

Safer Melville Plan Priority Review

Purpose of Engagement

To review the priorities identified in the 2017 - 2021 Safer Melville Plan through a process of engagement which is informative, fair, and transparent and can be linked to the outcomes of engagement.

Engagement Objectives

1. To inform residents of the City of the opportunity to participate in the review using communications strategies including direct emails, digital promotion and attendance at pop up engagement stalls.
2. To consult with residents using a series of online surveys, embedded in Melville Talks, on the topics of community safety and crime; accidental falls; intentional self-harm and suicide; and transport crashes.

The engagement was promoted via:

- A link to the Melville Talks page where the online surveys were located was sent by direct email to 2965 residents across the City of Melville who had been randomly selected from the City's databases.
- Elected Members Bulletin
- Distribution of hard copy flyers to remote sites (e.g. libraries) and local cafes
- Media release
- eNews
- Social media
- Paid advertorial in the Melville Gazette.

Executive Summary

The Safer Melville Plan identifies injury and community safety priorities for our community and informs the actions we take to improve safety and security, and reduce injury within the community.

As the Plan was originally developed in 2016, a minor review of the priorities has been undertaken to ensure that resources are directed to where they are most needed. This has involved analysing the most recent data (e.g. crime statistics) and then 'ground truthing' this information with the community to get the full picture through the administration of an online survey.

The survey was developed with the support of the Safer Melville Advisory Committee and based on the most recent data from sources including the WA Police and the Department of Health and with reference to the City's Community Wellbeing Survey (2019), Community and Business Perception Surveys (2018) the City's Community Safety Service (CSS) reports and graffiti removal statistics.

Topics for online surveys were as follows:

Community Safety and Crime including:

- Theft from cars

- Perception of safety questions i.e. clarification on suggestions from the Community Wellbeing Survey
- Graffiti questions
- Online safety questions

Accidental falls

Intentional Self-Harm and Suicide

Transport crashes

A major finding from all the surveys was lack of awareness concerning:

- the extent of crime involving theft from cars
- that they can report graffiti online to the City of Melville
- how to protect themselves online
- that falls were the biggest cause of injury leading to hospital admission
- the Safety System approach to road safety
- that transport crashes in the City of Melville mostly involved people aged 45 – 64 years.

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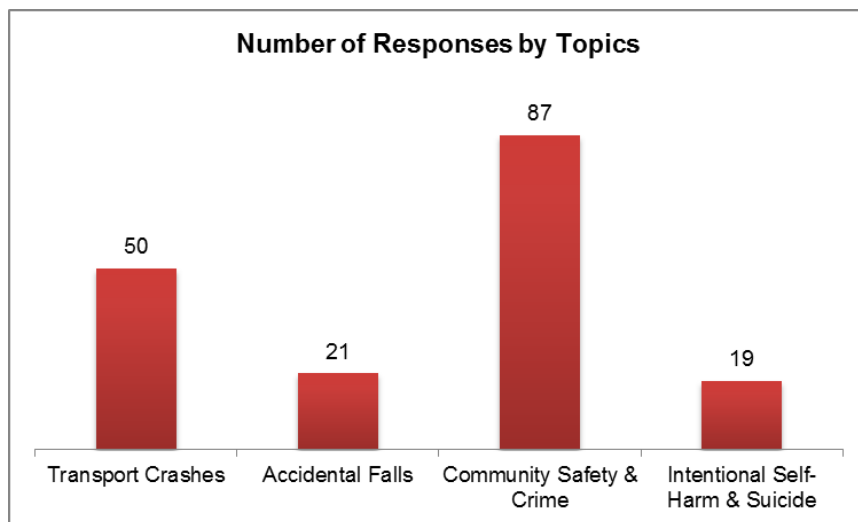
Data Analysis

The feedback collected from the community via surveys contained responses to both closed (quantitative) and open (qualitative) questions. The process of analysis involved the use of both statistical and qualitative analytical software, with the findings brought together in this report.

