initiatives, your support needs and any other relevant issues. Information will be recorded but not transcribed.

Participant's Rights

You are under no obligation to accept this invitation. If you decide to participate, you have the right to:

- decline to answer any particular question;
- ask any questions about the study at any time during participation;
- provide information on the understanding that your name will not be used unless you give permission to the researcher;
- be given access to a summary of the project findings; and
- ask for the recorder to be turned off at any time during the interview.

Further information

For further information regarding this study, please do not hesitate to contact the evaluator.

The programme has been evaluated by peer review and judged to be low risk. Consequently, it has not been reviewed by an established Ethics Committees. As the evaluator, I am responsible for the ethical conduct of this evaluation.

If you have any concerns about the conduct of this research that you wish to raise with someone other than the evaluator, please contact Naomi Saluni, Lavea'i Trust Programme Manager, info@pacificawards.co.nz or 021881170.

Natia Tucker
Evaluator
Natia1969@hotmail.com
09 2788076 or 02102661221



Puataunoto Impact Report - Consent Form



Thank you for taking the time to consider our mahi.

Please note that written or verbal consent will be secured before the interview begins.

- I have read the information sheet for the Puataunoto Impact Report and would like to participate.
- I understand that taking part in this interview is voluntary.
- I understand that information shared will be respected and used only for the purpose of the evaluation.
- I understand that no names will be used in the evaluation report.
- I understand that I don't have to answer any questions that I don't want to.
- I would like a copy of the report.

Participant's name (Print): _____

Participant's signature: _____

Date: _____

Address: _____

Contact Details: _____

Evaluator's Signature: _____



Puataunoto Impact Report - Questions



1. What is your current role and what do you do?
2. How did you come to be involved with the Puataunoto "Come Home Safely" health and safety initiatives?
3. Which Puataunoto initiatives have you participated in:
 - Puataunoto workshop on-site
 - "Come Home Safely" DVD
 - Puataunoto workshop off-site
 - Puataunoto website
 - Puataunoto Health and Safety Breakfast
 - "Write Your Rights" Song competition
4. What do you think are the greatest strengths of the Puataunoto initiatives?
5. What do you think are the greatest challenges of the Puataunoto initiatives?
6. How have you progressed or used what the Puataunoto initiatives covered?
7. In terms of workforce development, how would you rate the Puataunoto initiatives on a scale of 1 - 5 with 1 being "Not very useful" and 5 being "Extremely useful". Please explain your rating.
8. What was the key take home message for you from the Puataunoto initiatives, and how has it shaped you working life?

Appendix 2: Puataunofu Table of Activities

Date	Activity	For	Participants	Puataunofu presenters	Sponsors/Resources
21/05/12	On site workshop	Hansells, 17 Botha Road, Penrose	22 pudding dept staff & 4 admin	Sala, Harry, Hans	Sanitarium, Lavea'i, ALAC
17/05/12	On site workshop	Hansells, 17 Botha Road, Penrose	15 bakery staff	Hans	Sanitarium, Lavea'i
10/05/12	On site workshop	JB Attachments, Wiri	41 workers	Hans, Harry, Sala	Sanitarium, Lavea'i
14/05/12	On site workshop	Villa Maria, Mangere	30 production workers and supervisors	Hans, Harry, Sala	Sanitarium, Lavea'i
27/04/12	Employers' Breakfast	Sleepyhead Manufacturing Ltd, 41-71 Great South Road, Otahuhu	50 employers	Hans, Helen James (Sleepyhead), Fuimaono	Sanitarium, Department of Labour, Lavea'i Trust, COGS, Pasifika Injury Prevention Aukilani, WaterSafe Auckland, ALAC, Auckland Council
4/04/2012	On-site workshop	Keri Juice	50 workers	Hans, Harry, Anna-Jane, Sala	Sanitarium, Department of Labour, Lavea'i
3/04/2012	On-site workshop	Progressive Enterprises		Hans	
7/03/2012	Off-site workshop	Coca Cola Amatil New Zealand, Waipuna Lodge, Mt Wellington	20 H&S Committee chairs from around NZ	Hans, Sala, Natia	Sanitarium, Department of Labour, Lavea'i
10/11/2011	On-site workshop	Sheet Metal Fabricated Products, Stoneham Drive, East Tamaki	33 workers	Hans, Natia, Sala from DoL 3 x 1/2hr presentations, first presentation in Samoan	Sanitarium, DoL, Lavea'i, WaterSafe Auckland (WAI)
30/09/2011	On-site workshop	Alignz, Papatoetoe	8 workers	Hans	Sanitarium, DoL, Lavea'i

