

# Older Driver Safety Awareness Week Social Media Toolkit

**December 5 - 9, 2022** 



### **Older Driver Safety Awareness Week is December 5 – 9, 2022**

Most older drivers, or people over 65, are very safe drivers. Older drivers are more likely than younger drivers to use seat belts regularly and follow the rules of the road. But, as we age – and we are all aging – we may experience changes in vision, physical fitness, and reflexes which may cause safety concerns. We may be more likely to take medications that could impair our ability to drive safely.

People over 65 also have a higher likelihood of being injured or killed in a traffic crash, and the likelihood increases as we age. In 2021, almost 20% of deaths and 17% of injuries on our roadways were among people 65 and older (<u>Vermont Agency of Transportation</u> Data). Luckily, there are ways we can stay safe on the roads as we get older.

#### **How to use the Social Media Toolkit**

Help spread the word about older driver safety and share these resources for older drivers, loved ones and caregivers of older drivers, health care providers, and communities using these **Older Driver Safety Awareness Week (December 5–9, 2022)** social media posts. Feel free to use the suggested social media posts during the listed days, or whenever they fit into your content schedule. No need to schedule all these posts; you may choose the ones that fit your organization's mission. Please share with other partners as you see fit.

For questions regarding the toolkit, please contact <u>Alexandra.Breyer@vermont.gov</u>. Looking for additional older driver resources for different communities? More information about older driver safety at the Health Department can be found at <u>HealthVermont.gov/OlderDrivers</u>

## **Social Media Posts**

All images below can be downloaded online.

Suggested Date to Post	Сору	Facebook/Instagram Graphic	Twitter Graphics
12/5/22	Facebook/Instagram It's not easy to talk about, but as we get older, physical changes can make it harder to get around and do the things we want or need to do — like driving, shopping, or household chores. You and your loved ones can take actions to help keep you safe and independent. Download the @CDC's MyMobility to start making a plan today:  www.cdc.gov/motorvehiclesafety/older_adult_drivers/mymobility  Twitter  Stay safe, mobile, and independent as you age. Download CDC's new planning tool and create your own plan today! <a href="https://go.usa.gov/xPADG">https://go.usa.gov/xPADG</a> #MyMobilityPlan	Use MyMobility Plan to help you stay safe and independent.  Falls and motor vehicle crashes are leading causes of injury among older adults.  www.xdc.gov	Did you know?  Older adults who make a plan are more likely to take action to protect their mobility and independence.  Take action today to help stay safe, mobile, and independent tomorrow. Create your own MyMobility Plan in these three areas:  MySelf  MyHome  MyNeighborhood  How to stay independent  How to stay independent  Safe at home  MyNeighborhood  How to stay mobile in your community  Learn more and download the MyMobility Plan:  www.cdc.gov/motorvehiclesafety/older_adult_drivers/mymobility
12/6/22	Facebook/Instagram/Twitter Do you have an older driver in your family? Learn how to start the conversation about safe driving with your loved ones and family members. #ODSAW22 https://www.healthvermont.gov/emergency/transportation-safety/older-adult-drivers#caregivers	Tips for Discussing Safety with an Older Driver  Be supportive  Gather info & plan your conversation  Approach the conversation with kindness & compassion  Never make assumptions  Include alternatives to driving	TIPS FOR DISCUSSING SAFETY CONCERNS WITH AN OLDER DRIVER  Be supportive  Gather info & plan your conversation Approach the conversation with kindness & compassion  Never make assumptions  Include alternatives to driving

#### 12/7/22 Facebook/Instagram/Twitter As a #MedicalProfessional, you want your older patients to be safe – including when they drive. Learn how to help your patients stay safely engaged in the community with or without driving. #ODSAW22 MEDICAL PROFESSIONALS: https://www.healthvermont.gov/emergency/transportation-**PROFESSIONALS:** You can play a role in safety/older-adult-drivers#healthcare You can play a role older driver safety, too. in older driver safety, too. VERMONT AGREET OF TRANSPORTATION 12/8/22 Facebook/Instagram/Twitter Facebook/Instagram/Twitter Vermont is one of the fastest-aging states in the nation. It's up to Livable Communities Video local leaders to proactively prepare for the needs and challenges of an aging population. But we all have a role in building livable communities. Learn more: https://www.healthvermont.gov/emergency/transportationsafety/older-adult-drivers#localleaders