Statistical analysis involves examining and reporting on the data numerically. Cross demographic analysis allows for identification of trends in the data. However, on this occasion it should be noted that low response levels to some of the surveys and questions means the findings are indicative (of the people who participated) only.

Qualitative data analysis involves the iterative coding and review of text responses until key themes or ideas are identified. Nvivo, the program used by the City, provides visual means for exploring and then coding the data based on the context within which the words occur. Evidence of the process is illustrated with diagrams relevant to each open question and with direct quotations from the text.

Responses Received by Topic:



Community Safety and Crime was the most popular of the topics, followed by Transport Crashes across most demographic groups. Respondents under 24 and students were more interested in the topic: 'Intentional Self Harm & Suicide':

	Transport Crashes	Accidental Falls	Community Safety & Crime	Intentional Self-Harm & Suicide
Under 24 years old	2	1	2	6
Student	3	0	1	4

Community Safety & Crime:

87 respondents took part in the survey about Community Safety and Crime containing the following sub-sections:

- Stealing from vehicles
- Online safety
- Graffiti

Theft offences make up the majority of reported crime and have increased when comparing 2017/18 to 2018/19. From conversations with police this is due to stealing from motor vehicle offences increasing as well as retail theft.

Stealing from Vehicles:

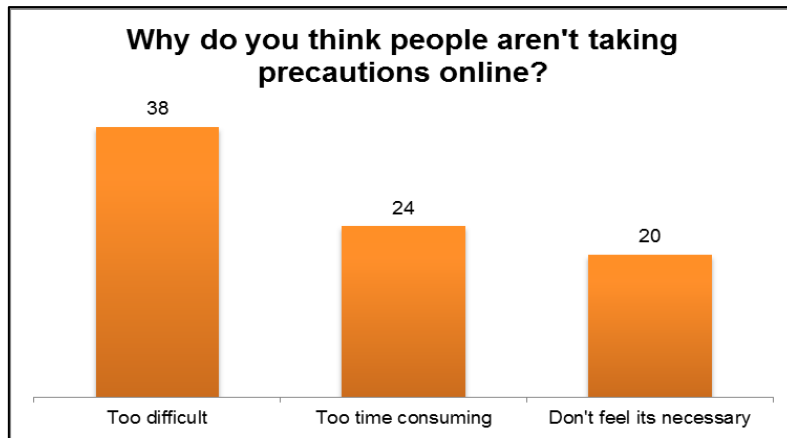
Stealing from vehicles is the main crime concern for police in the City of Melville next to theft from shops.

		Have you ever had property stolen from your car?	
		Yes	No
Did you know that stealing from vehicles is the main crime concern for police in the City of Melville?	Yes	5	13
	No	28	40

80% of the respondents did not know that stealing from vehicles is a major concern and 62% had never had property stolen from their vehicles.

Even within the cohort of respondents who had property stolen from their vehicles, only 13% recognised that stealing from vehicles is a main concern for police. The majority of them reported the theft to the police (61%). None of the respondents residing in Bicton or Willagee who had experienced car break-ins, reported the thefts to the Police. None of the respondents living in Attadale experienced car break-ins. It should be noted that the number of respondents per suburb are very small and the results may not represent the true population picture.

When responding to the open question: "What in your opinion would encourage someone NOT to leave their belongings in their vehicles?" analysis of the feedback contained recommendations for marketing and communications campaigns to prompt drivers to change their behaviour. Recommendations included the provision of more signage and public notices as "...visible reminders to people" and using social media for "...more real time reporting" on crime incidences in the suburbs. There was the sense that if the public better understood the extent of theft from vehicles, and were also provided with regular updates on times, places and locations that change might be achieved.

