

## Welcome!

Please, introduce yourself 'virtually' in the chat box & we will get started shortly.

- *Name*
- *Title*
- *Organization/Agency*
- *Location*

# Spotlight on Older Driver Safety Awareness Week Resources Meeting



# NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

## Spotlight on Older Driver Safety Awareness Week Resources

*Taylor Bee*

*Highway Safety Specialist*

*Safety Countermeasures Division, Office of Safety Programs  
USDOT, NHTSA*

*Thursday, November 3, 2022*



# AGENDA

11/03/2022

1

**Welcome**

2

**National Highway Traffic  
Safety Administration  
(NHTSA)**

3

**Clearinghouse for Older Road  
User Safety (ChORUS)**

4

**American Occupational  
Therapy Association  
(AOTA)**

5

**Q&A**

6

**Wrap-up/Closing Remarks**

# Opening Remarks

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**Michelle Atwell**

Chief of Safety Countermeasures Division

Office of Safety Programs

USDOT, NHTSA

# About NHTSA

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Our mission is to save lives, prevent injuries, and reduce economic costs due to road traffic crashes, through education, research, safety standards, and enforcement



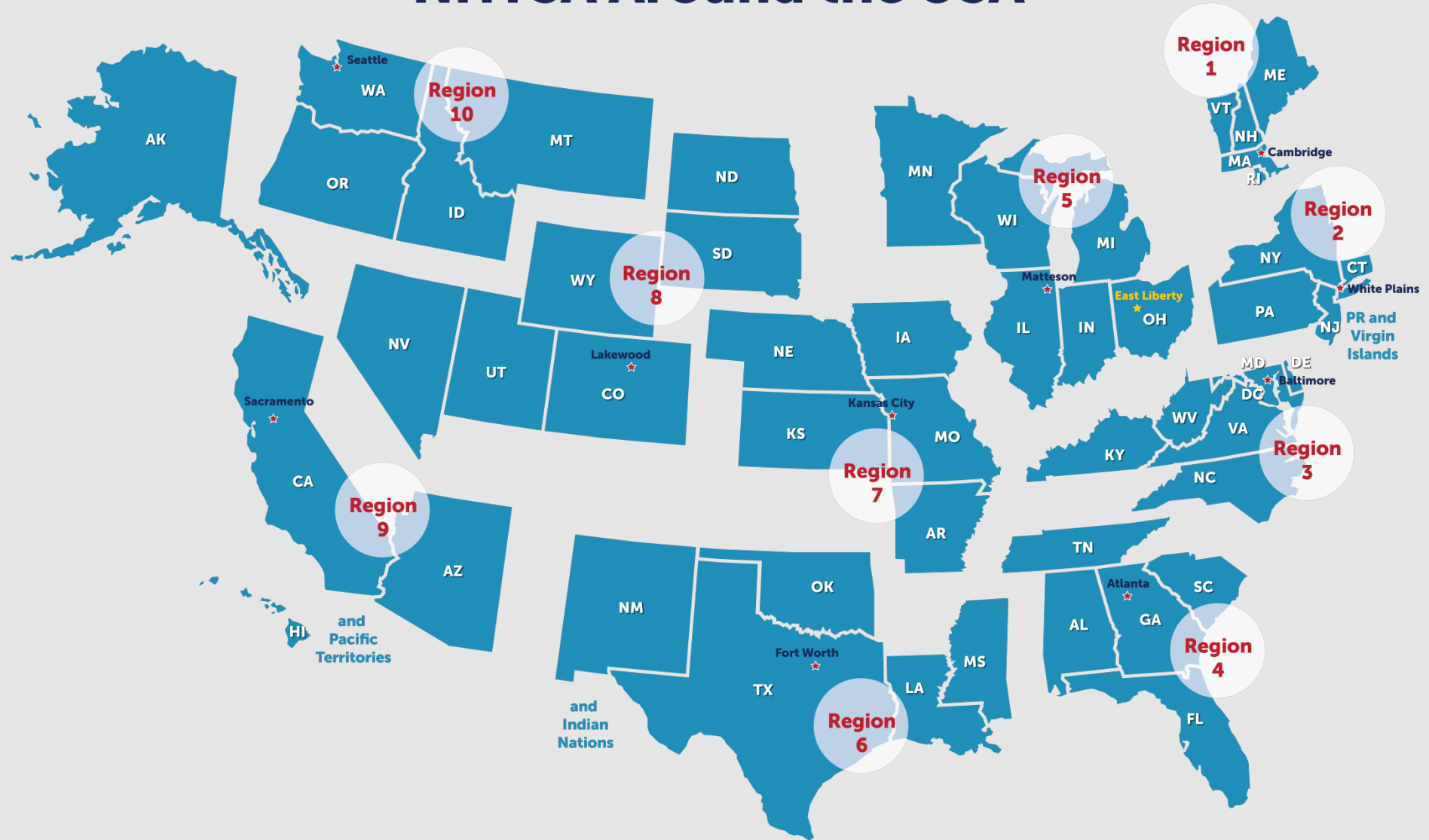


# Where We Are

*Washington, DC (Navy Yard)*



# NHTSA Around the USA



U.S. Department of Transportation  
National Highway Traffic Safety Administration

★ Vehicle Research and Test Center  
★ Regional Headquarters







## Safety Countermeasures Division

### Vulnerable Road Users

Pupil Transportation

Older Road User

Pedestrian

Bicycle

Motorcycles

Micro-mobility





## Support National, State, and Local communities:

- inform programs and policies,
- provide technical assistance to States on program assessments,
  - demonstrate new countermeasures,
- develop tools for local communities to identify problems,
  - develop and implement programs
  - partnership building and collaboration





