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# How to Develop an Older Driver Program

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# Disclosures

No disclosures

# Objectives

- Review University of Missouri's *"Keep Your Keys Program"*
- Discuss how to implement a program in your community
- Strategize on how to evaluate your programs success



# KEEP YOUR KEYS?

THE EFFECTS OF DRIVING AS WE AGE



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## KEEP YOUR KEYS?

THE EFFECTS OF DRIVING AS WE AGE

- Our program is geared towards older adults 55+ and their adult caretaker/family member.
- We queried our trauma registry as well as the Missouri State Highway Patrol to identify the counties that had the highest incidences in MVC's/MCC's in older adults.
- We contacted senior centers in those areas to schedule a free presentation on planning for driving retirement...or at least opening the door for that discussion

## We have 7 goals with our program that are derived from Missouri's Blue Print to Save More Lives

- **Goal 1:** Educate Older Drivers (55 & up) about staying medically and physically fit to drive.
- **Goal 2:** Educate the older driver on medical, cognitive, auditory, and visual signs and symptoms that impair driving.
- **Goal 3:** Educate the older adult and their family member/caretaker on current assessment tools that are available and pertinent to being able to decide when to consult a medical professional
- **Goal 4:** Educate the older adult and family member/caretaker on resources available to help planning for driving retirement and mobility transitioning.

# Goals cont...

- **Goal 5:** Educate stakeholders (law enforcement, driver license offices, healthcare professionals, etc.) about medical fitness- to-drive and prolonging safe driving.
- **Goal 6:** Educate and promote the use of in vehicle technologies in reducing crash and injuries
- **Goal 7:** Educate older drivers and passengers on ways to improve safety while in a vehicle.

# Our Results...

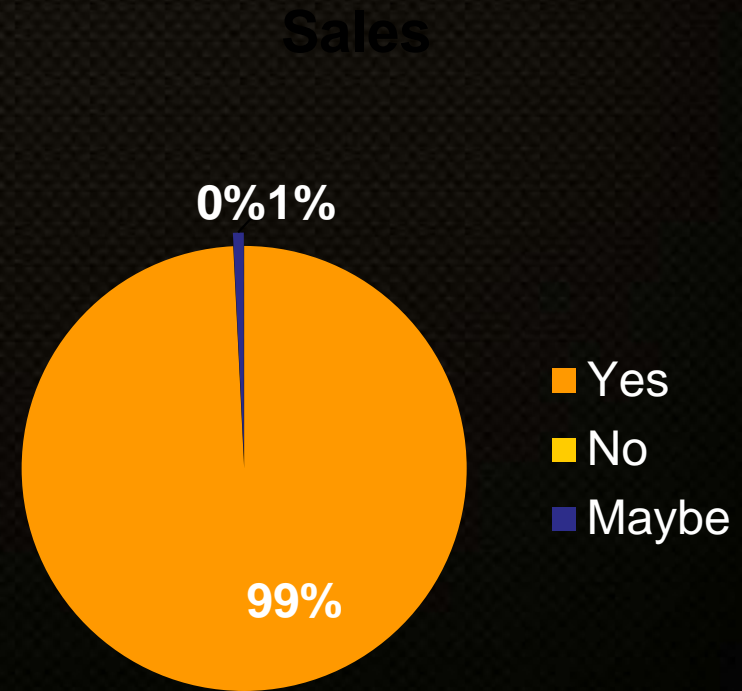


## SENIOR DRIVERS

I'm speeding because I have to get to where I'm going  
before I forget where I'm going.

