

Safe Drivers
Smart Options
Keys to Lifelong Mobility



- www.michigan.gov/agingdriver •

2017 Annual Report

Carol Reagan, SDSO Operating Committee Chair
Traffic Safety Section Manager
Michigan Department of State
August 2018
ReaganC@Michigan.gov

Background

The population of Michigan is growing older. Adults age 60 and older will represent about 25 percent of Michigan's population by 2030. Older adults consider mobility and independence to be essential aspects of maintaining a good quality of life. In the U.S. and in Michigan, personal mobility is often related to being able to drive or ride in a personal vehicle (Eby et al., 2011).

Safe Drivers Smart Options (SDSO): Keys to Lifelong Mobility is Michigan's statewide strategy to support the safe mobility of Michigan's aging adults. It is an evidence-based initiative supported by a group of dedicated public and private partners. The overarching goals of the SDSO strategy are to: 1) help older adults who are able to drive safely continue to do so, 2) facilitate the transitioning process from driving to non-driving for those who are unable or choose not to drive, and 3) support the use of non-driving community mobility options.



The SDSO website at www.Michigan.gov/agingdriver provides information and has identified training, programs, and activities considered best practices for Michigan. It is designed to be used by aging adults, family and friends, and professionals who work with aging adults. The approach recognizes the important role these groups have in keeping Michigan's aging adults safely mobile.

Resources included in the strategy to extend driving capability include promotion of CarFit, an educational program providing older adults with the opportunity to see how well their vehicle “fits” them, driver safety courses for the classroom and online, self-screening tools and more. Family and caregivers are often called upon to assist aging drivers, and the site includes resources for them that foster a respectful transition from driving to driving retirement while maintaining mobility and independence. The strategy also connects users to community transportation providers via the “Find a Ride” section that provides links to multiple transportation modes in Michigan. In addition, there are resources for law enforcement officials, health care professionals, and others who work with older adults. As promising new programs and information are developed, they are added to ensure that the strategy continues to best meet the needs of Michigan’s aging population.



SDSO provides a unified statewide strategy with a common core of objectives of how best to meet the needs of aging drivers through a partnership of public, private and corporate interests. Because the brand and logo are not organization-specific, the project has wide appeal to a diverse group of organizations, which is evident by the large number that already support the initiative. The SDSO strategy had its genesis in a three-year research project led by the Michigan Department of Transportation (MDOT) using federal grant monies. Called the Older Driver Education and Safe Mobility Planning Project, the initiative was developed by the University of Michigan Transportation Research Institute (UMTRI).

Guidance and expertise from several public and private partners was also sought. Government partners included MDOT; Michigan Department of State (MDOS); Michigan Department of Health and Human Services (MDHHS), Aging and Adult Services; Michigan State Police; Office of Highway Safety Planning; local law enforcement; and the Federal Highway Administration. Significant collaborative planning with the private sector and non-profit organizations was equally vital, including the insurance industry, medical care community, the statewide Area Agency on Aging network, and senior advocacy organizations.

One of the benefits of the SDSO strategy is the elimination of duplicative efforts in providing information and resources to the target audiences. Prior to the SDSO strategy, each agency produced its own public education and information materials made available through its distribution channels. Under the SDSO strategy, partners have pooled their assets to create and distribute comprehensive resources. The SDSO website is a perfect example of the collaborative effort. The MDOT provided staff and resources to build the site, and MDOS has committed the staff and resources to administer the site, ensuring it remains up-to-date and accurate.



In October 2016, a Leadership and Administrative Support Structure was launched under the direction of the MDOS to provide stable, ongoing administrative and community support so that the initiatives of the SDSO campaign were assured to continue. High-level public and private stakeholder leadership was requested to support initiative strategies, such as a long-term communication campaign and community-based education and intervention efforts. The leadership structure is comprised of a Business Roundtable, Operating Committee, and Administrative Support Group. The Business Roundtable is comprised of public- and private-sponsor members who:

- Identify with the project and can make collaborative connections with the senior leadership in their own and other partner organizations to help support and promote the strategy;
- Can commit resources to meet SDSO goals and objectives;
- Are willing to promote the SDSO project statewide by providing expertise in management and innovation; and
- Can develop or recommend additional resources needed to sustain the SDSO project as a statewide older driver safety strategy.

