



## AAA & Senior Drivers

Mark Peterson

Public Affairs Specialist

AAA Minnesota/Iowa



# Maximize Strengths- Seniors

---

- experience
  - been there, done that (they anticipate risks)
  
- low crash rates
  - 17% of all Minnesota licensed drivers in 2013
  - 9% of all reported Minnesota crashes in 2013
  - 22% of all fatalities (due to fragility/frailty)
  
- good habits
  - seat belt use- high
  - technology use- low
  - speed- low
  - impairment- low (except prescription meds)



# Minimize Weaknesses- Seniors

---

- visual decline- peripheral, contrast
- cognitive decline- short and long term memory
- physical decline- strength and flexibility

all occur in different ways and at different times for each person



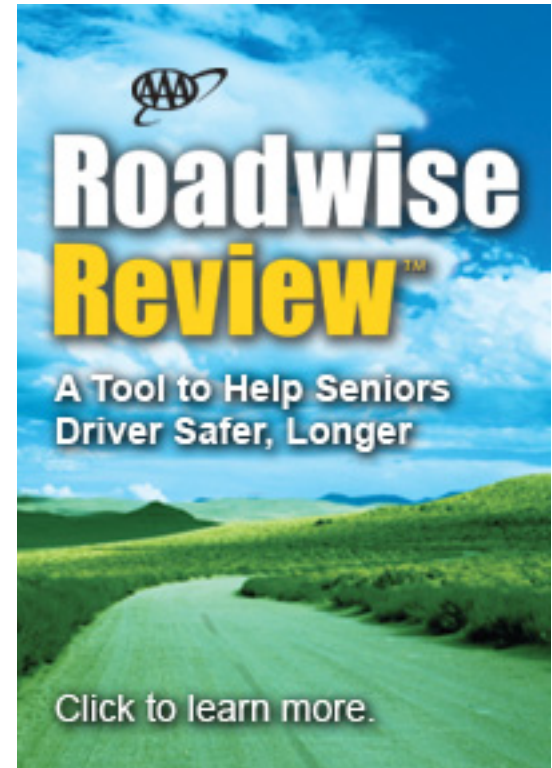
# SeniorDriving.AAA.com

---

- Website contains tools to-
  - evaluate driving abilities
  - understand mind and body changes
  - improve driving skills
  - maintain mobility and independence
  - assist seniors as well as their families and friends

# SeniorDriving.AAA.com

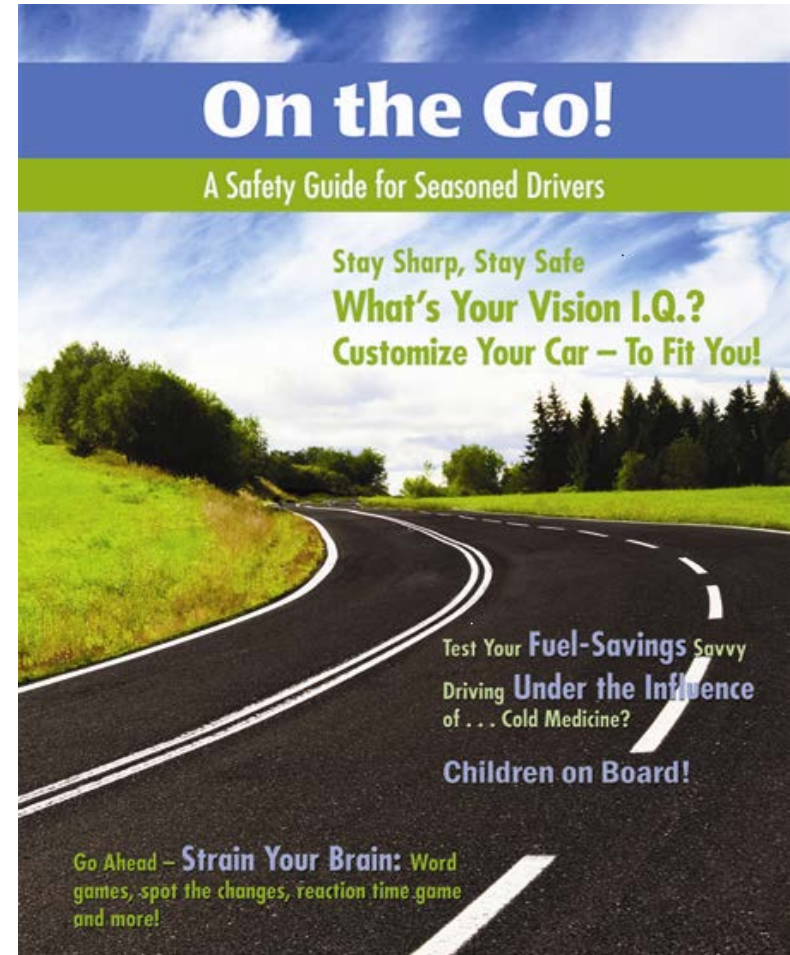
- Interactive Driving Evaluation
  - ✓ manual abilities
    - strength, flexibility, reactions
  - ✓ visual abilities
    - useful field of view
    - high and low contrast visual acuity
    - visualization of missing information
    - visual search
  - ✓ cognitive abilities
    - working memory
    - manage multiple distractions/stimuli



# On The Go! publication

*On the Go!* addresses:

- physical and cognitive changes drivers experience as they age
- changes to roadway design and vehicles
- best practice for current driver behavior



# Smart Features Publication

---

Factors for evaluating a current or future vehicle:

- safety features, such as seat belts and the positions and types of airbags
- ergonomics, or design features, that reduce operator fatigue and discomfort, such as adjustable pedals and seats
- comfort, such as ease of entry and exit, leg room and size of control buttons
- value, which incorporates the total cost of ownership including price, operating and maintenance costs, as well as reliability, fuel economy and resale value



# CarFit Program/Publication

---

Types of issues addressed by the CarFit program/publication:

- a clear line of sight over the steering wheel
- plenty of room between the breastbone (or chest) and the air bag in the steering wheel
- a seat to fit in comfortably and safely
- properly adjusted head restraint
- easy access to gas and brake pedals
- a seat belt that holds the driver in the proper position and remains comfortable





# Senior Safe Driving Presentation

---

The presentation can help seniors:

- identify their strengths and weaknesses
- find the perfect fit in their vehicle
- understand how age can affect their driving ability
- learn about new vehicle features that can help them maximize strengths and minimize weaknesses
- and learn about new roadway engineering changes such as “j-turns” and roundabouts—all with the emphasis on extending their safe driving years



# Thank you!

---

- Contact information:
  - Mark Peterson
    - 952-707-4971
    - [mapeterson@mn-ia.aaa.com](mailto:mapeterson@mn-ia.aaa.com)