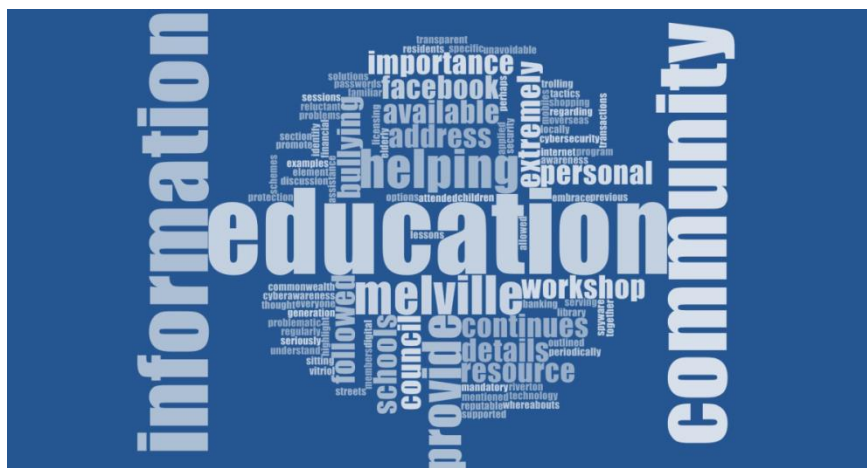


Of the respondents who answered the question, most people 38 (44%) believed that others were not taking precautions online because it was "too difficult" whilst 36 (42%) selected 'other' as a response and then went on to identify reasons such as a lack knowledge "...Don't know what precautions to take or how to implement them," being complacent, lazy, thinking that 'it won't happen to me' and potentially, how much it would cost to install software security programs.

The top five information/advice options that respondents thought would be most helpful included:

1. How to safeguard devices from viruses, spyware and other malicious software.
2. How to protect data e.g., how to set strong passwords, backing up data etc.
3. How to identify suspicious attachments or links.
4. How to keep children and young people safe online.
5. How to guard your digital identity e.g. what and where you post online to prevent identity theft, fraud etc.

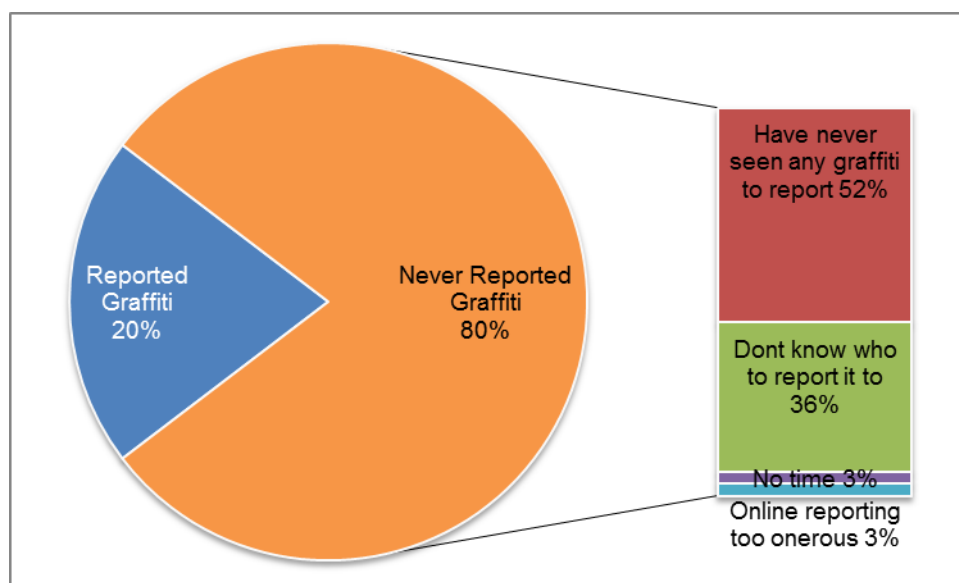
Despite most respondents identifying that online scams were the main cause for people feeling unsafe online, getting information and advice on 'How to avoid online scams' did not rank highly as being most useful. Of the 74 respondents, only 11 (15%) thought information/advice on how to avoid online scams would be helpful. Residents from Attadale were most interested in advice on 'How to keep children and young people safe online', followed by 'How to keep vulnerable people safe online'. Respondents who were self-employed and aged between 25 and 34 years old were those most interested in: 'How to keep children and young people safe online'. Responses to the open question: "Do you have any other ideas on information or advice to help people feel safer online?" focussed on people getting educated.