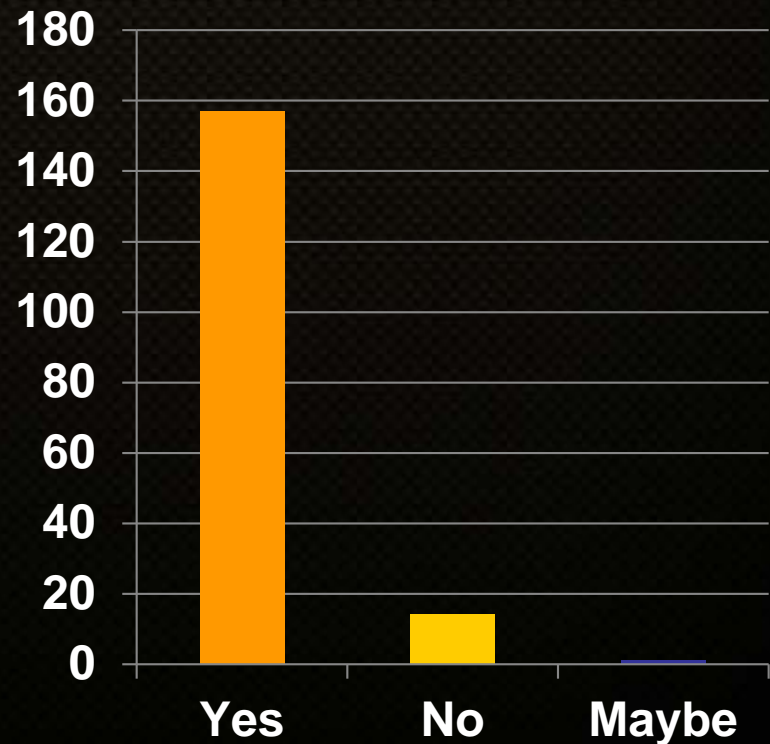
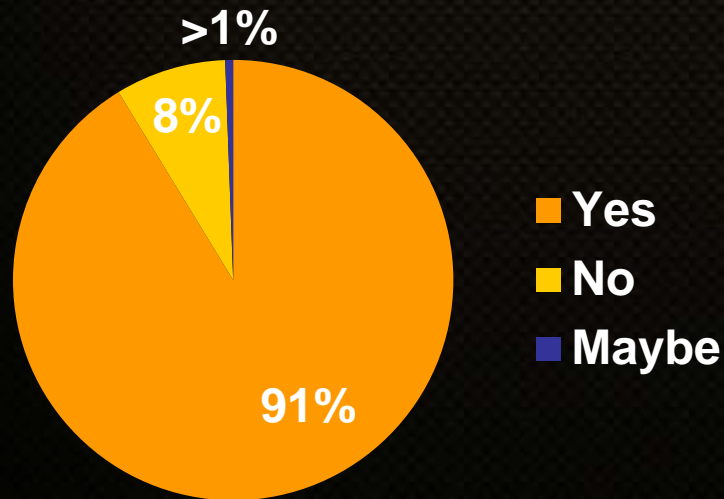


