KEEPING KIDS SAFE

CHILDREN S EARLY YEARS ARE VITAL TO THEIR LONG-TERM DEVELOPMENT; THEY ARE ALSO THE TIME CHILDREN ARE MOST AT RISK.

All families want to do their best by raising their children in a healthy, safe and nurturing environment, but some families are more vulnerable and need additional support. From experience we know that the earlier families get support, the better off their children are in the long term. Our focus will be on getting this help to all families who need support but with a particular emphasis on families with children aged under two years.

Never Ever Shake a Baby
The Government recently announced a set of initiatives to further protect vulnerable infants, including a new campaign reminding people to Never Ever Shake a Baby. The initiatives are designed to help protect our children aged under two years and feature advertising, new-parent education, community-worker support for abused children and for families, and protection of abuse victims. It focuses on new parents (especially young men) and it is expected to reach up to 5,000 new parents a year.

In 2009/2010, we will:
- Family social workers in six hospitals around the country
- to protect hospitalised children on their release

Promoting child development
We know that for children to develop to their full potential they need to have

to their whānau. We are making sure children and young people spend as little time as possible in care. Living with whānau or their broader hapū or iwi also helps them to feel secure.

Responding when we re needed
Differential Response means we can

needs when they come to the attention

work more closely with social service providers in the community. In our region, we work with organisations to

help but who would bene t from community-based social services. All of our of ces are using this new approach.

Teen Parent Service Co-ordinators
Teen parents can face more obstacles than other parents. In particular they can be reluctant to ask for the services they need. Our Teen Parent Service Co-ordinators are based in Gisborne (with Te Aka Ora) and in Hastings (with Te Taiwhenua o Heretaunga). The Co-ordinators make sure young parents are connected to local support networks and services. We also work with teen parents at the William Colenso Teen Parent Unit, to help them to stay in education throughout their pregnancy and in motherhood.

Violence-free relationships
Everyone should feel safe and nurtured

we are working with a number of other agencies in the Local Initiative for Violence Elimination (LIVE). This group invests in preventing family violence through culturally relevant approaches. Tairawhiti Men against Violence is continuing to engage their community in promoting positive parenting and, especially, celebrating being a dad.

VALUE FOR MONEY

THE MINISTRY IS A LARGE ORGANISATION AND SEES A HUGE INVESTMENT FROM THE GOVERNMENT.

Given the current economic circumstances we must be prudent with our allocation of this investment. Our size is our strength; we have the opportunity to re-evaluate how we do things, and to make our processes more ef cient and become more productive.

Most importantly we need to make sure we have the resources we need at the frontline, where our services are delivered.

Because of the recession more people need our help. We need to meet that demand for our services by providing increased resources to the frontline. We have made some tough decisions about our structure to make sure our people are where they need to be. This has already started happening. For example, we have recruited more Work and Income case managers and we have redeployed our quali ed/ registered social work staff to frontline of ces. This will continue to strengthen our resourcing at the frontline.

We are also improving our systems, redesigning our business processes and further reducing our overhead costs. One of the ways we are doing this is by developing technology to improve our are working on online tools for students and superannuitants so they can nd out about their eligibility and make simple transactions. This will free up staff to help those with more complex needs.

We have put some strategies in place to help us manage through this time and we are preparing ourselves to meet future demands on our services. We are using the Lean Six Sigma business improvement method. This method works by making sure we are not duplicating work across groups, by removing unnecessary process steps and by building on staff solutions, with the aim of improving client services.

In March 2009 we opened a Community Link centre in Flaxmere. A Community Link centre lets people tell their story only once to get access to the social services they need from one location. This improves our ability to help our clients, especially when some of their needs are closely linked, for example income, housing, health and employment.

We will nd the best solution to make a positive difference for the East Coast.

WHAT WE DO

THIS PLAN HIGHLIGHTS SOME OF THE PROGRAMMES AND INITIATIVES OUR REGION IS UNDERTAKING TO MAKE PEOPLE S LIVES BETTER. ALL THESE THINGS EXPAND ON OUR CORE BUSINESS.

Our core business is about providing services to those in real need, helping people to help themselves be successful in their lives. We take pride in helping the people in our region through:
- Income
- Senior Services
- children and young people and and Family
- communities and funding early and Community Services
- programmes and supporting young people to have a say in decision
- through fraud investigations and

To do this we work with other government agencies, non-government organisations, advisory and industry groups, and communities and iwi. Together we aim to make a positive and lasting difference in the lives of the people of the East Coast.

The priorities for East Coast in 2009/2010 are:

Employment
We want to keep as many East Coast people in work as possible. We will work with businesses and industries to help them stay viable and to be ready for the economic upswing.

Young People
We want our young people to thrive. We want them to be able to make positive choices about their lives and to in uence their own futures. We will help them to engage in education, training or work. We want to help young offenders to break cycles of offending and to get back on the right path. To do this, we are implementing the Fresh Start packages.

Keeping Kids Safe
We want children to have the best start in life. We offer parents access to resources to build their parenting skills, especially young parents. We will keep two-year-olds.

Value for Money
We will make sure there is value for money in everything we do by running ef cient and effective programmes and by sharing resources to keep overhead costs low.

Ministry of Social Development
East Coast Regional Of ce
1st Floor Vautier House
Corner Dalton and Vautier Streets
Napier
www.msd.govt.nz

Community Services Card
0800 999 999

Child, Youth and Family
www.cyf.govt.nz
0508 326 459

Family and Community Services
www.familyservices.govt.nz

Integrity Services
0800 558 008 (Debt Enquiries)
0800 556 006 (Allegation Line)

International Services
0800 777 117

Ministry of Youth Development
www.myd.govt.nz

StudyLink
www.studylink.govt.nz
0800 889 900

SuperGold Card
0800 25 45 65 (Card Holders)
0508 65 00 00 (Business Partners)

Work and Income
www.workandincome.govt.nz
0800 559 009 (General Enquiries)
0800 778 008 (Employer Line)

newzealand.govt.nz

MINISTRY OF SOCIAL DEVELOPMENT
Te Manatū Whakahiato Ora

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EAST COAST REGIONAL PLAN FOR 2009/2010

THE EAST COAST
OFFERS UNIQUE TOURISM EXPERIENCES INCLUDING STUNNING COASTAL SCENERY, AUTHENTIC CULTURAL TOURISM AND THE WORLD S LONGEST PLACE NAME

OUR SUPERB CLIMATE
FUELS OUR OTHER MAJOR INDUSTRIES HORTICULTURE, VITICULTURE AND AGRICULTURE

AT 28% THE REGION S
MĀORI POPULATION
IS DOUBLE THE NATIONAL AVERAGE

HAWKE S BAY IS NEW ZEALAND S
LARGEST PRODUCER OF APPLES

WE CELEBRATE OUR DIVERSE CULTURE HOSTING EVENTS FROM THE SPACIFICALLY PACIFIC FESTIVAL TO NAPIER S ANNUAL
ART DECO WEEKEND

MINISTRY OF SOCIAL DEVELOPMENT
Te Manatū Whakahiato Ora