



Delivering the Project

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accidents don't have to happen

RESEARCH SCOTLAND
robust, inquisitive research and support

THE DILEMMA

- What do you do when you become concerned of the driving future of a close relative
- Where can you get help & advice
- How do you advice without starting a War!
- Who can mediate
- The wider issue



THE AIM

- Encourage older drivers to review their current driving ability and relevant health issues
- Develop individual skills and life patterns to continue to drive safely
- Help older drivers who may no longer feel safe to continue to lead an active life
- Provide advice/guidance for older driver and their families
- Provide pathways to appropriate driver training
- Through partner agencies provide full training/coaching
- Highlight the implications associated with restrictive medical conditions and the requirements to consult with GP's and DVLA



THE CAMPAIGN

- Deliver Campaign on a regional basis – Urban and Rural locations
- Offer advice/guidance in familiar environment for our intended audience
- Ensure events are publicised in relevant locations
- Offer Free Experienced Driver Assessments
- Encourage participation in cognitive skill assessment
- No pressure to hang up the keys but advice on alternatives
- Drivers over 65 and their families



THE PARTNERS



**POLICE
SCOTLAND**
Keeping people safe
POILEAS ALBA



**DESTINATION
DRIVE**

THE EVENTS

- Consultation with organisations representative of older drivers
- Venue Research
- Variance of Location
- Publicity & Marketing
- Tie in with partners
- Provision of Driver Assessments
- Information and resources



**DESTINATION
DRIVE**

THE AUDIENCE



- Targeted drivers over 65 and their families
- Delivery at convenient and familiar location
- Encouragement
- Not condescending
- Had a point to prove
- Positive Attitude towards assessment
- Lack of awareness surrounding 70 plus driving

**DESTINATION
DRIVE**

THE POSITIVE FACTORS

- Encouraging attendance at venues especially rural locations
- Identify key partners
- Establish relevant communication lines with target audience - social media, paper or radio
- Venue selection & informal approach
- Positive attitude towards skills assessment and improvement
- Audience open to advice and guidance



**DESTINATION
DRIVE**

WORK IN PROGRESS

- Consult with target group
- Communication
- Selection of partners and ensuring singular focus
- Venues – Bring on board as a partner
- Relevant information – don't patronise
- Older Drivers
- Continue delivery – there is a demand



**DESTINATION
DRIVE**

EVALUATION

Key Aims

- Increase awareness
- Highlight barriers
- Provide an opportunity to explore
- Signpost

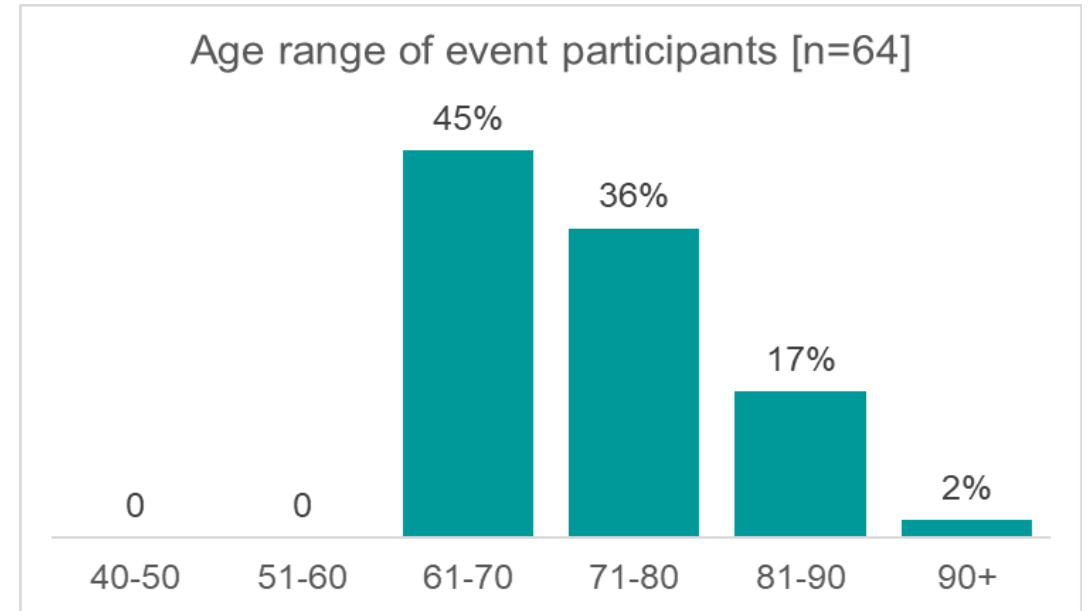
Method

- Light touch
- Based on:
 - Survey with older drivers
 - Staff discussions
 - Data analysis



PARTICIPATION

- Estimated 700 people attended across 9 events
- 57 undertook assessed drive
- Broad age range

