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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