# Do you think this presentation was informative?

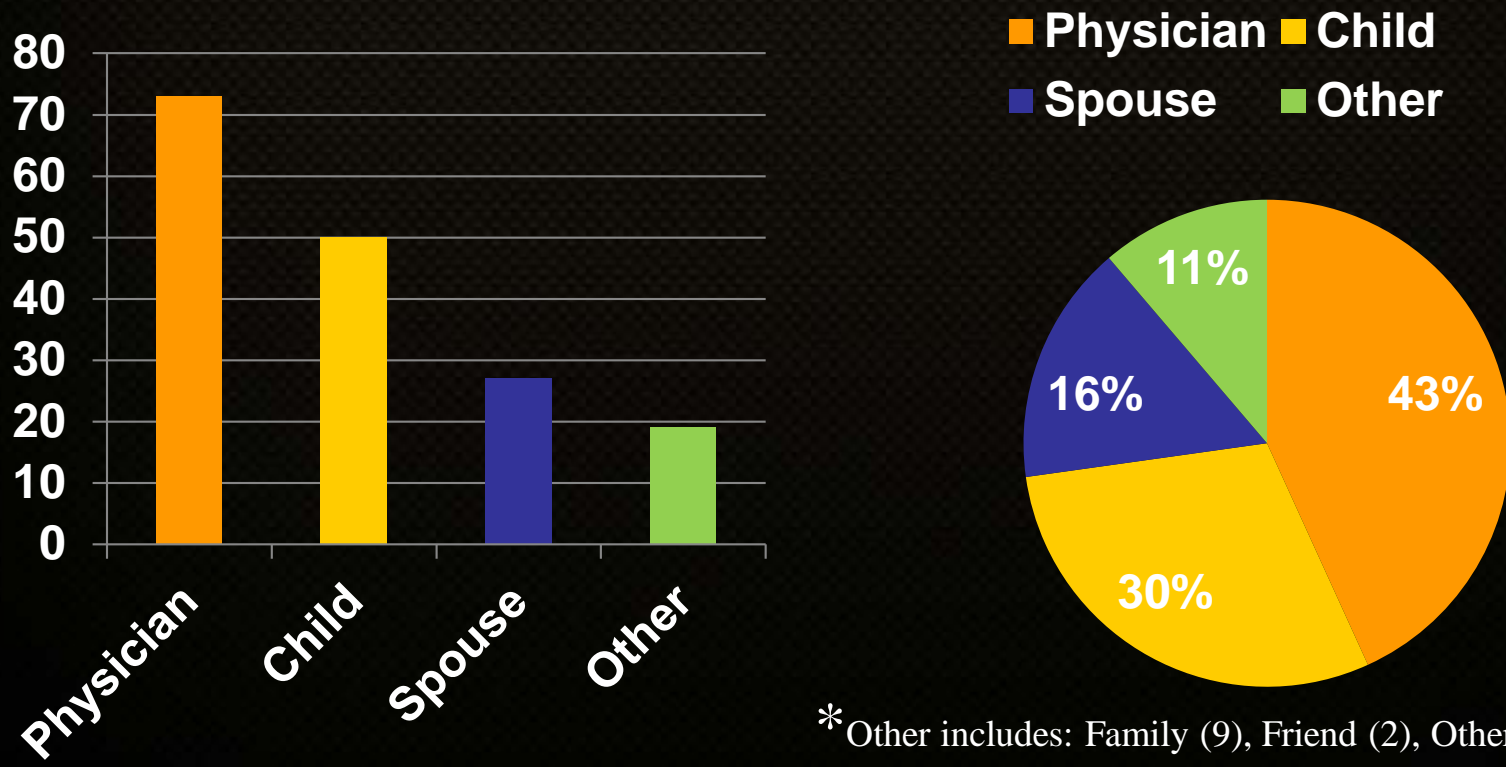


# Do you feel more prepared to approach driving retirement?

Sales

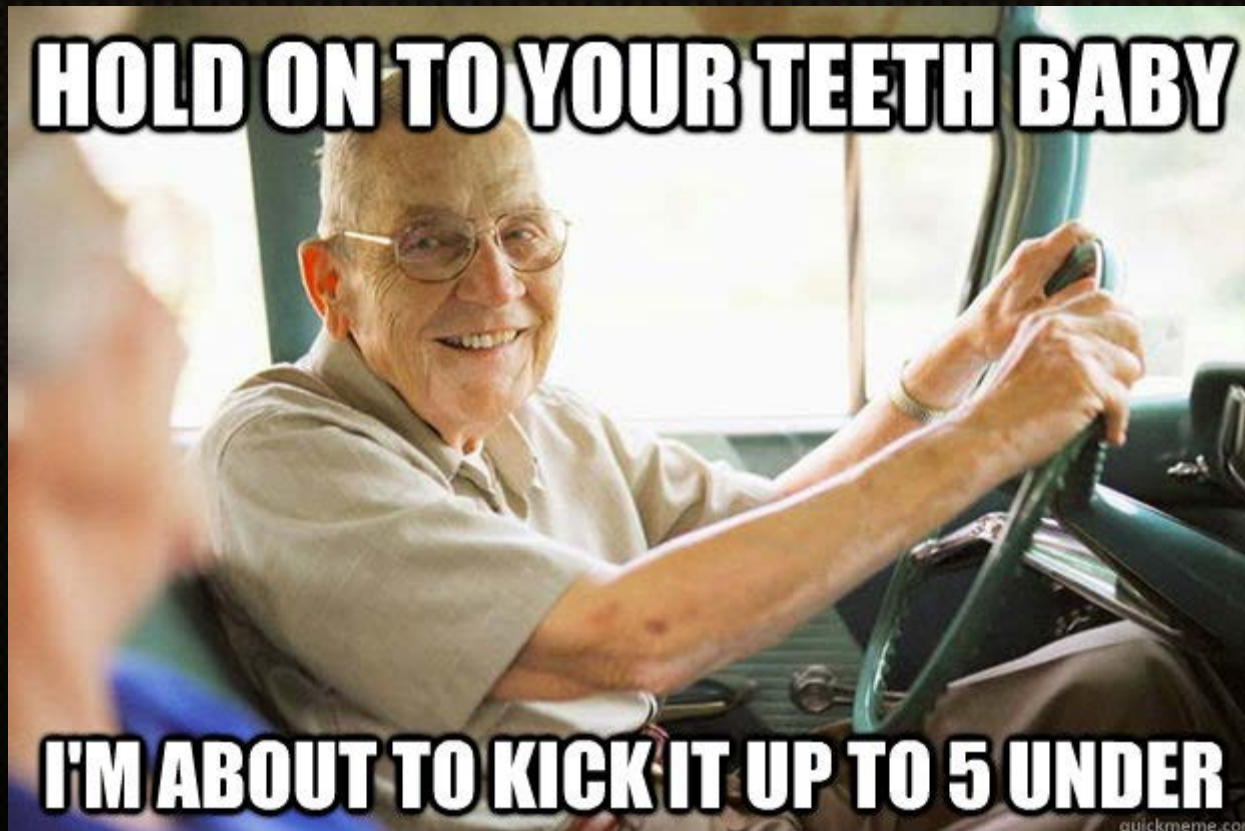


# Who would you feel more comfortable talking to about your driving retirement?



\*Other includes: Family (9), Friend (2), Other (3), None (3), Pastor (1)

# Now...to build your own program



# What is Your Target Audience

- Identify who it is you want to reach
  - older drivers 55+
- Identify where the problem is
  - determine where crashes are occurring (ex: query hospital trauma registry, highway patrol)
- Identify the problem you want to solve
  - providing transportation, providing resources, or workshops

**SHOW ME THE**

**MONEY!!!!!!!**



# Oh wait....they just don't give it to me?

Funding...what my options

- Does your institution or program have funds accessible for your use?
- Grants....where can I find grants to apply to?

# Ways to Find Grant Funding

Funding for older driver programs are often provided by large insurance companies, national health organizations, and sometimes car manufacturers.

Several of our programs are funded through the Department of Transportation and State Farm. These two organizations provide numerous grants for preventable injuries.



# Ways to Find Grant Funding (cont.)

These websites can be especially helpful in finding funding:

- Grants.gov

<http://www.grants.gov/>

- The Foundation Center

<http://foundationcenter.org/>

# Writing Grants

To better familiarize yourself with the world of grant writing consider taking a course at a local career center or online to create a stronger foundation for your first grant proposals.

# Writing Grants

Courses can be found at local career centers that provide the introductory resources to grant writing (on average courses cost anywhere from \$40-\$100 per course).