The SDSO Operating Committee is comprised of expert representatives from health care, law enforcement, academia, insurance, aging and social services organizations, and others from the public and private sectors. This committee acts as a policy and program advisor to the SDSO Business Roundtable about older driver safety issues and trends. Furthermore, the Operating Committee assists the SDSO Roundtable in the development of annual program objectives and in the development of additional research proposals and supplemental materials.

The Administrative Support Group is within the Traffic Safety Section of the MDOS and administers the SDSO website at www.Michigan.gov/agingdriver. The Administrative Support Group also provides the administrative, logistical, and program support required to develop and sustain the SDSO program statewide. The Administrative Support Group provides the Business Roundtable with administrative and logistical support, budget development and funding proposals, provides follow-up to carry out and promote annual objectives and recommendations. The Traffic Safety Section Manager chairs the SDSO Operating Committee.

2017 Accomplishments

- A Safe Drivers Smart Options Operating Committee began meeting in January 2017. The committee established the rules and operating procedures and a 2017 monthly meeting schedule.
- The Older Driver Education and Safe Mobility Planning Project final research report prepared by UMTRI included thirty recommendations to improve and sustain the SDSO strategy. The SDSO OC prioritized these for implementation.
- A 2017 and Beyond Action Plan was developed and used as the basis for meeting agendas.
- The integrity of the SDSO site was maintained by the MDOS, Traffic Safety Section through regular monitoring of resource links and responding to public requests.
- Traffic to the SDSO site was tracked monthly since its implementation.
- A new Question/Comment feature was added to the SDSO home page.
- A subcommittee has drafted a new edition of the *Michigan's Guide for Aging Drivers and Their Families* to complement the SDSO site. Plans are to print the new edition in 2018.
- Plans for production of a health care video are underway.
- A process for vetting resources to add to the site is underway.
- A Communications Subcommittee was established with members from various state agencies and other stakeholder groups to develop a plan to raise awareness of SDSO. The Subcommittee began meeting in May 2017 and has prioritized related research-based recommendations and created an action plan. SDSO speaking bullet points have

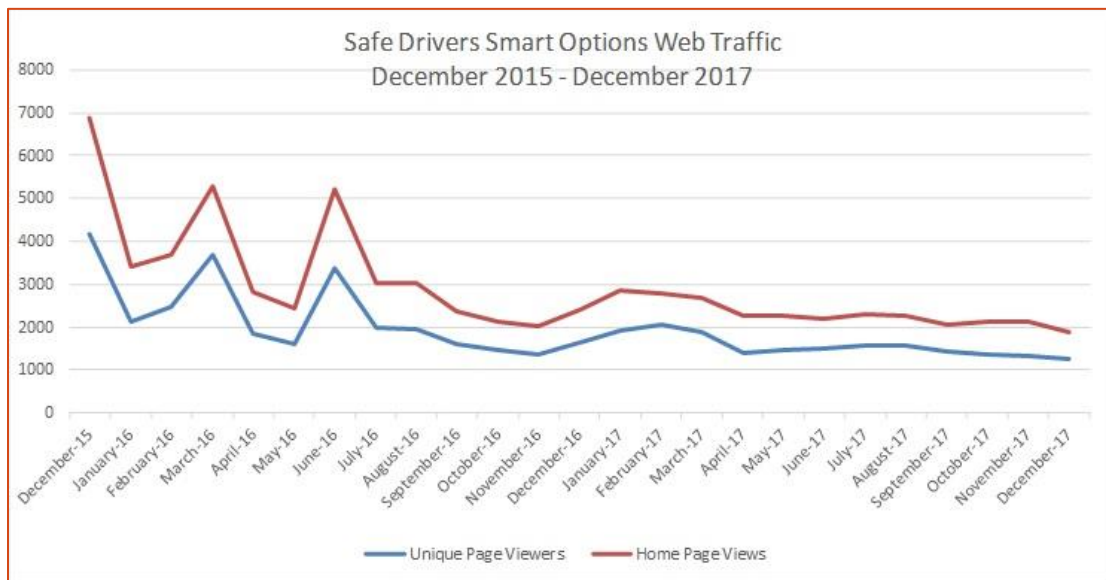
been drafted for stakeholders as well as text for adding a link to stakeholder sites. Additional promotional activities are outlined in the Website Promotion and Statistics section below.

