



Real World Solutions to Reduce Crashes for Florida's Aging Road Users

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Florida Dept. of Transportation
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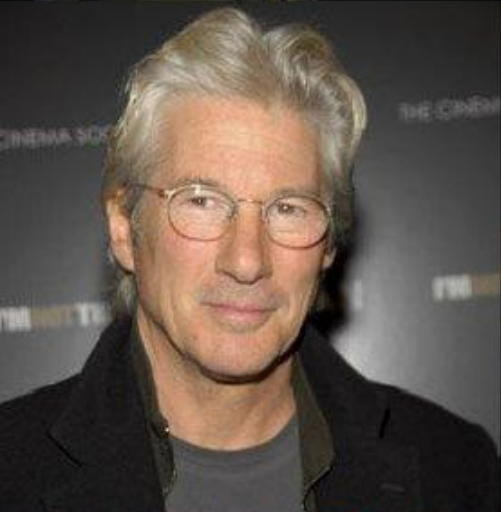


Aging Road User

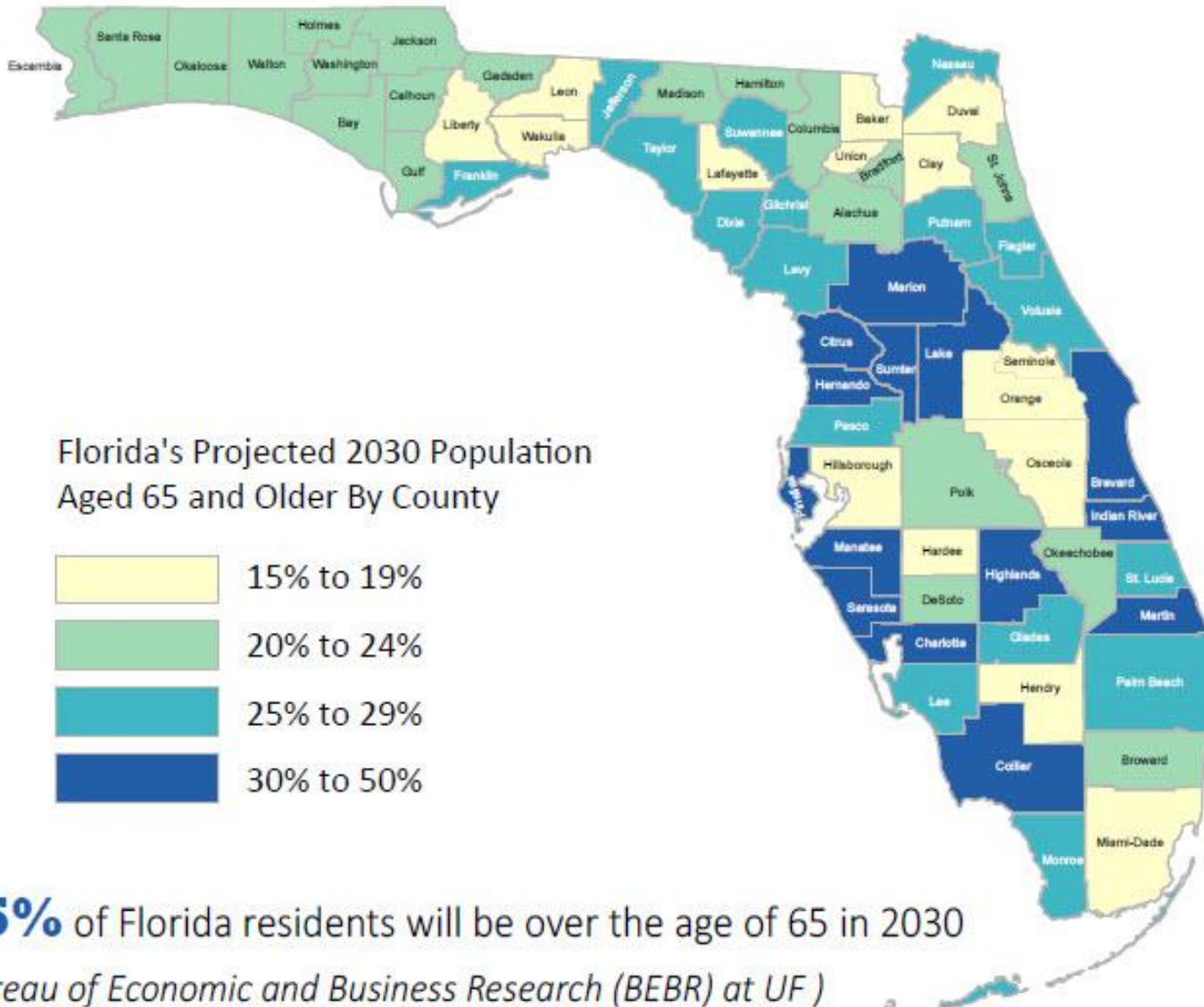
Someone who is a driver, passenger, pedestrian, bicyclist, transit-rider, motorcyclist, or operator of a non-motorized vehicle who is 50 years of age or older, with a special focus on the 65 year and older age group.