22/08/2011	On-site workshop	C&A Hopkins Roofing, Manukau	20 workers	Hans and George (DoL)	Sanitarium, DoL, Lavea'i, WAI
11/08/2011	On-site workshop	Auckland Abrasive Blastings, Manukau	11 workers	Hans	
10/08/2011	On-site workshop	LSG SkyChef, Auckland International Airport, Mangere	8 workers	Hans, Nathalie (DoL), Naomi, Gillianne, Natia	Sanitarium, DoL, Lavea'i
12/07/2011	Off-site workshop	NZCTU Fono, Grand Chancellor Hotel, Mangere	100 union delegates	Harry, Hans (Gillianne, Naomi), Harry (WAI)	Sanitarium, DoL, Lavea'i, WAI
25/03/2011	Off-site workshop	MPIA Pacific Employment Sector Services, C-Me Mentoring Foundation Trust, SENZ Charitable Trust, Cross Power Ministries, Inwork New Zealand, Ministry of Pacific Island Affairs, Manukau	20 pre-employment	Hans on DoL H&S, Pepe on water safety and road vehicle safety, Natia on self-care	Sanitarium, DoL, Lavea'i, IPNANZ, MPIA
Dec-10	On-site workshop	Contractors, under Queen's Wharf	6 workers	Naomi, Gillianne	Sanitarium, DoL, Lavea'i
27/11/2010	Festival	North Shore Pasefika Festival, Hato Petera College	30 young people	Naomi, Tusa, Gillianne, Natia	Sanitarium, DoL, Lavea'i
9/11/2010	On-site workshop	NZ Post, Auckland Mail Centre, Highbrook, Manukau	50 workers	Naomi, Natia, Hans, Pepe, Gillianne, Pale	Sanitarium (Up n Go, Cluster Crisps), WAI (tattoos & wrist bands), DoL notepads, Laveai (bags, graduation booklet, entertainment), Hans' church (sound equipment and PA)
Nov-10	On-site workshop	Erick Holmes Trust, Glenn Innes	20 pre-employment trainees	Hans (H&S), Natia (self-care), Tusa (massage)	Sanitarium, DoL, Lavea'i
20/08/2010	On-site workshop	Sleepyhead, Otahuhu	130 workers	Pale Sauni, Hans Key	Sanitarium, DoL, Lavea'i
24/06/2010	Off-site workshop	EPMU Puataunofu Workshops, Department of Labour, Manukau	40 H&S reps	DoL, Laveai (literacy), IPNANZ (water safety)	EPMU, DoL, Lavea'i

25/05/2010	Off-site workshop	EPMU Puataunofu Workshops , Department of Labour, Manukau	40 H&S reps	DoL, Laveai (literacy), IPNANZ (water safety)	EPMU, DoL, Lavea'i
25/03/2010	Off-site workshop	EPMU Puataunofu Workshops , Department of Labour, Manukau	40 H&S reps	DoL, Laveai (literacy), IPNANZ (water safety)	EPMU, DoL, Lavea'i
19/03/2010	Breakfast	Puataunofu Breakfast, ASB Polyfest	120 young people	Hon Georgina Te Heuheu, Karen Sanitarium, Sua William Sio	Sanitarium (cereal & soy milk), Manukau City Council (100 meals, 12 table bouquets), Lavea'i (bags, MC koha & flights, design logo & invitation, bouquets, email address); Tao Ti; EPMU \$1778.60
Mar-10	On-site workshop	Host school, ASB Polyfest	Hundreds of young people		
25/02/2010	Off-site workshop	EPMU Puataunofu Workshops, Department of Labour, Manukau	H&S reps		
May-09	Awards	Safeguard Awards, Sky City Convention Centre		Tanu, Gillianne, Naomi, Hans, Fritz	
1/05/2009	Off-site workshop	Sanitarium Health and Safety Day, Seventh Day Adventist Community Centre, Puhinui Road, Papatoetoe	400 workers	ALAC/Abacus, Heart Foundation, Arthritis NZ, Open Polytech, DoL (Manukau Office), ACC, Counties Manukau Sport, CTU Komiti Pasifika/EPMU, Diabetes Project Trust, HW Len Brown, Hon Georgina Te Heuheu	Sanitarium
Mar-09	Festival	ASB Polyfest	1000 young people		
Mar-09	On-site workshop	Host school, ASB Polyfest	Hundreds of young people		
Mar-09	Festival	Pasifika Festival, Western Springs	500 young people		
Sep-08	"Come Home Safely" DVD	Stakeholders, launch held at Department of Labour, Manukau	50 community	Great White Productions, One Pacific Productions, Finauga Sau, Isaac Fruean	DoL \$30,000

