



Clearinghouse for Older Road User Safety

How to Use these Resources to Strengthen Professional and Community Partnerships

The Clearinghouse for Older Road User Safety (ChORUS) has created an array of resources for professionals engaged in the health and safety of older adults to promote and improve older driver safety in your community. Each item listed includes direct links to ChORUS resources, educational materials, and organizations that can support communities and individuals' efforts in addressing the safety of older drivers.

- 1. Make the Commitment to Older Driver Safety**
Complete the [commitment to older driver safety](#) and let people know that you care about the safety of older drivers. Tell others what they can do to improve traffic safety.
- 2. Update Your Knowledge**
Know the facts regarding older driver safety. Use the following resources to engage older adults on traffic safety: [Older Driver Safety Infographic](#), current [NHTSA traffic safety facts on the Older Adult Population](#), and the [State Highway Safety Programs for Older Drivers](#). ChORUS has additional resources on older driver safety for multiple audiences, including older drivers, state driver licensing agencies, and families/caregivers, law enforcement and medical professionals.
- 3. Join us for ChORUS' Twitter Chat**
On December 5, 2023, from 2:00 p.m. – 3:00 p.m. ET, we will be facilitating a Twitter Chat (@roadsafeseniors) to exchange ideas and solutions to improve older driver safety. Review the [discussion prompts](#) and share your resources and experiences, ask questions and hear what others are doing in the field.
- 4. Use ChORUS' Social Media Sample Messages**
Incorporate older driver safety into your social media with [our ready-to-post messaging](#) organized around topics of common interest. ChORUS connects users to resources, conversation starters, safety tips, and much more. Messages are available for you to use and customize to communicate with older drivers and professionals.
- 5. Partner With a Local Radio Station**
We have scripts for [radio spots](#) that you can customize for your state and community. Reach out to your local radio stations about airing these

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announcements to educate and increase awareness about resources and tools to help older adults stay safe.

6. Host a Senior Safe Driving Fair in Your Community

Share educational materials and resources on older driver safety at Senior Safe Driving Fairs at your local community center, senior centers, or at over 55 living communities. Use the [Older Driver Safety Awareness Week Talking Points](#) and our Toolkit on [Hosting a Community Event](#) to engage in older driver safety.

7. Older Driver Safety Materials

Display ChORUS materials in your offices, lobbies, and waiting rooms so that those visiting can learn about the importance of traffic safety for older drivers.

- [Flyers](#)
- Posters including [Plan for the Road Ahead](#), [The Effects of Aging on Driving](#), and [Driving Then vs Now](#)
- Handouts for [general information](#), [patient questionnaire](#), and the [transportation planning tool](#)
- [Lobby Slides](#)

8. Stay Connected

Stay informed on older driver safety resources and updates through ChORUS. Link to our site from yours so others can access our resources.

Join us on:

- Facebook: [@roadsafeseniors](#)
- Twitter: [@roadsafeseniors](#)
- LinkedIn: [@roadsafeseniors](#)
- Pinterest [@roadsafeseniors](#)
- Or, visit [NHTSA](#) for more information.