Courses can also be found online that can aid in the first steps of grant writing. The following websites offer free courses:

- National Institute of Health - [http://www.cc.nih.gov/training/resources/grant\\_writing.html](http://www.cc.nih.gov/training/resources/grant_writing.html)
- Grantspace - <http://grantspace.org/training/self-paced-elearning/proposal-writing-short-course>

**IF YOU BUILD IT, THEY WILL COME**



**OR THEY WON'T. HARD TO SAY.**



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# NO really...how do I get them to come?

- Pre-advertise
  - Community calendars-free
  - Website-free
  - Social media-free
  - Pitch a story to the media about an older driver-free
  - Send flier/table tents to local civic organizations/churches/doctors offices-\$\$\$
  - Ad in local newspapers-\$\$\$
  - Church Bulletins - free

# MAXIMIZE Your Resources!

- Your community wants to help!
  - Partner with educational institutions that provide internships or service learning opportunities
  - Donations from local businesses to put in your incentive bags

# Location/Location/Location

- Where can I present a program on driving without asking the older driver to drive to me???
- Where can these presentations take place for FREE
  - Senior Centers
  - YMCA/Rec Centers
  - Public Library
  - Hospital Conference Rooms
  - Civic Organizations

# NO really...how do I get them to come?

Offer an incentive

- Gift Card
- All participants get a free “Keep Your Keys Workbook” and bag of goodies (pen, keychain, seatbelt cover)



# How to I tell them to give up their keys????

- You don't.....
- They are more open to talking about health impairments that might effect their driving then you thin
- Use this time as a way to open the discussion for a future time when they can no longer drive
- Don't wait until you can't plan, **PLAN NOW!**

