

Keeping older drivers safe and mobile

Different approaches to
community education



The road safety issue

In 2003, 14% of City of Greater Geelong's 196,500 residents were aged 65+

Of these 27,500 residents, 80% or 22,500, held licences

This age group made up around 17% of driver crashes



The road safety issue cont.

Compared to all drivers, those 65+ are involved in a greater proportion of:

- cross intersection crashes - 42% v 33%
- crashes at giveaway signs - 11% v 7%
- right turn crashes - 28% v 16%
- daytime crashes – 85% v 67%; peak times between 3-5pm



Origins of the program

1995– 2001

- ❖ Visits to clubs by Road Safety Players organised by RoadSafe Barwon (RSB)
 - Plays accompanied by distribution of Victorian Older Driver Handbook and discounted 'refresher lesson' vouchers

2001-2002

- ❖ SafeDrive half-day seminars became available – RSB organised 10 in two years



Origins cont.

2002–2005

- ❖ brief information sessions provided by RSB volunteers in clubs, with Handbook & vouchers
- ❖ GP seminars promoting 'Assessing Fitness to Drive' resource; also distributed refresher lesson vouchers through GP practices
- ❖ three public seminars, with a total of around 400 participants
 - appreciated 'keep driving for as long as it is safe to do so'

Need something to fit into typical speaker time at monthly meetings of local groups



Available education opportunities

- ❖ SafeDrive – 1.5-3 hours required
- ❖ Years Ahead – 1 hour session, booked through RACV Melbourne
- ❖ Wiser Driver – 2 hours x 4 weeks for maximum of 20 people per program



Addressing the need for a local presentation

After consultation with VicRoads Vulnerable Road Users staff, local group reviewed SafeDrive material to fit a 45-minute presentation

Commenced promotion of the sessions early 2006

Mature Age Drivers' Information Sessions

Does your club or group have:

- drivers over the age of 60?
- 45 minutes of meeting time to spare?
- an interest in updating driving knowledge?



You might like to book one of our free information sessions...

Information includes safe driving practices -

- road rules
- trip planning
- vehicle safety

and good health and driving -

- medicines
- fatigue
- driving and alcohol

Participants will receive a copy of the Victorian Older Drivers' Handbook and a voucher entitling them to a subsidised 'refresher' driving lesson with a professional driving instructor

for bookings contact:

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Local presentation

- ❖ Safe driving practices
 - Trip planning (left turns v right; avoid peak periods eg school pick up & drop off)
 - Roundabouts, merging, blind spots
- ❖ Vehicle safety
 - Safety ratings, seat & steering wheel position
- ❖ Health and fitness
 - Vision, reaction times, medications
- ❖ Planning for change
 - Becoming familiar with public transport
- ❖ Pedestrian safety
 - Choosing safe places to cross



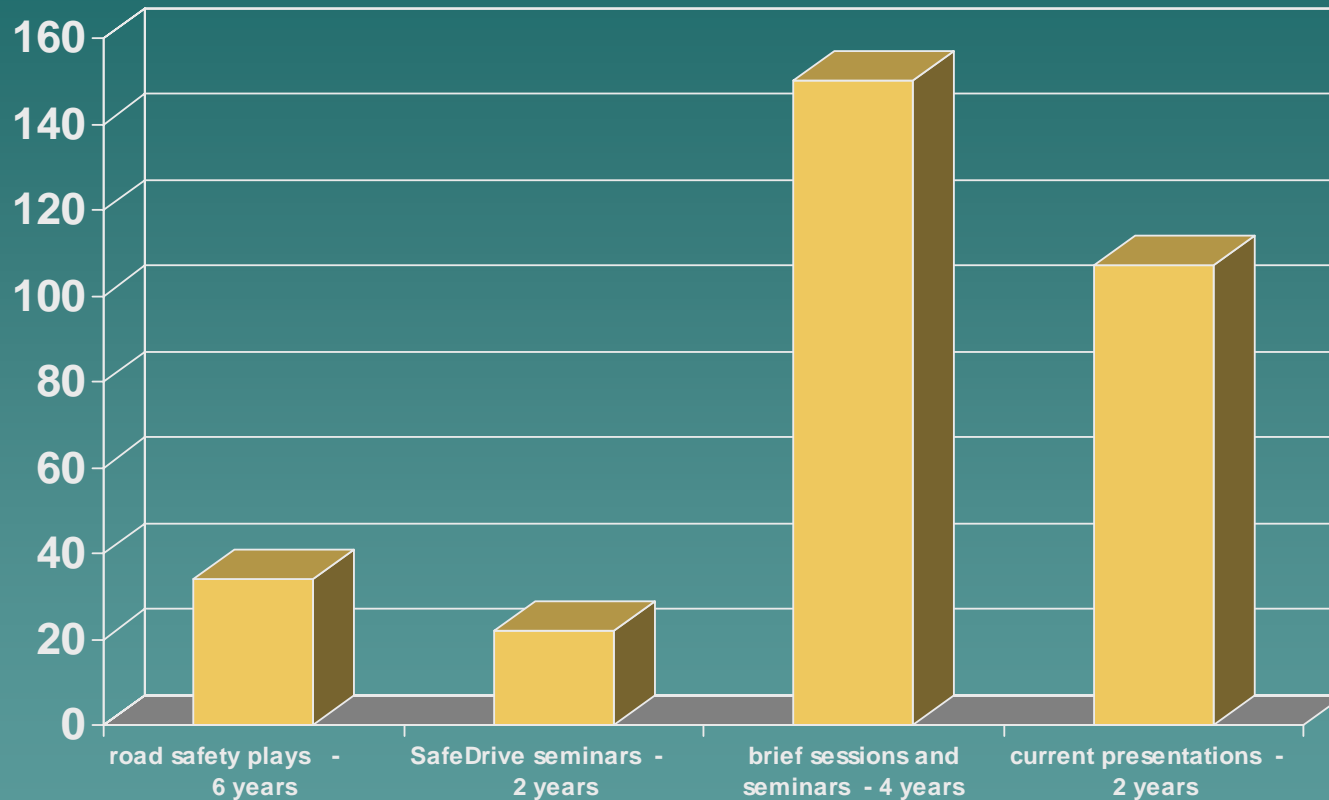
Since 2006...

- ❖ Around 16 sessions delivered per year, reaching some 1200 older drivers
- ❖ Around 90 refresher lesson vouchers now redeemed each year
- ❖ Requests for sessions now also received from word of mouth promotion
- ❖ Plan to deliver public seminars each few years for those who do not belong to a social group or club

OBJECTIVE: reach around 40% of the 22,500 target audience over five year period



Refresher lesson vouchers redeemed



Refresher lessons

- ❖ Experienced driving instructors primarily with Occupational Therapy drive testing experience
- ❖ At least one driving concern typically noted during each refresher lesson:
 - failure to undertake head check
 - general lack of confidence
 - lack of knowledge using roundabouts
- ❖ Confidentiality is observed
- ❖ Anecdotal feedback shows a fairly high level of self governance for driving at night



Conclusions

We are confident:

- ❖ The refresher lessons are effective in identifying and correcting driver shortcomings
- ❖ The road safety presentations are reaching the right audience and are effective in promoting refresher lessons and the Older Driver Handbook
- ❖ We are reaching a significant proportion of the target audience

