

Older Driver Safety Awareness Week 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 ([Vermont Agency of Transportation 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 Alexandra.Breyer@vermont.gov. Looking for additional older driver resources for different communities? More information about older driver safety at the Health Department can be found at [HealthVermont.gov/OlderDrivers](https://www.healthvermont.gov/OlderDrivers)

Social Media Posts

All images below can be downloaded online.

Suggested Date to Post	Copy	Facebook/Instagram Graphic	Twitter Graphics
12/5/22	<p>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</p> <p>Twitter Stay safe, mobile, and independent as you age. Download CDC's new planning tool and create your own plan today! https://go.usa.gov/xPADG #MyMobilityPlan</p>		
12/6/22	<p>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</p>		

<p>12/7/22</p>	<p>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 https://www.healthvermont.gov/emergency/transportation-safety/older-adult-drivers#healthcare</p>	 <p>MEDICAL PROFESSIONALS: You can play a role in older driver safety, too.</p> <p>VERMONT OFFICE OF TRANSPORTATION DEPARTMENT OF HEALTH</p>	 <p>MEDICAL PROFESSIONALS: You can play a role in older driver safety, too.</p> <p>VERMONT OFFICE OF TRANSPORTATION DEPARTMENT OF HEALTH</p>
<p>12/8/22</p>	<p>Facebook/Instagram/Twitter Vermont is one of the fastest-aging states in the nation. It's up to 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/transportation-safety/older-adult-drivers#localleaders</p>	<p>Facebook/Instagram/Twitter Livable Communities Video</p>	