Catalyst for Change



FDOT's Comprehensive Approach



- ✦ Balance safety and mobility needs of aging Floridians (65 years and older)
- ✦ Develop programs and resources for all stakeholders
- ✦ Promote a positive, comprehensive approach to a broad issue
- ✦ Change how agencies and organizations work together to address challenges and develop resources for Florida's aging road users

Program Partnership



State Traffic Engineering
and Operations Office



Pepper Institute on Aging
and Public Policy



THE FLORIDA STATE UNIVERSITY
PEPPER INSTITUTE ON AGING AND PUBLIC POLICY



Safety is Golden



Safe Mobility for Life Coalition



THE FLORIDA STATE UNIVERSITY
COLLEGE OF MEDICINE

Florida's Aging Road User Strategic Safety Plan

- ☀ Comprehensive plan that addresses both safety and mobility issues.
- ☀ Data-driven and evaluation plan.
- ☀ Aligns with the 2060 Florida Transportation Plan.
- ☀ Ties into Florida's Strategic Highway Safety Plan.
 - ☀ At Risk Drivers Emphasis Area



Ten Emphasis Areas

- ☀ Program Management, Evaluation, and Resources
- ☀ Data Collection and Analysis
- ☀ Outreach and Education
- ☀ Advocacy and Policy
- ☀ Aging in Place
- ☀ Prevention and Early Recognition
- ☀ Assessment, Remediation, and Rehabilitation
- ☀ Licensing and Enforcement
- ☀ Other Road Users
- ☀ Transitioning from Driving

Each Emphasis Area

- ☀️ Has a strong team leader who is an expert in this area.
- ☀️ Contains goals, objectives, strategies, and action steps that align with the overall goal of our Aging Road User Strategic Plan.
- ☀️ Team members take the lead in developing Coalition resources that meet their emphasis area goals.



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Prevention & Early Recognition Emphasis Area

☀️ **Goal:** Promote the value of prevention strategies and early recognition of at-risk drivers to aging road users and stakeholders.

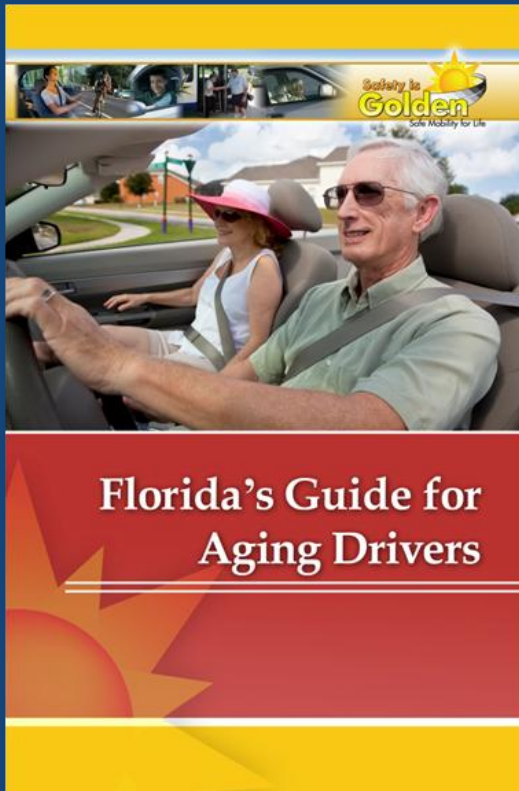
☀️ **Resources: Real World Solutions**

☀️ Florida's Guide for Aging Drivers

☀️ Health Care and Social Service Providers Needs Assessment



Florida's Guide for Aging Drivers



- ☀ Targeted for drivers (50+) to help them stay proactive about their driving.
- ☀ Written in consumer-friendly language.
- ☀ Help educate on:
 - ☀ The impact of aging on skills needed for safe driving
 - ☀ Importance of planning for retirement from driving
 - ☀ Access to local resources
- ☀ Available in English and Spanish.
- ☀ Response to guide has been positive by both aging drivers and communities.