- The SDSO strategy and website has received three awards from the American Association of Motor Vehicle Administrators (AAMVA)
 - 2017 AAMVA Regional Award - Excellence in Government Partnership
 - 2017 Public Affairs and Consumer Education (PACE) Division 7 Award, and
 - Category 7A Award, for an internally produced website

The AAMVA awards program fosters a tradition of excellence in the motor vehicle and law enforcement community by honoring individuals, teams, and organizations who have committed their time and resources to safety initiatives, outstanding customer service, and public affairs and consumer education programs throughout North America. The PACE Awards Program within AAMVA recognizes public relations, public affairs and consumer education excellence among the motor vehicle, law enforcement and traffic safety agencies across North America. They recognize creativity, cost effectiveness and the ability to reach consumers with a well-crafted, measured and executed message.

Safe Driver Smart Options Website Promotion and Statistics

Efforts to promote the SDSO website in 2017 resulted in a constant flow of hits. The spikes that are seen in the table below are likely due to increased media coverage and wide distribution of promotional materials.



In 2017, the following activities were completed to promote the SDSO site:

- Aging driver guides and bookmarks were distributed at a number of outreach events and via stakeholders
- Motor Vehicle Network messaging ran in Secretary of State branch offices
- Web banner on the MDOS website was developed and provided to stakeholders for promotion on websites
- SDSO articles were included in stakeholder newsletters
- In December 2017, a Governor's proclamation was made for Older Driver Safety Awareness Week, and the MDOS sent out a news release that resulted in some media coverage.

2018 Action Plan

MDOS, Traffic Safety Section:

- Continue to maintain and administer the SDSO site
- Continue to chair the SDSO Operating Committee
- Continue to support/assist with the SDSO Communications Subcommittee
- Lead establishment of the Health Care Subcommittee

SDSO Operating Committee:

- Meet bi-monthly (even months)
- Coordinate a method for communicating with the Business Roundtable to provide progress to-date and present a communication plan with opportunities for their financial support
- Finalize a process to add new content/resources to the SDSO site and begin adding new resources
- Identify funding sources for activities as appropriate.

Communications Subcommittee:

- Meet bi-monthly (odd months)
- Finalize a communication plan to promote the SDSO website (e.g., direct mailer, poster, Facebook/on-line ads, and a general audience video)
- Produce a health care video
- Produce a general audience video

Aging Driver Guide Subcommittee:

- Print and begin distribution of the revised Michigan's Guide for Aging Drivers and Their Families, which will more fully complement the SDSO site

SDSO Operating Committee

AAA Michigan
AARP Driver Safety Program
Aging and Adult Services Agency
Area Agency on Aging 1-B
Association for Driver Rehabilitation
Specialists
Beaumont Health
Dean Transportation
Henry Ford Health System
Ingham County Medical Care Facility
Mason County Sheriff's Office

Michigan Department of Health and
Human Services
Michigan Department of State
Michigan Department of Transportation
Office of Highway Safety Planning
Southeast Michigan Council of
Governments
Sparrow Senior Health
University of Michigan Health System –
Med Rehab
University of Michigan Transportation
Research Institute

SDSO Communications Subcommittee

AAA Michigan
Michigan Department of State
Michigan Department of Transportation
Michigan Department of Health and
Human Services

Michigan State Police
Ingham County Medical Care Facility
Office of Highway Safety Planning
University of Michigan Transportation
Research Institute

Aging Driver Guide Committee

Michigan Department of State
Michigan Department of Transportation

Office of Highway Safety Planning