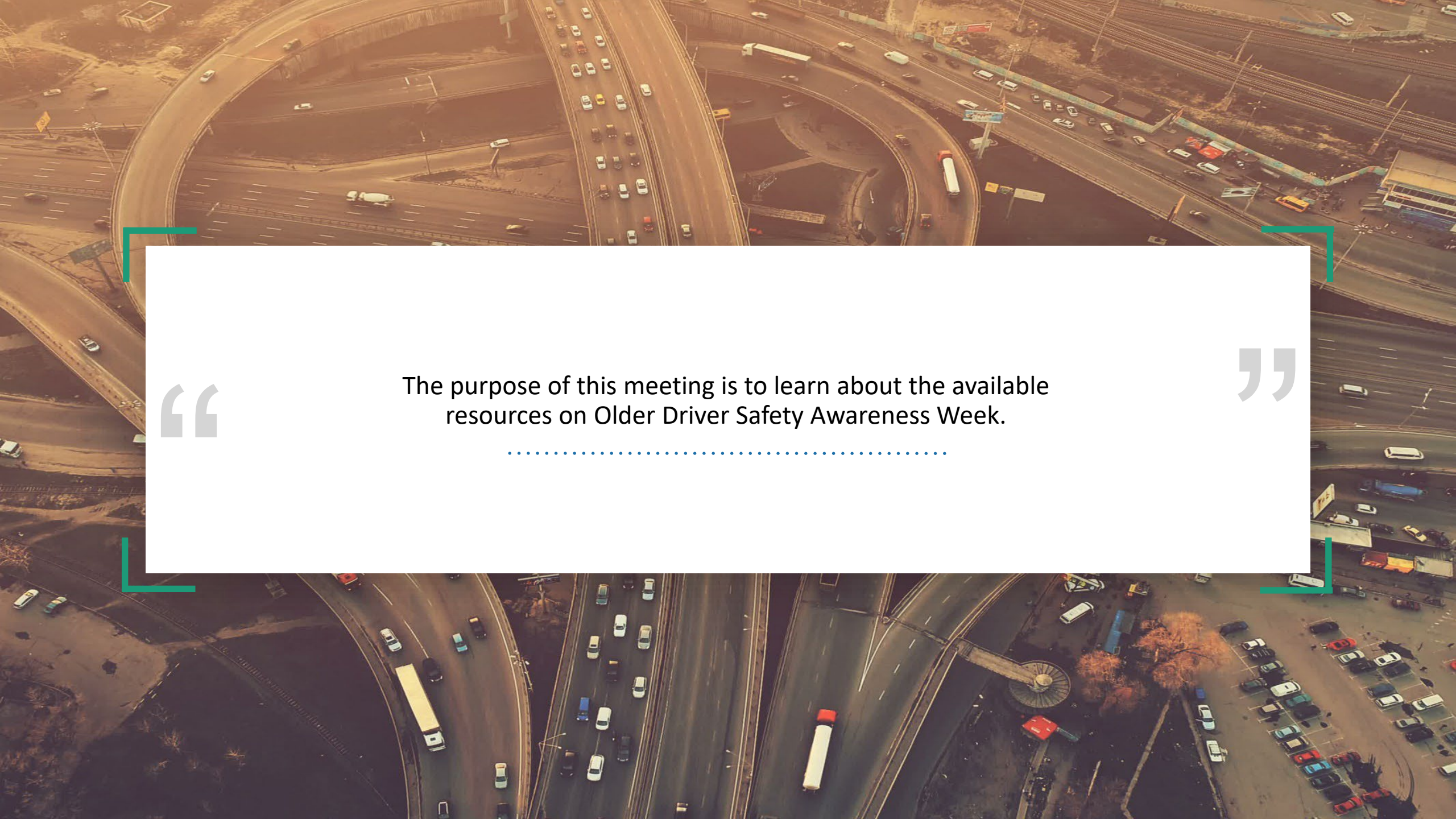
“

To help older road users to drive for as long as they can do so safely and encourage the development of transportation planning and mobility alternatives for those who can no longer drive.

”

.....  
*Safety Countermeasures Division – Older Road User Safety*





“

The purpose of this meeting is to learn about the available resources on Older Driver Safety Awareness Week.

”



# Older Driver Safety Awareness Week

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*December 5 - 9*

Aims to promote understanding of the importance of mobility and transportation to ensure older adults remain active in the community with the confidence that transportation will not be the barrier to strand them at home.

#ODSAW22

[Calendars | Traffic Safety Marketing](#)





# Traffic Safety Fact Sheet Older Population 2020 Data



## Traffic Safety Facts

### 2020 Data

July 2022 DOT HS 813 341



In this fact sheet for 2020 the information is presented as follows.

- [Overview](#)
- [Age](#)
- [Drivers](#)
- [Restraint Use](#)
- [Pedestrians](#)
- [State](#)
- [Important Safety Reminders](#)