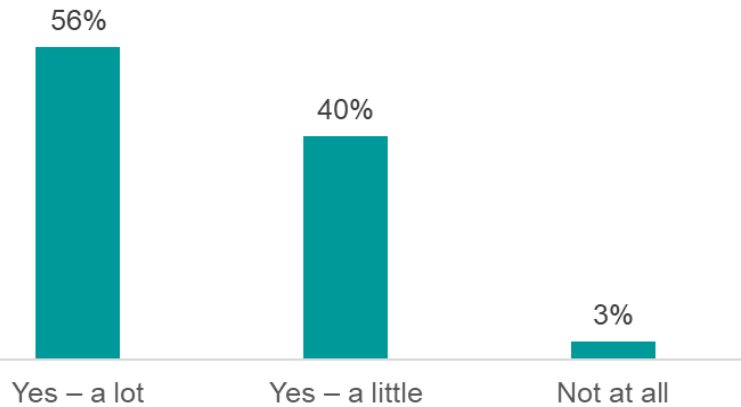


**DESTINATION
DRIVE**

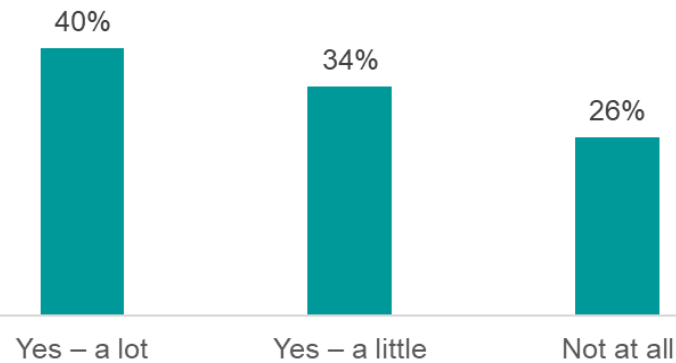
THE OUTCOMES

Increased awareness

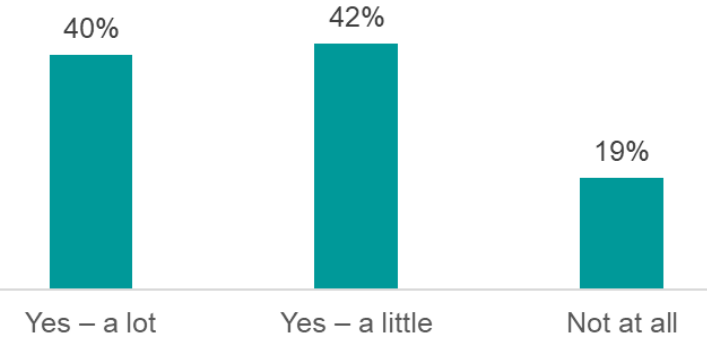
Increased awareness of driving skills [n=62]



Increased awareness of legal and moral responsibilities [n=53]



Increased awareness of potential limitations which may impact on your future driving [n=53]



**DESTINATION
DRIVE**

THE OUTCOMES

Increased awareness

“I would not have known that I could get tuition at my age, I thought instructors were just for learning.”

“If it wasn't for this event, I wouldn't have known that I need some practice at my age.”

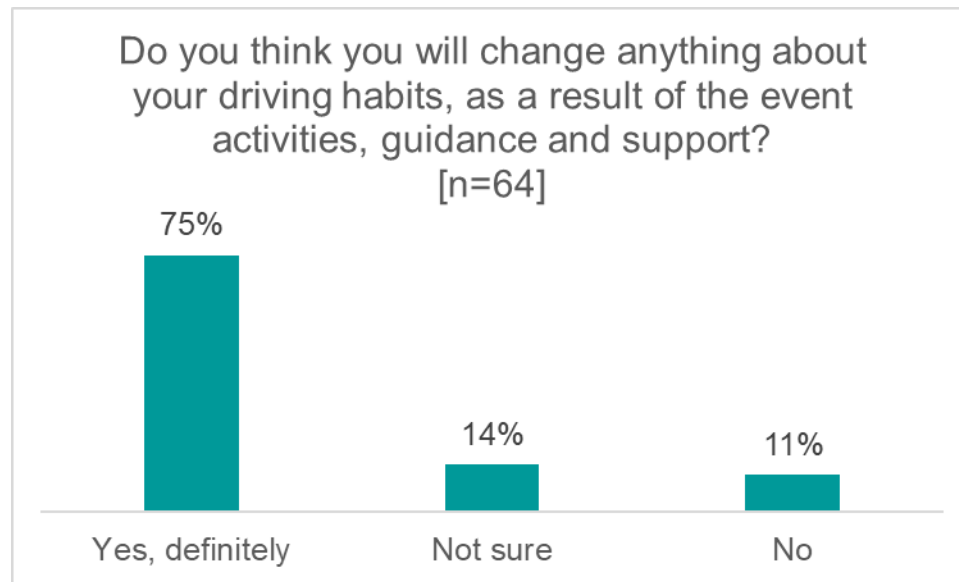
“Before this event I thought I drove well...I would not have known that I had bad habits.”

“Made me think about how I use the car, do I need to drive at night or on busy roads. Do I need the car?”



THE OUTCOMES

Behaviour change



Greater consideration around:

- acceleration and deceleration
- the space between vehicles
- awareness of road signs and markings
- using mirrors and indicators
- parking

**DESTINATION
DRIVE**

THE OUTCOMES

Behaviour change

“Because of this event, I will change how I drive.”

“My driving is not what it used to be and I need to think of assessing what I can and cannot do well.”

“Just small changes that will keep me up to the standards of the road.”



THE OUTCOMES

Confidence and reassurance

“Having not had a driving assessment since the early 60's it was comforting to know that I am not a liability on the road.”

“The advice given during our chat made me aware I need to be more alert when driving.”

“I found the support reassuring.”



THE OUTCOMES

Positive steps forward

“Because of this event I will get training to drive on the roads I am unfamiliar with.”

“Will consider the roads I use and see if I feel confident driving on them. I now know I can get help.”

“I will be looking at the options offered on the RoADAR website.”



THE OUTCOMES

Outcomes for RoSPA

- Identify key areas of support / gaps
- Advocacy role
- Methods to reach older drivers
- Methods to raise awareness amongst older drivers and families



THE OUTCOMES

What worked well

- Partnership work
- Range of activities
- Flexibility
- Informal approach
- Assessed drives

Areas for improvement

- Event logistics
- Partner priorities





THANK YOU

For further information, please contact:

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