Sep 08	Status Report	Stakeholders, launch held at Department of Labour, Manukau	50 community		DoL
20/07/2008	On-site workshop	AMCOR Kiwi Packaging, Manukau	16 day-shift workers	ACC, DoL	DoL
9/07/2008	On-site workshop	AMCOR Kiwi Packaging, Manukau	10 night-shift workers		DoL
31/05/2008	Song	"Write your Rights" competition, Pacific Music Awards, TelstraClear Events Centre	Young people	Honimaianahera (Angela) Rosier	DoL
22/04/2008	On-site workshop	Big Tuff Pallets, Manukau	25 young people	ACC, DoL	DoL
14/03/2008	Breakfast	Puataunofu Manukau Health and Safety Breakfast, ASB Polyfest	80 workers	MC Pale Sauni, Pastor Lui Ponifasio, Jim Rauwhero, Hans Key, Solenn Gouerou (APN Print), HW Len Brown, Wesley College	DoL (venue), MCC, ACC, CTU Komiti Pasefika, EPMU, MPIA
12/03/2008	On-site workshop	Heller Tasty, Manukau	9 workers	ACC, DoL	DoL
10/03/2008	On-site workshop	APN Print, Great South Road, Manukau	23 workers	Hans, Ezra, Naomi – ACC on IP, DoL on hazards	DoL
Mar-08	Festival	Festival goers, ASB Polyfest	1000 young people		
Mar-08	On-site workshop	Host school, ASB Polyfest	Hundreds of young people		
Mar-08	Festival	Pasifika Festival, Western Springs	500 young people		
2010	On-site workshop	Progressive, Favona Road, Mangere	30 workers	Natalie and Hans	
20/10/2008	Conference	17th International Conference on Safe Communities, Christchurch	500 international delegates	Hans, Gillianne, Tanu, Naomi (33 nationalities)	DoL
2009	Off-site workshop	CTU Komiti Pasifika Biennial fono, Brentwood Hotel, Wellington	100 union delegates		
2007		Initial meeting, Caesar's Café		Tanu, Hans, Neil, Filipo	

	Workshops	Tanoa		Hans, Neil, Filipo (water safety)	
	Website	Puataunofo website			
		Passport to Safety			
	Radio	Radio 531pi			6 months
	Off-site workshop	PacWell (Pacificaly Wellington)	Young people		

Appendix 3: Newspaper Clippings

New Zealand Pacific, 20 August 2010, pp1-2



(L-R) Andrew Brook, Manufacture Manager for Sleepyhead, Natia Tucker, Pasifika Entry Prevention Auckland, Naomi Saluni, Project Manager Lavea'i Trust, Helen James HR Executive Sleepyhead, Gillianne Ray Department of Labour and Hans Key Department of Labour. (Photo: Eddie Maito)

Day promotes health and safety

By Sallyshni Devi

Over 130 factory workers and supervisors were brought up to

date on health and safety issues at an awareness day on Friday this week. Sleepyhead was closed for a day

to allow their workers participate in the Puataunoto Health and Safety Day.

The Puataunoto Health and

Safety Day helps workers to be more aware of health and safety issues and best practice in their workplace.

Majority 90 percent of the workers were Pacific Islanders.

• CONTINUED PAGE 06

Day promotes health and safety

FROM PAGE 1

The event was held at the Sleepyhead conference centre 41-71 Great South Road, Otahuhu on Friday 20 from 10am to 3pm.

Sleepyhead is Australia's fastest growing mattress manufacturer with five factory locations throughout New Zealand and Australia. The Brisbane factory serves as Head Office in Australia, and the Auckland factory is Headquarters in New Zealand.

It offered a unique collaboration between Sleepyhead and the Puataunoto Steering Group who share a vision to raise awareness of health, safety and well-being of all workers.

Puataunoto is a popular flower found in the Pacific and a Samoan concept that refers to the integral centre of flowers in the Pacific.