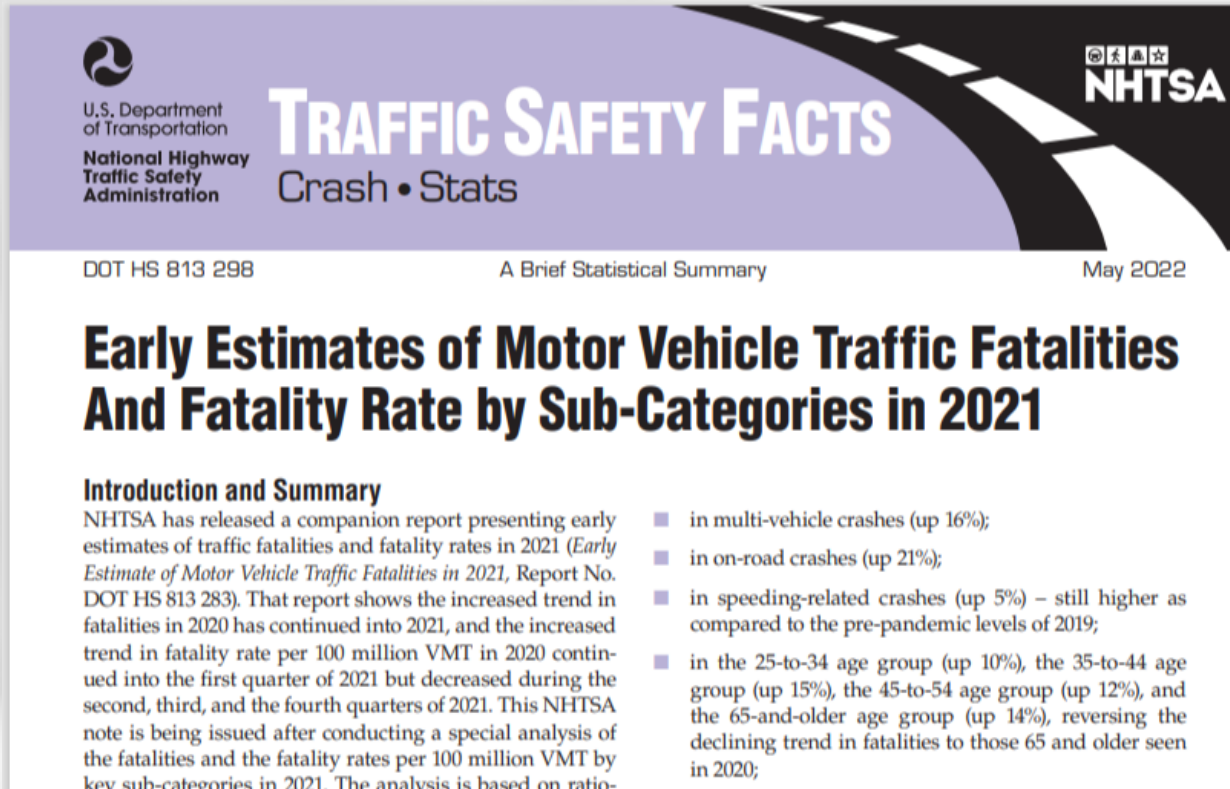
## Older Population

For the purposes of this fact sheet, the term “older”—in relation to population, drivers, occupants, and nonoccupants—refers to people 65 and older.

### Key Findings

- In 2020 there were 6,549 people 65 and older killed in traffic crashes in the United States, accounting for 17 percent of all traffic fatalities. From 2019 to 2020 there was a 10-percent decrease in the number of people 65 and older killed in traffic crashes.
- In 2020 there were 55.7 million people—
- Among the older population, the traffic fatality rate per 100,000 population in 2020 was highest for the 80-to-84 and 85-and-older age groups.
- In 2020 most traffic fatalities in crashes involving older drivers occurred during the daytime (72%), on weekdays (69%), and involved other vehicles (66%). These

# Newly Released Estimates Show Traffic Fatalities Reached a 16-Year High in 2021



The image shows the cover of a report from the National Highway Traffic Safety Administration (NHTSA). The title is 'Early Estimates of Motor Vehicle Traffic Fatalities And Fatality Rate by Sub-Categories in 2021'. The cover features the NHTSA logo and the text 'TRAFFIC SAFETY FACTS Crash • Stats'. It also includes the report number 'DOT HS 813 298', the subtitle 'A Brief Statistical Summary', and the date 'May 2022'.