Needs Assessment to Assist in the Prevention & Early Recognition of Florida At-Risk Drivers

- ☀ Survey tool disseminated to **2 groups** - medical professionals and social service providers.
- ☀ Distributed statewide via web, phone, and fax.
- ☀ Oct. 13 – Nov. 24, 2014
- ☀ **1,154** survey responses received.
 - ☀ **608** medical professionals
 - ☀ **56** social service providers
- ☀ Responses received from all **67** counties.
 - ☀ **95%** response rate +/-2.88



Key Findings

- ☀ Majority of medical professionals (85%) and social service providers (87%) have conversations with older adults about driving.
 - ☀ Q: Do you “EVER” have conversations...
- ☀ Barriers to discussing driving are the same for both groups.
 - ☀ Lack of resources to assess (55%)
 - ☀ No transportation options to offer (50%)
 - ☀ How not driving may negatively impact quality of life (49%)

Key Findings

- ☀ Main topics discussed with older adults:
 - ☀ Planning for the future (56%)
 - ☀ Talking about way to drive safely (52%)
- ☀ Majority (88%) feel a simple screening tool to help identify and better predict at-risk drivers would be helpful.
 - ☀ 88% agree identifying at-risk drivers is everyone's responsibility
- ☀ Top resources they want to receive:
 - ☀ Florida's Guide for Aging Drivers
 - ☀ Local Transportation Options
 - ☀ FDOT Safe and Mobile Seniors website (www.FLsams.org)

What's Next?

- ☀️ FDOT Final Research Report to be released in June.
- ☀️ In the meantime...
 - ☀️ Reviewing the conclusions and recommendations
 - ☀️ Further research with FSU med students
 - ☀️ Deeper data dive
 - ☀️ Publish results
 - ☀️ Creating an implementation plan to distribute existing materials to health care professionals and social service providers.
 - ☀️ Florida's Guide for Aging Drivers
 - ☀️ www.FLsams.org and Find a Ride Page

Outreach and Education

Emphasis Area

☀️ **Goal:** Provide information and resources regarding aging road user safety, access, and mobility.

☀️ **Resources: Real World Solutions**

☀️ www.FLsams.org

☀️ Public Service Announcements – Radio Spots

☀️ Promoting Outreach and Advocacy



www.FLsams.org

- ☀ Easy access to safety, access, and mobility resources in FL.
- ☀ Contains information for all stakeholders.
- ☀ Promotes keys to staying safe and mobile:
 - ☀ Understand the impact that aging can have on your safe driving skills
 - ☀ Learn how to stay proactive about your safe driving skills
 - ☀ Plan for a safe transition from driving while remaining active

Navigation: About Us - Road User - Roadway - Vehicle - Laws - Find a Ride -

Safety is Golden

Safe Mobility for Life

Keys to Staying Safe and Mobile in Florida

Aging Road User:
A driver, passenger, pedestrian, bicyclist, transit-rider, motorcyclist, or operator of a non-motorized vehicle who is over the age of 50 with a special focus on the 65 years and older age group.

News:
Our new Aging in Place Checklist is now available to help you determine if your current or future community meets your personal mobility needs! ([more info](#))
We added an updated list of Certified Driver Rehabilitation Specialists. ([more info](#))

Remember... YOU hold the keys to your transportation future...

Distributing a Positive and Empowering Message

☀️ Print

☀️ “Keys” Radio Spot

Funded by the Florida Department of Transportation




You hold the keys to your transportation future...

Keys to staying safe & mobile:

- 🔑 Learn the impact of aging on driving skills
- 🔑 Stay proactive about your safe driving skills
- 🔑 Plan for a safe transition from driving

Learn more at www.FLsams.org or by ordering a free copy of Florida's Guide for Aging Drivers:


Pepper Institute on Aging & Public Policy
Safe Mobility for Life Resource Center
PO Box 3061121
Tallahassee FL 32306
email: safe-mobility-for-life@fsu.edu



¡También disponible en español!

www.FLsams.org

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Safe Mobility for Life Coalition



Public Service Announcements

☀ Radio spot: “Keys”

☀ Aired: Sept. – Oct. 2014

☀ Target: Aging Road Users 50+

☀ Radio spot: “Grandma” and “Kids”

☀ Aired: 12/22/14 – 1/4/15

☀ Target: Holiday time with family

☀ **iHeart Radio Markets:** Florida News Network;
Better Homes and Garden Network;
Roundtable Network

Did we get bang for our buck?

☀ Short answer...YES!

☀ WHY?

