A Statewide Strategy for Supporting the Safe Mobility of an Aging Population

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Protecting our Vulnerable Users

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Acknowledgments

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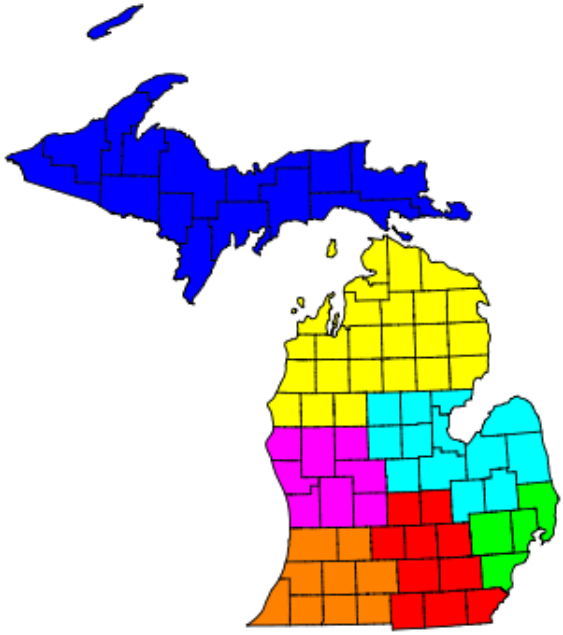
- **MDOT project manager: Stuart Lindsay**
- **UMTRI project team: David W. Eby (PI), Lidia Kostyniuk, Renée St. Louis, Nicole Zanier**
- **Center for Advancing Transportation Leadership and Safety (ATLAS Center)**

Project Goals

- **Develop and test a statewide strategy that:**
  - **Promotes self-screening of personal driving skills**
  - **Makes skill building tools available to extend safe driving among older adults**
  - **Assist older drivers and any support givers in making a safe and independent transition from personal vehicle use to other options for personal mobility and independence**



Strategy Components

- **Education component: focused on increasing awareness and general knowledge**
- **Direct intervention component: training, retraining, or compensation of deteriorating skills, planning for and finding workable transportation alternatives**
- **Administrative/collaborative component: finance and budget as well as medical/social/public safety and transportation agency collaboration and coordination**

Target Audiences*

- Older drivers/adults
- Families and friends of older drivers
- Professionals
  - Transportation safety
  - Transportation providers
  - Law enforcement
  - Human/social services
  - Health
  - Aging

* May also be a provider of services

Advisory and Stakeholder Groups

Advisory Group Organizations	Stakeholder Group Organizations
AAA Michigan	Alzheimer's Association
AARP	ADED
Area Agency on Aging	Geriatric Social Workers of SE MI
MDOS	HHS (Adult Med. Services)
MDOT	MI Association of Chiefs of Police
MSP	MI Pharmacists Association
OHSP	Michigan Public Transit Association
Office of Services to the Aging	MI Sheriff's Association
MDCH	MI Association of Planning
FHWA-Michigan	MI Association of Social Workers
	SEMCOG
	Blueprint for Aging Michigan

Phase 1 Tasks

- Formation of Advisory and Stakeholder Groups
- Review and analysis of existing education and intervention strategy models/model components
- Development of goals/objectives for the Strategy
- Recommendations for key strategic and organizational partnerships
- Development of design alternatives
- Stakeholder interviews
- Final report summarizing findings

Findings from Review

- Education/intervention efforts should be evidence based
- Resources should be tailored to the state if possible
- Multiple options rather than one-size-fits-all
- Important to involve diverse groups of stakeholders early
- Existing models/structures can be adapted/strengthened
- Branding has been effective for health promotion efforts
- Common factors for successful collaboration:
  - Shared vision, goals, objectives
  - Organizing group with strong leadership
  - Multidisciplinary and multijurisdictional representation
  - Formal mechanisms for communication
  - Opportunities for training and knowledge sharing
  - Established procedures for planning/problem solving

Strategy Goals

- To help older adults who are able to drive safely continue to do so
- To facilitate the transitioning process from driving to non-driving for those who are unable or choose not to drive
- To support the use of non-driving community mobility options for those who no longer drive
- To have in place strong partnerships among key stakeholders to actively support/market Strategy

