VERMONT
AGENCY OF TRANSPORTATION

Older Driver Safety Messaging

2024

Use this Older Driver Safety messaging toolkit to reach out to your unique audience with information on the importance of Older Driver Safety. You can use these messages as they are or modify them for your intended purpose.

Amplify the Agency of Transportation's Campaign

One quick and easy way to get educational messaging to your audience is to share content directly from the Agency of Transportation. Find fresh content on our Facebook, Instagram and Twitter channels which are updated regularly:

- Facebook: https://www.facebook.com/VTransontheroad/
- Instagram: https://www.instagram.com/aotvermont/
- X: https://x.com/AOTVermont

Or visit our website for more information or download materials.

Key Messages

- Aging can impact vision, reflexes, and general health
- Talk to your doctor if you have questions about your driving health

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Sample Facebook/Instagram Content

Utilize the following messaging to help reinforce the importance of Older Driver Safety:

Message
VERSION A **Headline**: Stay on Top of your Health. Stay Behind the Wheel **Body:** As we age, our vision, reflexes, and changing health can make driving more difficult. If you're noticing changes, it may be time to think about your driving ability and talk to your doctor.
VERSION B **Headline**: Before You Have Problems Driving, Have a Talk with Your Doctor **Body:** As we get older we can all benefit from planning ahead to avoid the loss of driving privileges. Talk to your doctor before aging-related changes become an issue and potentially put you or others at risk on the road.
VERSION C **Headline:** With Age Comes Experience. Look After Your Health to Keep Driving **Body:** Some of the common aspects of aging that can impact your driving are vision issues, reaction time, confusion, nighttime vision, and getting distracted more easily. Talk to your doctor and stay safe on the road.
VERSION D **Headline:** Your Reflexes May Slow Down, But Your Life Doesn't Have to **Body:** As we age, we may feel less confident driving. Our reflexes slow down. We can get more easily distracted. And our overall health can make us more uncertain. But talking to your doctor and taking preventive steps can keep you safe behind the wheel.

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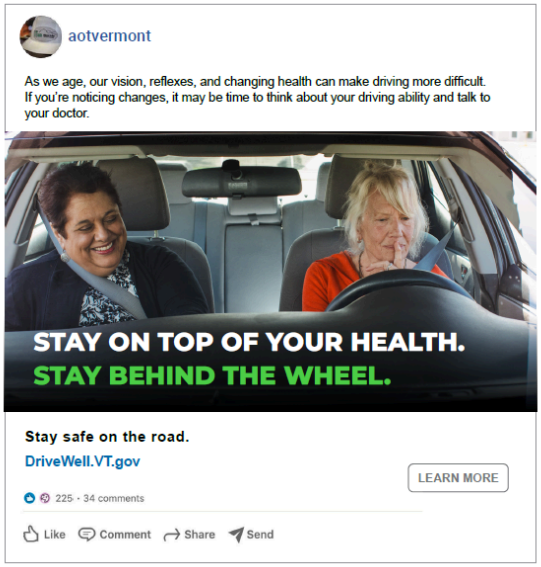
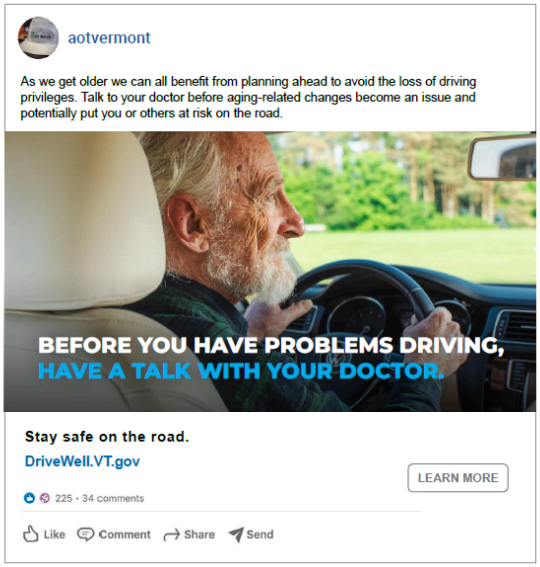
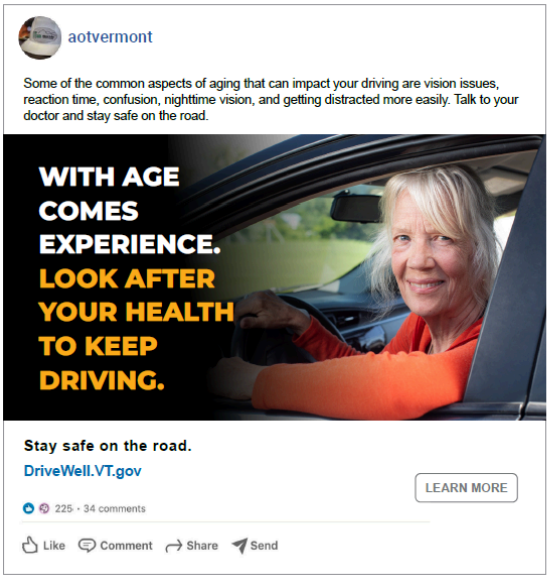
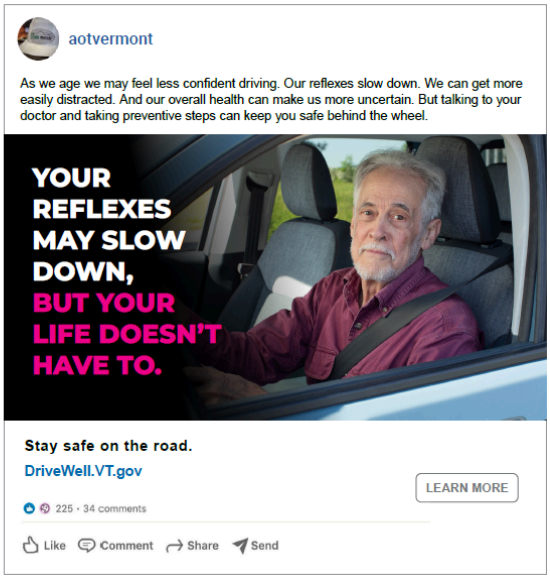
Sample Facebook/Instagram Images









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Sample X Content

These messages emphasize why it is important to look after your health as you age and stay safe on the road.

Message
Version A: As we age, our vision, reflexes, and changing health can make driving more difficult. If you're noticing changes, it may be time to think about your driving ability and talk to your doctor.
Version B: Aging drivers benefit from planning ahead to avoid the possible loss of driving privileges. Start the conversation early and get help before age-related changes become an issue and put you and others at risk on the road.
Version C: Common aspects of aging that affect driving are vision issues, reaction time, confusion, nighttime vision, and getting more easily distracted.
Version D: As we age, we may feel less confident driving. Our reflexes slow down. We can get more easily distracted. And our overall health can make us more uncertain. But talking to your doctor and taking preventive steps can keep you safe behind the wheel.

Hashtags
#olderdriversafety #olderdriver #staysafeontheroad #drivewell #weallage

Download materials here

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Resources

These resources can be used for further information on Older Driver Safety and can also be found on the Drive Well landing page here.

State Resources	National Resources	VT Older Driver Resources
• Vermont State Highway Safety Office • National Highway Transportation Safety Office • Drive Well Vermont • Vermont State Police • Vermont Department of Motor Vehicles	• AARP Driving Assessment • AAA Senior Driver Safety • NHTSA Older Drivers • Highway Safety	• Older Adult Drivers • DMV Mature Drivers • DAIL • Vision Services • DAIL Senior Centers

Download materials here