**Introduction and Summary**

NHTSA has released a companion report presenting early estimates of traffic fatalities and fatality rates in 2021 (*Early Estimate of Motor Vehicle Traffic Fatalities in 2021*, Report No. DOT HS 813 283). That report shows the increased trend in fatalities in 2020 has continued into 2021, and the increased trend in fatality rate per 100 million VMT in 2020 continued into the first quarter of 2021 but decreased during the second, third, and the fourth quarters of 2021. This NHTSA note is being issued after conducting a special analysis of the fatalities and the fatality rates per 100 million VMT by key sub-categories in 2021. The analysis is based on ratios:

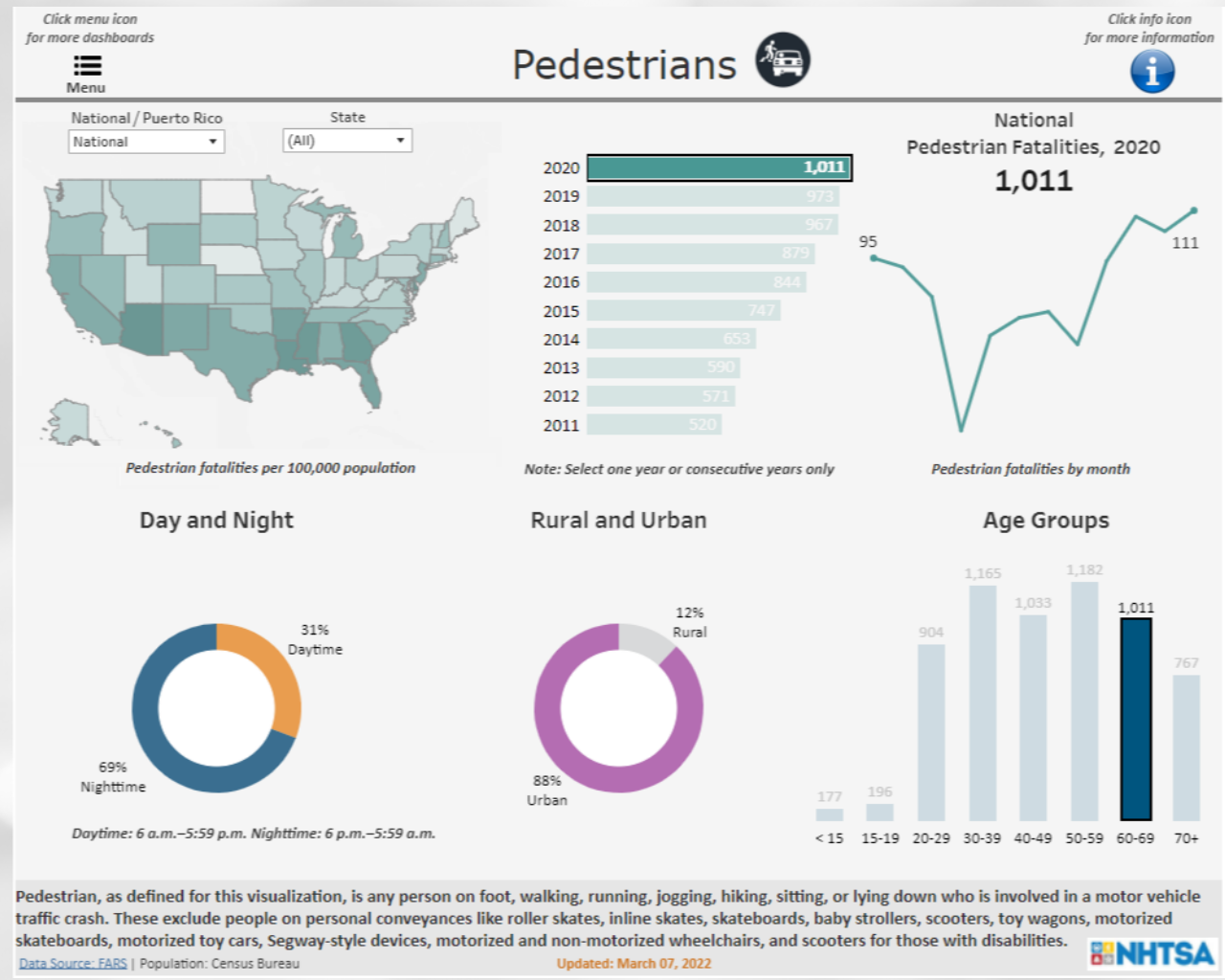
- in multi-vehicle crashes (up 16%);
- in on-road crashes (up 21%);
- in speeding-related crashes (up 5%) – still higher as compared to the pre-pandemic levels of 2019;
- in the 25-to-34 age group (up 10%), the 35-to-44 age group (up 15%), the 45-to-54 age group (up 12%), and the 65-and-older age group (up 14%), reversing the declining trend in fatalities to those 65 and older seen in 2020;