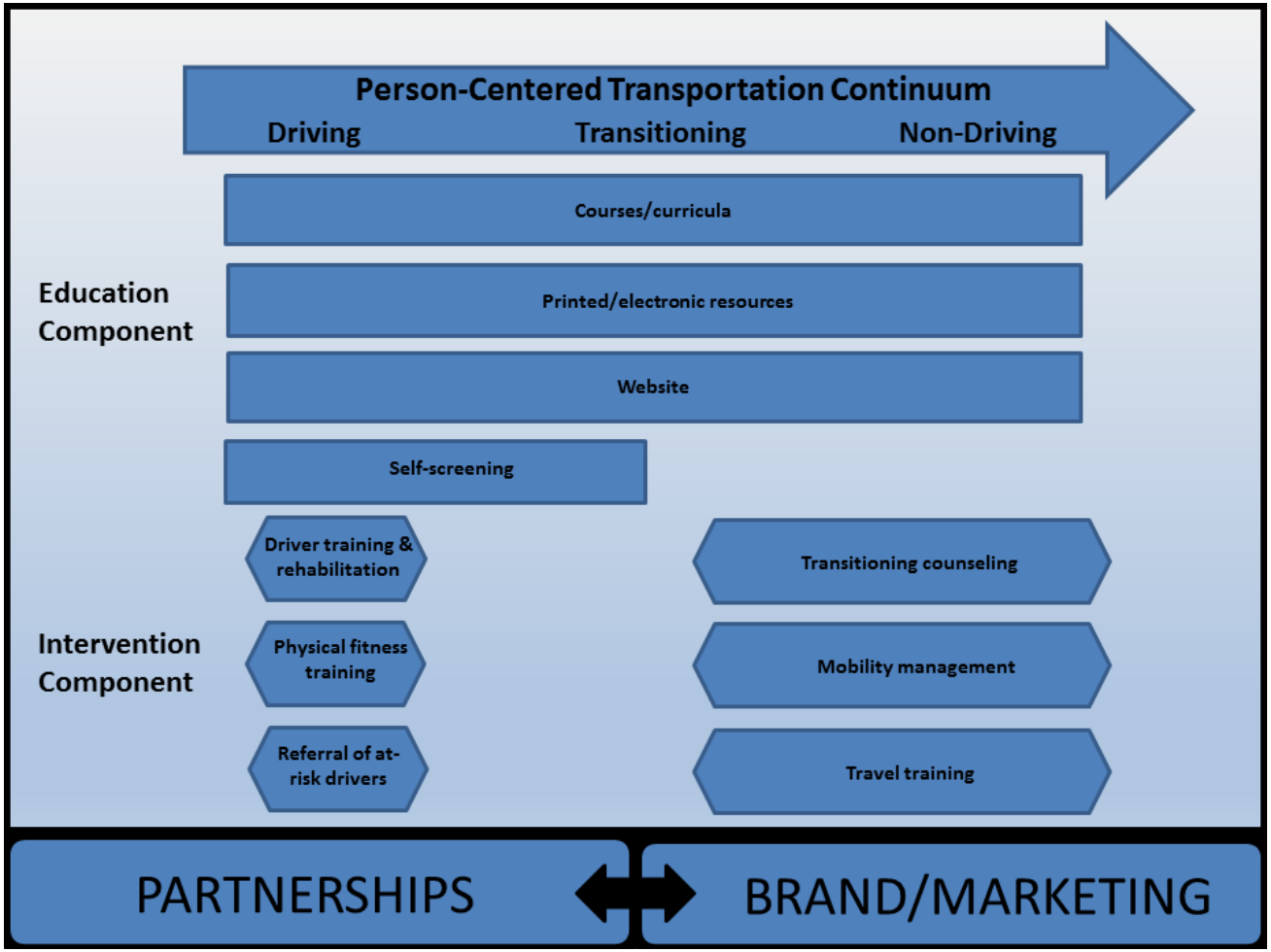
Partnership and Marketing Recommendations

- Establish group to manage Strategy with members serving as liaisons to their respective agencies/networks
- Develop action plan that is updated annually
- Establish a regular meeting schedule for the group
- Encourage integration of Strategy goals/objectives into each stakeholder agency strategic or long-range plan
- Develop/maintain up-to-date listing of potential funding opportunities as a resource for stakeholder organizations
- Develop a “brand” for the Driver ESMP Strategy
- Ensure that brand is accepted and used by all stakeholders Work with marketing professionals to develop and implement a marketing plan for the Strategy

Recommended Model Design for Driver ESMP Strategy

- **Person-centered transportation continuum: driving, transitioning, non-driving mobility**
- **Partnerships and branding/marketing provide the foundation for education and intervention components of the Strategy**
- **Within each component area, models elements are identified**
- **Within each element area, program/service options are identified**

Strategy Framework

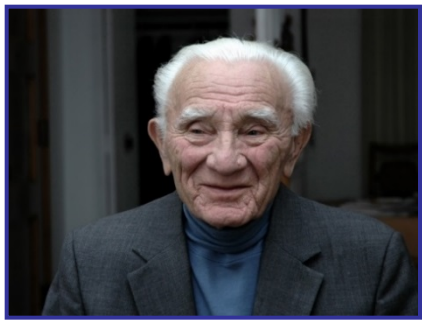


Phase 2 Overview

- **Objective: to develop and test selected components of the Strategy, based on information and conclusions from Phase 1**
- **Results point to critical role that the collaborative/administrative component will need to play in anchoring and reinforcing education and intervention components**

Phase 2 Overview

- **Phase1 findings made it clear that a structure for inter-agency collaboration and coordination must be firmly in place before moving forward with implementation of specific Strategy elements**
  - **Well-defined brand for the overall Strategy**
  - **Centralized and comprehensive website**
  - **Well-articulated vision for management structure**
  - **High level buy in from agency stakeholders**



Phase 2 Tasks

- Develop and test 2-3 potential brand concepts and associated materials
- Develop content, programming, and hosting arrangements for website
- Establish vision for management structure (e.g., agencies to be represented, specific roles and responsibilities for members)
- Create team of ambassadors to cultivate support from high level leadership and provide them with a package of unified materials to be used in outreach efforts

Logo/Slogan for Strategy

THANK YOU

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