In the 2019 City of Melville Community Wellbeing Survey 'safe and secure' was the top rated priority where the community felt more needs to be done. The top suggestion on what more could be done was "increased presence/responsiveness of 'safe and secure' authorities. Which authorities do you think are NOT present and responsive? Most participants identified that the Police were the missing authority.

Graffiti Removal

80% of the respondents have never reported graffiti for removal. Of these respondents 52% (n=36) have never seen any graffiti to report. Nevertheless 29 people in this group were aware of how it should be reported.

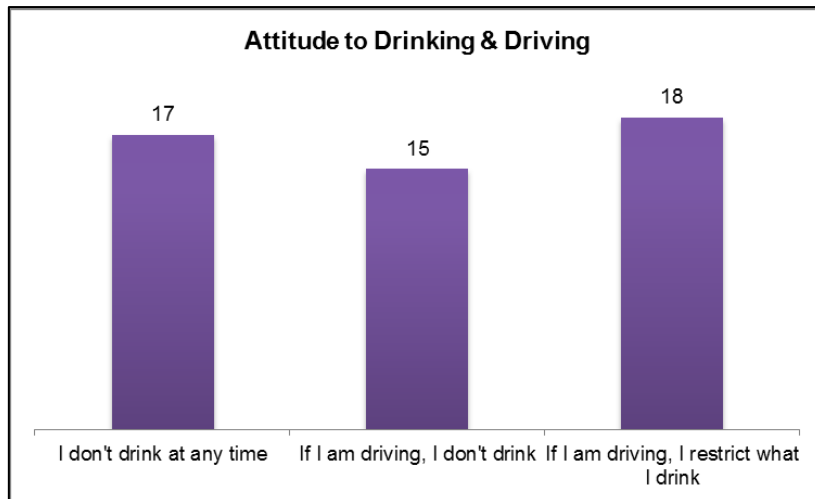


None of the respondents from Applecross, Bateman, Bull Creek, Kardinya, Mount Pleasant, Murdoch, Myaree and Palmyra (n=27) had ever reported graffiti for removal. Of these respondents, 48% had never seen any graffiti to report and 25% didn't know how it should be reported. Respondents between 35-64 years old had the highest reporting rate for graffiti. Younger respondents (below 35 years) and only 6% of seniors (65+ years old), reported graffiti for removal in the past. Some respondents who selected the 'other' option to this question did not know that they could report instances of graffiti themselves indicating that an awareness campaign could be worthwhile. "This as alerted me to the fact that I can report graffiti which is good. Online reporting would be great. I shall look [it] up and see."

Transport Crashes

50 respondents took part in the survey about Transport Crashes. 12% knew that people aged 45-64 years old were those most affected by transport crashes in the City of Melville. Only 4% were aware of the Safety System approach to road safety.

Respondents' attitude to drinking and driving were quite equally distributed.



The majority of the respondents (80%) believed that the amount of speed limit enforcement activity should at least stay the same or increase, and almost all of them (96%) never or only occasionally drove more than 10km/hr over the speed limit. Over the past 12 months, only three of the respondents were involved in a transport crash or near miss due to failing to notice a stop sign or traffic light (n=2) or driving too fast for the road or weather conditions (n=1). All three respondents were female and two of them were 45-64 years old.

Responses to the open question: "What, in your opinion, would encourage someone to adopt safer road behaviours?" identified a range of mechanisms from stronger penalties to exposing drivers to the consequences of their actions as a deterrent.