Traffic Fatalities among drivers 65 and older showed a relatively larger increase of 14% in 2021 as compared to 2020. Reversing the declining trend in fatalities to those 65 and older seen in 2020.

In the year 2020, older adults largely stayed at home during the COVID19 public health emergency, and hence the reported fatalities for people 65 and older greatly decreased from 2019 to 2020.



# Data Reporting Tools



# NHTSA Support

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- Support the cause of AOTA
- Media Relations: Social Media Engagement & Activity
- TSM: Fact Sheet, Sample Op Ed and Sample Social Media Messaging

## *RESOURCES:*

- Traffic Safety Marketing- <https://www.trafficsafetymarketing.gov/get-materials/older-drivers>
- NHTSA Older Driver page- <https://www.nhtsa.gov/road-safety/older-drivers>
- NCSA Tools, Publications, and Data- <https://cdan.nhtsa.gov/>
- NHTSA Image Library: <https://www.nhtsa.gov/nhtsa-image-library>



# Transportation Safety Institute Older Road User Program Management Course

Upcoming courses dates: Feb 7<sup>th</sup>, June 13<sup>th</sup>,  
Aug. 23<sup>rd</sup>, 10AM – 2PM CST duration 4 hours

<https://tsi-dot.csod.com/client/tsi-dot/default.aspx>

## ○ Who Should Attend?

- State and NHTSA regional highway safety program manager
- Others responsible for coordinating an older road user program
- State and community coordinators of pedestrian safety
- Law enforcement liaisons
- Non-profit organizations

**Participant Manual**

## Older Road User Program Management Course

Accuracy  
Integration  
Uniformity  
Accessibility  
Timeliness  
Completeness

01 Conduct follow-up surveys  
02 Analyze and compare to baseline  
03 Establish travel time graphs  
04 Create GIS Maps  
05 Compare Pre and Post Injury Data  
06 Calculate the cost-benefit ratio  
07 Use data to build and improve program to increase safety

**NHTSA**  
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

**TSI**  
Transportation Safety Institute

# ChORUS Resources and Tools to Help Older Adults Stay Safe on the Road

**Jane Rath, Project Director**



Clearinghouse for Older Road User Safety



# Older Driver Safety Awareness Week (ODSAW)

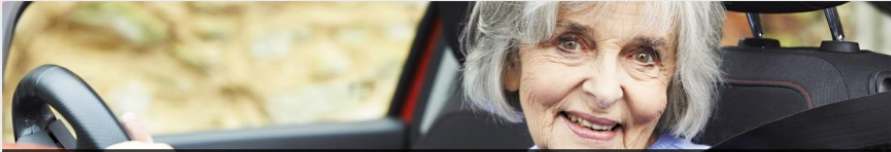
## December 5-9, 2022

- Join us in addressing safety among older drivers in your communities
- ChORUS Featured Resources
  - Transportation Planning Tool
  - State Program Fact Sheets
  - Handouts/Patient Questionnaire



# Customizable ODSAW Resources You Can Use

- Sample Press Releases
- Sample Social Media Posts
- Infographics
- Lobby Slides
- Poster
- Beyond ODSAW



**OLDER DRIVER SAFETY AWARENESS WEEK RESOURCES 2022**

ChORUS joins the National Highway Traffic Safety Administration and other partners in recognizing Older Driver Safety Awareness Week 2022 (ODSAW) from December 5 - 9, 2022. The older population (65+), although vulnerable road users, are among the safest drivers. The traffic fatality rate per 100,00 population in 2020 was highest for the 80- 84 and 85 and older age groups. In support of Older Driver Safety Awareness Week, below are resources to help caregivers, family members, state driver licensing agencies, law enforcement, medical professionals, and others address safety among older drivers. Throughout the week, ChORUS will promote a different aspect of older driver safety, such as knowing the signs for when driving behaviors should be changed, how to have the conversation with an older driver, and transportation planning tools and resources.