The name given to the Health and Safety project as it symbolises a collaborative opportunity for key stakeholders to work together and improve workplace health and

safety for Pacific workers in Manukau.

The private sector, government agencies, non-government organisations and the community on Friday worked together towards a common goal.

The programme includes workshops from the Department of Labour, the "Come Home Safely" DVD and Open Polytechnic's financial skills.

The Department of Labour Health and Safety Inspector Manukau Hans Key says DoL has been involved in the program since 2008 when it was first pilot.

"We still try to be more creative on how to promote health and safety at the workplaces every year."

Mr Key, conducted meetings with managers and company health and safety coordinators to secure dates and venues along with a number of potential attendees.

The workshops had a PowerPoint presentation showing pictures of

hazards and safety themes. Workshop attendees shared stories of work safety experiences.

Mr Key is encouraging workers to report on any accidents to the health and safety community.

This he says will allow the health and safety community to access the risk.

"I encourage them to wear the health and safety equipment," he says.

The Department of Labour approved funding for a health and safety DVD targeted at Pacific workers.

This 10-minute documentary features Finauga Sau and Isaac Fuaan telling their personal stories of serious accidents in the workplace intercut with re-enactments of their stories and tied together with voice-over narration.

The DVD titled 'Come Home Safely' has been produced and copies of the DVD will support future Puataunoto workshops and Pacific community presentations.



Natia Tucker, Pasifika Entry Prevention Auckland, Naomi Saluni, Project Manager Lavea'i Trust, Hans Key Department of Labour and Gillianne Ray Department of Labour. (Photo: Eddie Maito)



Natia Tucker, Pasifika Entry Prevention Auckland, Naomi Saluni, Project Manager Lavea'i Trust, Hans Key Department of Labour and Gillianne Ray Department of Labour.

(Photo: Dorian Maltz)

Soifua maloloina ma le saogalemu i totonu o galuega

Silia ma 130 tagata faigaluega mai kaupani eseese e aofia nisi o pulega ma supavaisa i se aooga faasemina na faia I le aso Faraile aua le faatauina o le ola maloloina ma le saogalemu i totonu o kamupani ma galuega eseese.

Sa faia lea aooga faasemina I le kamupani a le Sleepyhead.

O le 90 pasene o I latou na auai I lea aooga e mai atunuu o le Pasefika, ma o le faatauina o lenei aooga o ola soifua I totonu o galuega. O le sootaga na lelei a le Puataunofu ma le Sleepyhead na taunuu ai lenei faamoemoe.

O le kamupani a le Sleepyhead o se kamupani e fausia momi mo moega.

O le Puataunofu ua faasino I se fuga-lau I totonu o atumotu o le pasefika.

O le isi vaega taua na faamamafa mai I lenei polokalame ina ia faataua e fau-luluga o kamupani eseese nei le faam-uamua o le lelei saunia o latou tagata faigaluega ina ia lelei foi le taulimaina o oloa ma galuega fai I totonu o soo se kamupani.

Na iai faatasi nisi o sui mai le Matagal-uega o Galuega a le Malo na maualuga ai le faamoemoe o lea aso.



22 Aukuso 2010 | Fofoga Samoa | 05

Se vaalga lena iai latou uma na auai faatasi i se polokalame na saunia e le faalapotopotoga o le Puataunofu. O i latou na auai e mai kamupani eseese na atofaina le taua o le saogalemu i totonu o falefaigaluega.

Toe tapu'e tomai o afaigaluega matutua a le New Zealand Post



Natia Tucker (faiaoga o le STEPS) & Naomi Saluni

Tusia: Manulelei Coe
Aukilani

E silia ma le to'a 100 tagata sa auai atu e molimauina le faauuga a le to'a 45 o nisi o sui matutua o le kamupani tufameli a le New Zealand Post.

O se polokalame tau a'oa'oga na faatautaia i le nofoaga autu a le kamupani i Te Riu o Tamaki Makau Rau i Highbrook. O le Aso Lua, aso 9 o Novema na faia ai lenei faauuga a le STEPS e pei ona faaigoa ai lea polokalame.

O le a'oa'oga sa a'oa'o ai tomali e faitau, tusitusi ma malamalama lelei i le gagana Peretania mo le afaigaluega matutua, e lē o sa latou gagana autū le Igiliisi.