Comments suggested that extreme measures, together with greater enforcement by traffic police, were required to change the behaviour of road users:

“Penalties unfortunately. Being exposed to the results of unsafe behaviour (speed, alcohol/drug excess, idiotic behaviour)...on the roads. A night in an emergency department...”

“Continuing strong enforcement/fines to challenge behaviours that have...become culturally acceptable. Sharing more real life stories that resonate.”

Also recommended was greater control over driver behaviour through the deployment of traffic management strategies in the design and layout of roads: “Roundabouts are most useful in keeping traffic apart [and] they should be used more often,” “Improve bike lanes,” and “[having]... increased numbers of traffic lights at intersections.”

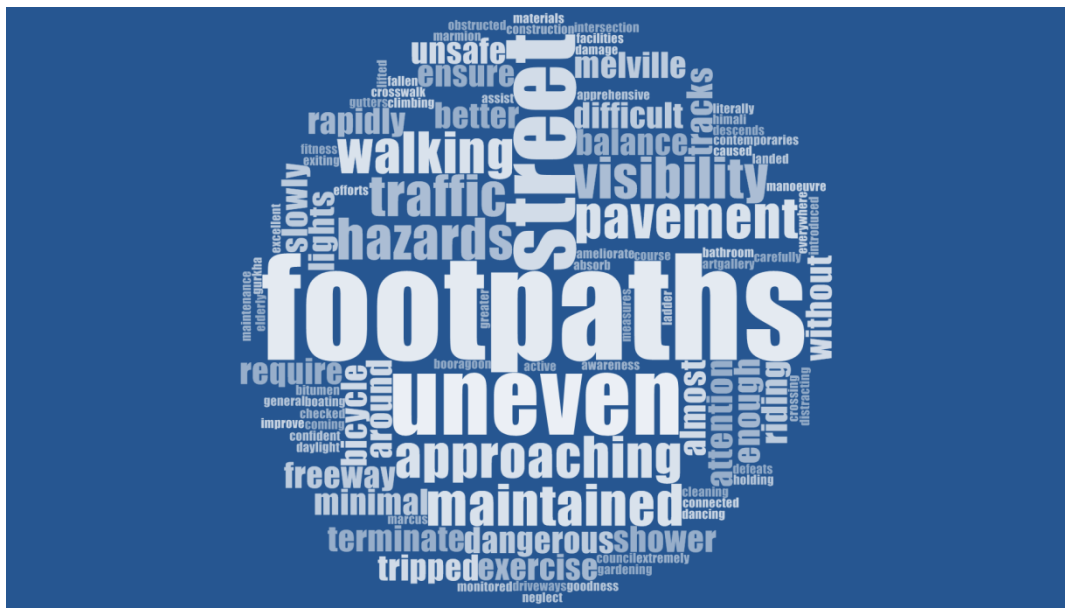
Accidental Falls

21 respondents took part in the survey about Accidental Falls. Slightly more than half of the respondents have fallen in the past, but only 14% were aware of the extent and impact of accidental falls. All of the respondents agreed that in order to prevent a fall, it is important or very important to: (i) be physically active, (ii) remove hazards to make your home safer, and (iii) wear appropriate footwear. At least 85% of the respondents agreed it was important or very important to do all of the other proposed actions in order to prevent falls.

	Not at all Important	Slightly Important	Neutral	Important	Very Important	% of Important / Very Important
Building up balance	0	0	1	3	17	95%
Strengthening my legs	0	0	2	6	13	90%
Being physically active	0	0	0	7	14	100%
Regularly checking your medications	1	0	2	11	7	86%
Keeping a healthy mind	0	0	3	10	8	86%
Maintaining a healthy diet	0	0	3	11	7	86%
Maintaining a healthy weight	0	0	1	11	9	95%
Removing hazards to make your home safer	0	0	0	7	14	100%
Regularly checking your eyesight	0	0	2	10	9	90%
Wearing appropriate footwear	0	0	0	10	11	100%

29% of the respondents were aware of 'Stay on Your Feet' and they are all female above 55 years old. Only one respondent had ever accessed their programs or resources. Half of the respondents agreed it was extremely important to do at least three hours of strength and balance activities each week when they were over the age of 60. All but one respondent thought this was at least somewhat important to them.