- ☀ Used focus group tested ads from our target audience
- ☀ Only ran 164 radio spots over 51 days
- ☀ Concentrated on rural & urban priority counties
- ☀ Reached 41 counties (61%)
- ☀ 22% increase in users (2% new users)
- ☀ 14% increase in page views

Promoting Outreach and Advocacy

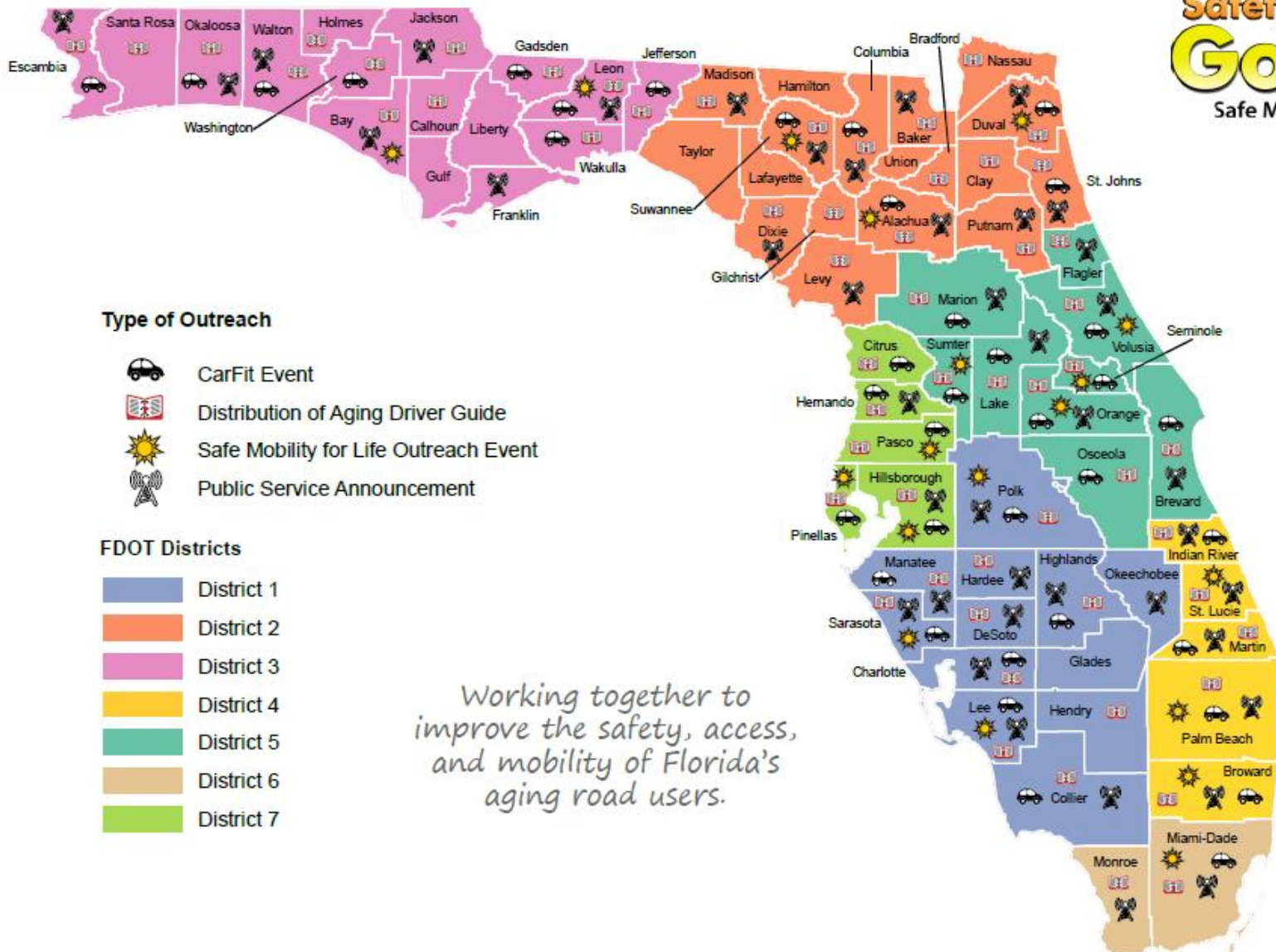


Florida's Aging Road User Outreach & Advocacy

(October 2010 to September 2014)










January 2015



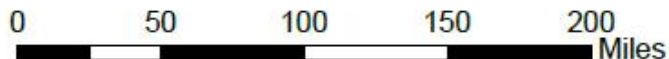
Type of Outreach

-  CarFit Event
-  Distribution of Aging Driver Guide
-  Safe Mobility for Life Outreach Event
-  Public Service Announcement

FDOT Districts

-  District 1
-  District 2
-  District 3
-  District 4
-  District 5
-  District 6
-  District 7

Working together to improve the safety, access, and mobility of Florida's aging road users.



www.FLsams.org





Safety is **Golden**

Safe Mobility for Life Coalition

Thank you!

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