

Positive Community Norms Project - January 2021

Older Drivers

Overview: Share this month's video of an older driver reflecting on his driving history and contemplating his driving future.

Core Principle: Be Perceptive

Structure:

- Identify senior centers in your region
- Share the video with at least one senior center in your region
- Share on your social platforms
- Share with your law enforcement partner PIOs

Video is available at: <https://youtu.be/jWrV7GxC5p0>

Sample social media posting options are available with the included document titled: "January 2021 TZM Project - Communication Strategies"

7 Core Principles

1-Be Positive

2-Be Present

3-Be Perceptive

4-Be Purposeful

5-Be Perfected

6-Be Proactive

7-Be Passionate

Spirit

•Core Principle: Be Perceptive - Our perceptions determine everything we feel and do. As drivers get older, it's important for them to evaluate their driving ability. By providing older drivers with an opportunity to think about their own driving and get an accurate perception of how safe it is, we may be able to help them prepare for a point when they recognize that they should make changes in their driving habits or possibly give up driving.

Science

- Older drivers (70+) make up 11 percent of Washington's population¹ and are involved in 16 percent² of fatal crashes.
- In a crash, older drivers are more vulnerable to injuries and take longer to recover.
- 83 percent of older drivers never speak to a family member or physician about their safe driving ability.³

¹WA Office of Financial Management ²Target Zero Performance Dashboard ³AAA Foundation for Traffic Safety

Action

Share a video of an older driver reflecting on his driving history and contemplating his driving future. Share through:

- at least one senior center in your community. Senior centers usually have newsletters and Facebook pages, and want to share resources with their members.
- your social media platforms.
- your law enforcement partner PIOs.

Return

At the end of the project, ask:

- What worked?
- What would you do different?
- What kind of feedback did you receive?