O se fesoasoani tele ina ia maua e tagata faigaluega matutua a le kamupani tomali moomia ina ia ausia o latou moemitiga ia latou galuega, ma atootoa ai foi le faatinoga o la latou auauunaga i le mamalu o le atunuu.

Na talia ma le agaga faafetai e le au a'oa'oga lenei polokalame. Na ta'ua e nisi o latou, o le a lē toe mamā ai e faitau pe fananui, aemaise i taimi e fai ai ni fefaasoa'iga o manatu a le afaigaluega, lea sa lē faigofie i le taimi muamua sa



Le vaega sa faauu mai le polokalame a le STEPS

gagana.

Ta'ua e se tasi o Pule a le New Zealand Post, Jon Andrews, o le isi itu ua sili ai ona taulau manuia le polokalame a le STEPS, ona ua sa'o lelei le vaega (provider) e faatinoina le a'oa'oga, le vaega lea a le Lavea'i Trust Inc.; e fesootali lelei atu i tagata faigaluega ma faigofie ai ona faaosofia le 'au aoga e faaali o latou manatu e aunoa ma se matamuli, ae ua augofie ai foi le mafafau e ave i fale le sosia ma le 'oa o lesona aoga na a'oa'oina.

O le Lavea'i Trust Inc. o se vaega o tagata Pasefika, ma o faiaoga foi sa

aoga, o tagata foi o le Pasefika.

O faiaoga o lenei polokalame, o le susuga Natia Tucker, Ligi Harris ma Sopo Sua-Elia.

O le vasega faauu i Highbrook, o le lona lua ai lea o vaega faauu a le New Zealand Post i lenei polokalame.

O le masina talu ai o Oketopa, e to'a 35 tagata faigaluega mai le vaega a le International Mail Centre i Magele na faauu ai foi i le polokalame a le STEPS.

Ona o lenei polokalame, ua faitaulia ai nei le New Zealand Post e le Matagaluega o Leipa, o se Kamupani ua matua'i sili ona

Na faailoa e le Pule o Galuega a le Lavea'i Trust (Project Manager) le tamaitai ia Naomi Saluni, le taulau manuia o le STEPS, ona o galuega soosootau'au a le New Zealand Post, Lavea'i Trust Inc., Engineering, Printing & Manufacturing Union, aemaise foi le lagolago mai a ana paaga faisaofaga (stakeholders), le Manukau Institute of Technology, Tertiary Education Commission Workplace Literacy Fund, Department of Labour Upskilling Partnership Programme, Puataunofu Health and Safety Programme, Open

GROWING FROM WITHIN

While New Zealand Post is recognised for its support of numerous programmes involved in raising literacy and education levels in the community, it's also doing so amongst staff within its own organisation

WHETHER IT'S HELPING CHILDREN TO READ BY SUPPORTING programmes by Duffy's Books in Homes or honouring the nation's leading writers and books, New Zealand Post is at the forefront of supporting reading initiatives.

For Andrew Inder, Head of Safety and Wellbeing, of particular satisfaction is the organisation's involvement in helping raise reading levels within his own organisation.

"If you can improve an employee's skills in such areas, their productivity improves along with it," he says.

"But the real satisfaction for us is seeing the improvement in terms of confidence and communication skills of those who have taken part."

New Zealand Post is registered as part of the Department of Labour's Skills Highway programme, aimed at improving core skills for employees. Although it states that people with gaps in these core are often valued employees, their difficulties with reading, maths and communication has a significant effect on business performance and their ability to get ahead.

The programme was launched last year in conjunction with the Lavea Trust Inc, which provided the skills and flexibility needed.

"One of the problems we faced was working it within our complex shift structure, with 18 different shifts, starting from 9am in the morning until half past midnight," says Inder.

"The Lavea Trust had the tutors who provided the flexibility that was needed."



One of the successful groups of New Zealand Post employees who completed the STEPS programme in 2010.

Jon Andrews, New Zealand Post's General Manager for Processing says that having a Pacific provider employing Pacific tutors who connected with the mainly Pacific students was an asset.

In November last year 86 workers who participated in the New Zealand Post STEPS programme were honoured for completing the workplace adult literacy programme.

Learning to read was just part of the process to gain the necessary skills to achieve their goals at work, improve communication and confidence in the workplace and to participate fully in their local community. Topics included health and safety, communication strategies, geography, numeracy, financial literacy and cultural awareness.