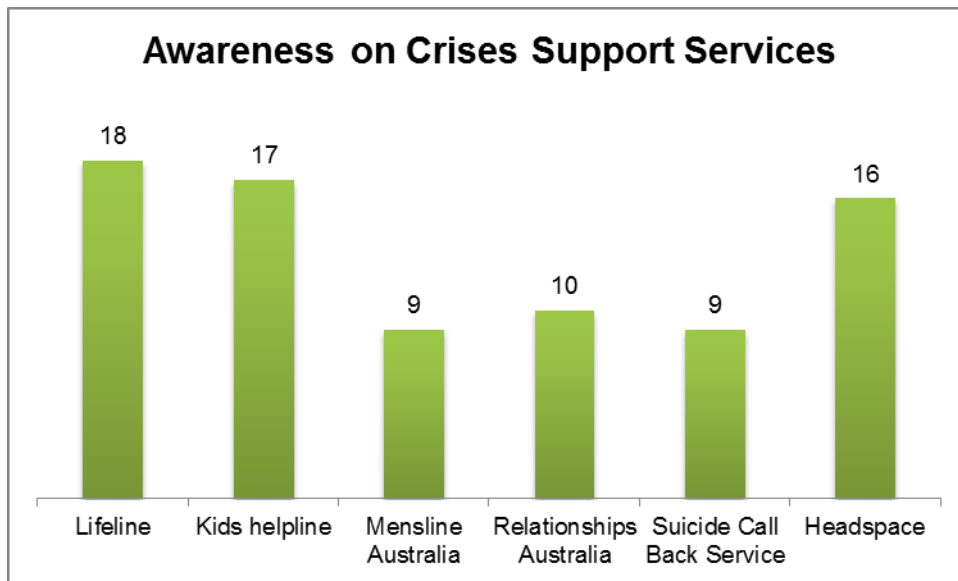
The majority of the female respondents walked around their local area during the week to exercise, while majority of the male respondents cycled. 50% of the respondents participated in more than one activity during the week. None participated in the City's 'Living Longer Living Stronger Programs'. Commentary from the open questions about falls suggested that outdoor hazards be considered with particular reference to footpaths, where they exist, but also in circumstances where they are absent.



Respondents talked about maintenance: "...old footpaths should be checked for lift from tree roots;" "Ensuring that walkways are well maintained so that elderly people with or without walking aids can feel confident about staying active on their own" and also "sort out uneven pavement around the City of Melville. Others identified the need for footpaths to be constructed, in all the suburbs and "...pedestrian unfriendly areas [which] are distracting and risky"

Intentional Self-Harm & Suicide

19 respondents took part in the survey about Intentional Self-Harm & Suicide. Only 26% of the respondents were aware of the extent and impact of intentional self harm and suicide in the City of Melville.



79% of the respondents are aware of more than three out of the six support services listed. Lifeline, Kids Helpline and Headspace are services more commonly known among the respondents. There is a high level of awareness about services provided by Kids Helpline among respondents aged between 25 to 54 (eight out of ten respondents), presumably respondents with young children at home.

Only half of the male respondents are aware of the Mensline Australia support services. All of the respondents aged 24 and below are aware of support services provided by Headspace. 84% of the respondents were comfortable talking about suicide with someone they are worried about. 42% of the respondents were aware of the Blue Tree Movement.

Recommendations for what might be of help when talking to others were very limited with the most comprehensive response being: "Guidance on good ways to say things and explanations of what's wrong about other ways."