

## Tips for Creating Audience-Specific Presentations

Targeted Audience	Presentation Goals	Existing Tools	Tips & Guidelines
<b>Older Drivers</b>	<ol style="list-style-type: none"> <li>1. Educate older drivers about the physical, visual, and cognitive changes that can affect safe driving.</li> <li>2. Provide older drivers with tips and strategies they can use to continue driving safely.</li> <li>3. Educate older drivers about the warnings signs that signal unsafe driving.</li> <li>4. Provide older drivers with information and resources about where to go and who to talk to.</li> <li>5. Educate older drivers about the importance of having conversations and planning for driving cessation while they are still driving.</li> </ol>	<ul style="list-style-type: none"> <li>• DriveWell: Driving After 60: Healthy Steps to Keeping the Keys (60 minutes).<sup>1</sup></li> <li>• DriveWell: Staying Healthy for Driving Fitness (30 minutes).<sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Additional slides:               <ol style="list-style-type: none"> <li>1. What occupational therapy is.</li> <li>2. Warning signs that signal unsafe driving.</li> <li>3. Where to go/what to do when concerned.</li> <li>4. Who does driving evaluations and the value of using a driver rehabilitation specialist who is an occupational therapist.</li> <li>5. An overview of the driving evaluation process</li> </ol> </li> <li>• Additional handouts:               <ol style="list-style-type: none"> <li>1. Warning Signs for Older Drivers Worksheet.<sup>2</sup></li> <li>2. Getting There Worksheet.<sup>2</sup></li> <li>3. Transportation Cost Worksheet.<sup>2</sup></li> <li>4. Information about your driving evaluation program.</li> </ol> </li> </ul>
<b>Older Driver Caregivers and/or Family Members</b>	<ol style="list-style-type: none"> <li>1. Help caregivers and family members of older drivers begin the conversation about older driver safety, transitioning to alternative transportation, and facilitating continued mobility and community involvement</li> </ol>	<ul style="list-style-type: none"> <li>• AARP: “We Need to Talk” seminar.<sup>3</sup></li> <li>• Driving Transitions Education Program: Tools, Scripts, and Practice Exercises.<sup>4</sup></li> <li>• DriveWell: Addressing Your Loved One’s Driving (90 minutes).<sup>1</sup></li> </ul>	
<b>Physicians</b>	<ol style="list-style-type: none"> <li>1. Educate physicians about the issues that affect older driver</li> </ol>	None of the existing toolkits contain an educational	<ul style="list-style-type: none"> <li>• Presentation should be evidence-based. Includes references at</li> </ul>

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	<p>safety, including aging, medical conditions, and polypharmacy.</p> <p>2. Educate physicians about state regulations and policies applicable to older drivers.</p> <p>3. Educate physicians about the driving evaluation process and how a referral to a driver rehabilitation program can help them effectively address the issue of older patients and driving.</p>	<p>presentation specifically geared toward physicians. Please see Attachments 1.C and 1.D for a sample presentation geared toward physicians.</p>	<p>the end of the PowerPoint document so that they stay with the presentation, but you don't have to present those slides.</p> <ul style="list-style-type: none"> <li>• The information in Chapter 2. Background on Older Driver Safety: Key Issues for Community Action of the DriveWell Toolkit<sup>1</sup> is a good starting point.</li> <li>• Additional facts, reports and evidence can be found on the AOTA, NHTSA and AAA Foundation for Traffic Safety Web sites.</li> <li>• Include information about what occupational therapy is and the value of using a driver rehabilitation specialist who is an occupational therapist.</li> <li>• Create handouts that will be useful to the physicians after your presentation. See attachment 1.H for Sample Handouts for Physicians.</li> </ul>

Notes: <sup>1</sup>The DriveWell Toolkit and corresponding PowerPoint™ slides are available on-line at: [www.asaging.org/asav2/drivewell/toolkit.cfm](http://www.asaging.org/asav2/drivewell/toolkit.cfm)

<sup>2</sup>Worksheets are from The Hartford's Family Conversations with Older Drivers website available at: [www.thehartford.com/talkwitholderdrivers/worksheets/main.htm](http://www.thehartford.com/talkwitholderdrivers/worksheets/main.htm)

<sup>3</sup>Not available on-line, contact AARP at [www.aarp.org](http://www.aarp.org) or 1-888-687-2277 for a copy of the Facilitator Manual and DVD

<sup>4</sup>[www.asaging.org/asav2/drivewell/driving\\_transitions.cfm](http://www.asaging.org/asav2/drivewell/driving_transitions.cfm)