Participants comments included:

Sione (Tongan): "At the beginning of the programme I was really afraid, but I started to grow in confidence because I was able to express myself more freely. My aim is to keep improving so I can speak fluently."

Helen (Cook Islander): "I realise now how really important communication is in the workplace. A lack of communication can cause a breakdown in the job somewhere."

Michael (Samoan): "I see opportunities for me that I didn't see before. I see the opportunities to learn more, not only to help me at work, but to help my kids, so they know they can come to me to ask for help if they need it."

Pau (Samoan): "I had difficulty with understanding, writing, spelling, speaking and reading with confidence. Now I have the guts to speak up in team briefs. I discuss more issues and ideas with my team leader and work colleagues."

• In support of New Zealand Post's initiatives, SPASIFIK is donating magazines to New Zealand Post and other organisations that are part of the Skills Highway programme to help raise adult literacy levels among Maori and Pacific staff.

Pau (NZ Post employee): Now I have the guts to speak up in team briefs. I discuss more issues and ideas with my team leader and work colleagues.

BRINGING BOOKS TO ALL CORNERS OF NZ

New Zealand Post is now helping to bring high quality children's theatre to schools around New Zealand involved in the Duffy Books in Homes programme.

In Duffy's Book Bus Adventure, which visits over 500 schools around the country every year, Mr Banner sets out to shut down the library service and use the proceeds to build golf courses. However, the show's hero (and the charity's mascot) Duffy and his librarian friends Tiaki and Awhina pull out all the stops to ensure that libraries remain free and available for their community.

New Zealand Post's involvement doesn't end there. After every performance three children chosen by the school receive a certificate and book from the finalists of the New Zealand Post Children's Book Awards. The New Zealand Post Award for Great Effort in Reading and

PHOTO: JIMMY TOOKER



Sid Miller from ACC (left rear) celebrates with the team from Puataunofu "Come Home Safely".

- The company also opened a specialist training centre including a double circuit transmission tower which is available to other contractors.

Transpower NZ Ltd, Wellington

- Led the formation of a safety leadership team consisting of the chief executives of all its major contractors.
- Established an annual awards campaign to recognise safety performance from employees and contractors, and received over 100 nominations.
- Formed an industry working group on elevated working platform safety after two serious incidents in 2011. The group's recommendations have improved standard industry practice

The winner: Puataunofu "Come Home Safely"

- The judges appreciated that this initiative successfully reaches a group of workers who are at particular high risk of injury, and for whom traditional methods have proven ineffective.
- They acknowledge the renewed dedication of many people from a range of organisations who have made it their goal to transmit health & safety in a culturally appropriate way.
- A recent evaluation report suggests the project has helped to achieve significant shifts in attitudes, behaviours and engagement from Pacific workers. It has also generated safety conversations and safety thinking in their families and in the wider Pacific community.

Safeguard health and safety practitioner of the year

The finalists:

Andrew Confait from Hawkins Construction in Christchurch

- Andrew helped the Canterbury Rebuild Safety Forum by winning funding from the CTU to enable small businesses to train staff as health & safety champions.
- He introduced Hawkins protocols to help maintain high and consistent standards in health & safety across the Christchurch rebuild;
- He supported the launch of the Department of Labour's falls campaign by using full perimeter scaffolding on a residential house.

Phil Sexton from Complete Safety Management in Te Puke

- Phil developed a health & safety management system for residential builders based on safety principles, not tick-the-box compliance.
- He developed an informative and engaging health & safety game based on snakes and ladders which can be configured to suit any workplace.
- He assisted the Department of Labour's falls from height campaign as a stakeholder after personally writing to the Minister of Labour.

Tony Rigg from HEB Construction in Auckland

- He set up a strategic management group to sit between the company's safety reps and the senior management team, which has helped drive good ideas up the line.
- He used a serious crane incident as an opportunity to produce a training DVD showing how and why the incident happened, and ensured distribution to the crane industry.

The winner: Tony Rigg

- The judges were impressed by Tony's willingness to go beyond just investigating health & safety incidents, but also to work with other stakeholders to convert them into learning opportunities for everyone.
- He is an active participant in several industry bodies, including the Construction Safety Council and Roothing New Zealand.
- He has also demonstrated leadership by taking on the role of Auckland branch manager of the NZ Institute of Safety Management and has organised seminars to help educate other practitioners



Tony Rigg from HEB Construction