Click below to access the resources, materials, and other information to support your efforts.

- ▼ Beyond Older Driver Safety Awareness Week (ODSAW)
- ▼ Add ChORUS to Your Site
- ▼ Social Media Messaging
- ▼ Press Releases
- ▼ Poster
- ▼ Handouts
- ▼ Lobby Slides
- ▼ Infographics
- ▼ Resources



# Follow ChORUS

Let's Connect:



Twitter (<https://twitter.com/roadsafeseniors>)



Facebook ([www.facebook.com/roadsafeseniors](http://www.facebook.com/roadsafeseniors))



LinkedIn ([https://www.linkedin.com/company/clearinghouse-for-older-road-user-safety /](https://www.linkedin.com/company/clearinghouse-for-older-road-user-safety/))

# ChORUS Website

Visit ChORUS –

- ✓ Explore the website ([www.roadsafeseniors.org](http://www.roadsafeseniors.org))
- ✓ Share with your friends



**ChORUS Website**

**Safer Roads**  
**Safer People**  
**Safer Vehicles**





# Contact Information



<https://www.roadsafeseniors.org/>



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Nicole Newman: [nnewman@neweditions.net](mailto:nnewman@neweditions.net)



American  
Occupational Therapy  
Association

# Older Driver Safety Awareness Week 2022

## *Life Happens: The Importance of Awareness and Choices along the Driving & Mobility Journey*

Elin Schold Davis  
11/3/22

<https://www.aota.org/practice/practice-settings/driving-community-mobility/older-driver-safety-awareness-week>

<https://www.youtube.com/watch?v=DBDzO91Ld4o&t=2s>





# ODSAW: Information & Education



What happens when we start by exploring options, and put the planning into our own hands?



What options do “the experts” offer, once I’ve had “The Conversation?”



What options are offered if I ask for help from occupational therapy?  
(risk of loss of license vs. empowered through awareness of facts and options)



What options are added when I learn about mobility and transportation solutions?



What options are added when we change our focus, expanding from driving to safe mobility?

# Building Upon Shared Resources

AOTA will incorporate Multi-Media: Messages, Videos, and Case Scenarios

AOTA's ODSAW campaign 2022 will build upon the widespread "older driver resources" with a focus on the response to changes from aging or medical conditions. With messages that highlight empowerment gained by exploring options and choices for when "Life Happens"



|  |                       |                       |                       |                       |
|--|-----------------------|-----------------------|-----------------------|-----------------------|
| Mobility loss can be sudden or progressive, but it is always devastating.    |                       |                       |                       |                       |
| Strongly disagree  | Disagree              | Neutral               | Agree                 | Strongly agree        |
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Asking others for help with mobility means that I am losing my independence. |                       |                       |                       |                       |
| Strongly disagree  | Disagree              | Neutral               | Agree                 | Strongly agree        |
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



*From Prevention to Solutions to Alternatives  
The IADL of Driving and Community Mobility,  
where safe mobility is the goal*



# Building Upon Shared Resources

AOTA will incorporate Multi-Media: Messages, Videos, and Case Scenarios

Themes of Prevention and Planning, “reduce the scary” through knowledge of options and choices