# Things to Consider.....

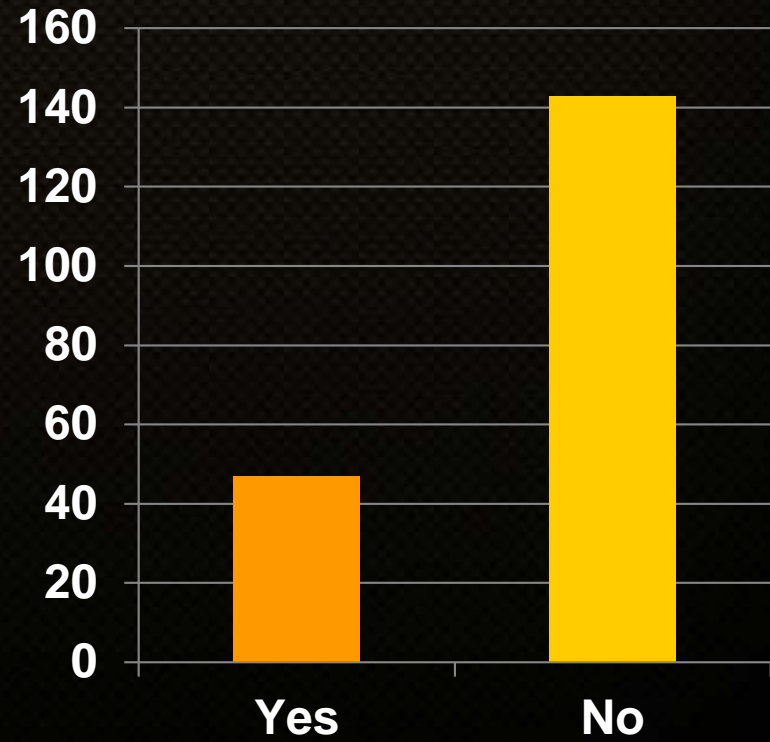
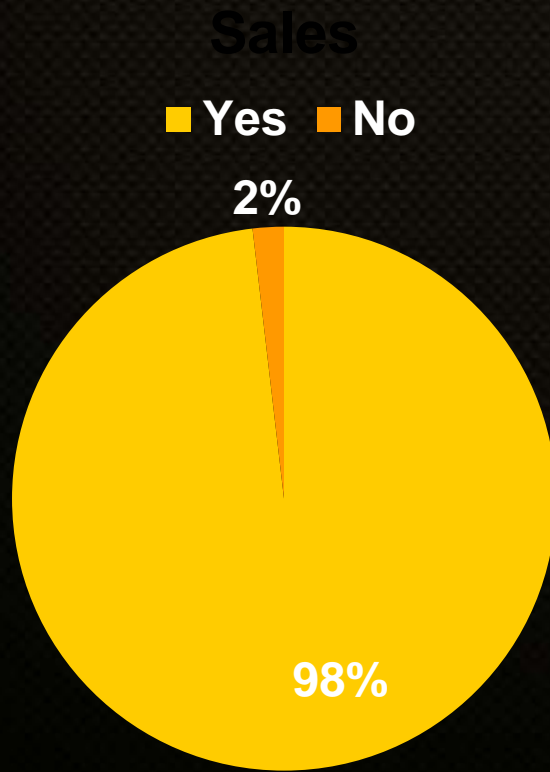
Do they have the resources in their community

- meal delivery
- pharmacy that delivers
- ride to church
- ride to the doctor
- grocery store that delivers
- Give them resources...video, workbook, transportation resources in their area

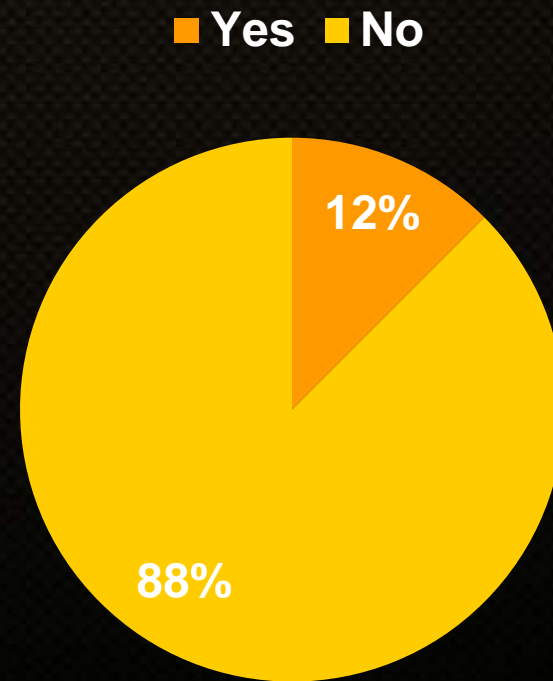
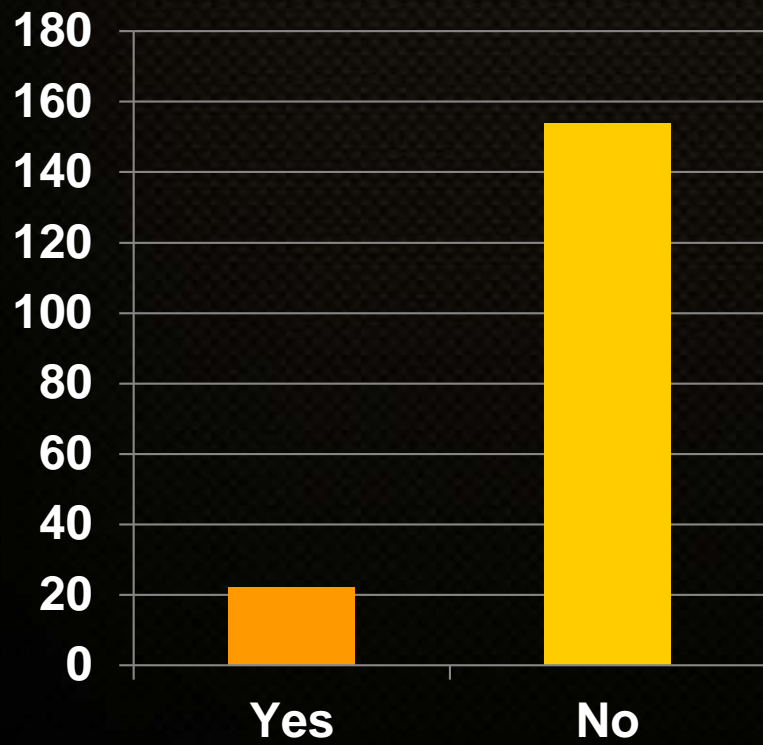
# How Do I Determine If My Program Was Successful?

- We use surveys...you can do the same. Those that fill their completed post/pre survey out get entered into a drawing for a \$25 visa gift card
- We also send a follow up letter and survey to the facility looking for feedback after the class

# Do you still currently drive?



# After learning about the medical conditions that hinder driving, do you feel like you should retire from driving?



# Questions???



# Contact

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## **5 Step System to Developing a Successful Older Driver Program**

### Step 1: Identify what the problem is

- Know the importance of why the program is needed
- Implement a realistic goal for your program and set a path for the objective that are fundamental to focus on

### Step 2: Find out who the target audience is

- Decide the what age group you want to target
  - Help to know when age related impairments begin to surface and how that may have an effect on driving
  - Look at local crash statistics to cater the program to the ages that are in need of it the most

### Step 3: Use your resources

- Grants are a great way to get LOTS of free money
  - Look into funding from health organizations, the government, car manufactures, and insurance companies
- Donations from local retailers to help fund incentives for participants who attend the program or who fill out a survey
- Partner with professionals, educators, or institutions
  - These relationships can be beneficial sources of information and potential connections to allow the program to grow
  - Internships

### Step 4: Getting people to attend your drive safe program

- Let people know
  - Online tools (program website, Facebook, Twitter, etc.)
  - Conduct interviews or run ads with local media outlets (Radio station, television news, and print newspapers)
  - Go out into the community and do face to face advertising (Send fliers to businesses, civic, and religious organizations.
- Location is key

### Step 5: Know if your program is making an impact

- Data collection and this can be done through:
  - Participant pre- and post surveys to compare their before and after understanding of the material
  - Use past incident reports and crash records to see if the program is making a difference for those in your target audience
- It is important to know if the information that is being presented falls in line with the goal that was first set for the program because if not the direction should be changed to avert back to the original objective





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