- **CarFit**
  - Video- overview <https://www.youtube.com/watch?v=Q9hihm8svLI>
  - OT at CarFit <https://www.youtube.com/watch?v=ur7sDeHd9ho>
  - Tweets and testimonials from OTs involved at CarFit
- **Planning** <https://planfortheroadahead.com/take-control/assessment-of-readiness-for-mobility-transition-armt/>

Mobility loss can be sudden or progressive, but it is always devastating.

|                                  |                       |                       |                       |                       |
|----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Strongly disagree                | Disagree              | Neutral               | Agree                 | Strongly agree        |
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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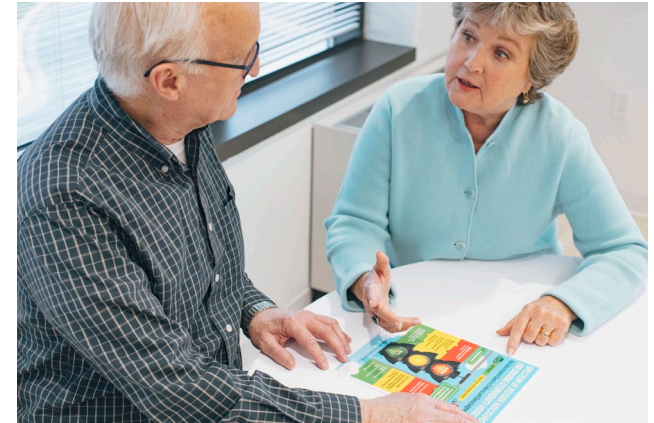




# Building Upon Shared Resources

## The Occupational Therapy Profession, the Medical Team has your back

- View driving “risk” as a process and driving as a goal
- Public Awareness (brief)  
<https://www.youtube.com/watch?v=tfyeMorMIDQ>
- Public Awareness (changes happen)  
<https://www.youtube.com/watch?v=DBDzO91Ld4o&t=2s>
- AOTA website – resources and links
- **WHEN** to call OT, options for when “*life happens*”



# Building Upon Shared Resources

## Options and Choices - after “it happened”

- OT Programs address driving (driving rehabilitation)
  - <https://www.aota.org/ot-driving-directory>
  - [www.aded.net](http://www.aded.net)
- Driving Rehabilitation in Occupational Therapy
  - [https://www.youtube.com/watch?v=Dpp-5Urm\\_hc](https://www.youtube.com/watch?v=Dpp-5Urm_hc)
- What happens to driving after a stroke?
  - <https://www.youtube.com/watch?v=lf43TNJglbA>
- How to find an OT and when is the right time?



# Asking the right questions on the journey

- As an older driver asking the right questions can be helpful in learning what options are the best fit for you.
- The ODSAW week messaging will feature brief perspectives from three key players on the journey exploring how to proceed in each “*what are my options*” question.

**Driver:**  
*What can I do?*

**Caregiver/Family:**  
*What can caregivers do?*

**Medical Provider/  
your team**  
*What can occupational therapy do?*



# Activities planned so far...

- **Involve the driving rehabilitation community**
  - Meeting with stakeholders 11/15/22
- **Media plan for Twitter and social media**
  - Scheduled messages for each day of the week
  - Engaged practitioners to support and elevate activities
- **Encourage local MEDIA outreach**
  - Interviews exploring CarFit and its messages
  - Stories about clients, their successes and continued mobility
- **Local activities**
  - Community presentations
  - Planned CarFit events or 1:1 CarFit checks



American  
Occupational Therapy  
Association

<https://www.aota.org/practice/practice-settings/driving-community-mobility/older-driver-safety-awareness-week>

***Thank You!***

*Please contact me with questions,  
suggestions or ideas for expanding outreach*

Elin Schold Davis, OTR/L, CDRS, FAOTA

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240-482-4142



American  
Occupational Therapy  
Association





# Questions

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# Thank You!

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**Capacity & Engagement**  
**American Occupational Therapy**  
**Association (AOTA)**  
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<https://www.youtube.com/watch?v=tfyeMorMIDQ>

