



# A LOOK AT AGING AND DRIVING AND WHAT IT MEANS TO BE “INTEXTICATED”

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**AAA Driving School – Market Manager**



Don't drive intoxicated.  
Don't drive intexticated.

A sobering message from AAA

# AGENDA

- **A Look at Aging and Driving**
- **Intoxicated**
- **Questions**

# A LOOK AT AGING AND DRIVING



# A LOOK AT AGING AND DRIVING

## Quiz: True or False?

1	<b>Vehicles Equipped with Anti-Lock Brakes (ABS) can stop shorter than vehicles without ABS.</b>
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# A LOOK AT AGING AND DRIVING

## Quiz: True or False?

**2 A good rule-of-thumb for safe following distance is to stay back at least one car length for every 10 mph you are traveling.**

# A LOOK AT AGING AND DRIVING

## Quiz: True or False?

**3**

**The recommended hand position on the steering wheel is “10 and 2”.**

# A LOOK AT AGING AND DRIVING

## Quiz: True or False?

**4**

**A driver affected by a prescribed medication cannot be charged with impaired driving (OVI, DWI, DUI, etc.).**

# A LOOK AT AGING AND DRIVING

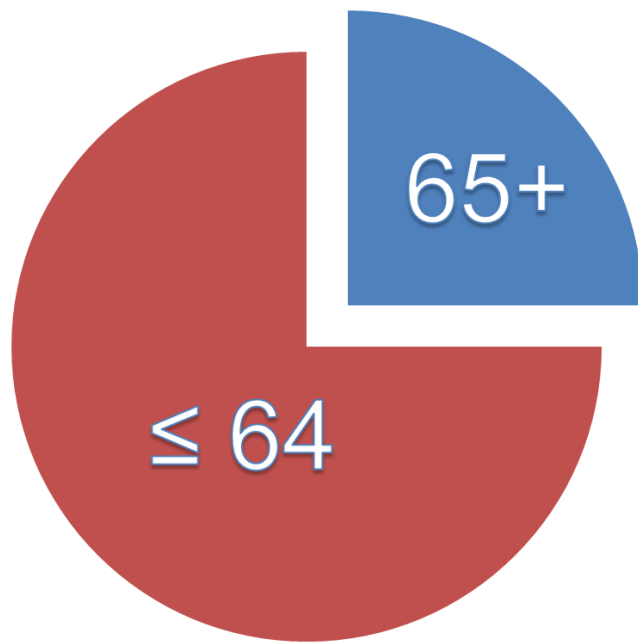
## Quiz: True or False?

**5**

**The number of older drivers is expected to stay about the same over the next 20 years.**



# A LOOK AT AGING AND DRIVING



**By 2025**

# A LOOK AT AGING AND DRIVING

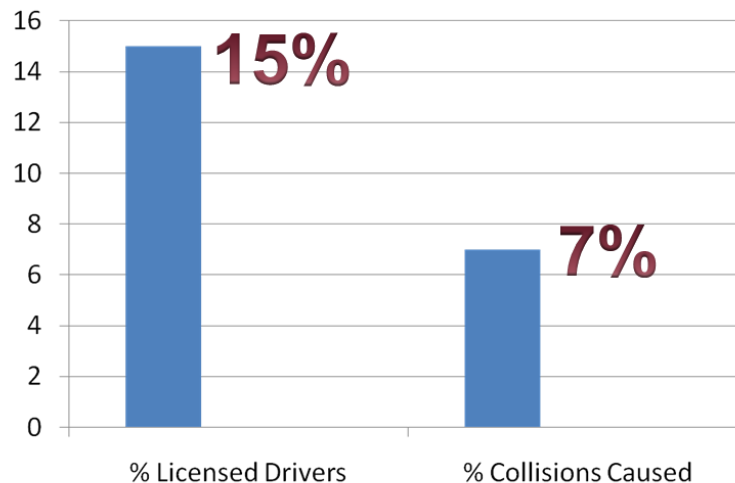
## Quiz: True or False?

**6 On the whole, older drivers are dangerous drivers.**

# A LOOK AT AGING AND DRIVING

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## Under-represented in At-fault Crashes



Source: RAND Corporation

# A LOOK AT AGING AND DRIVING

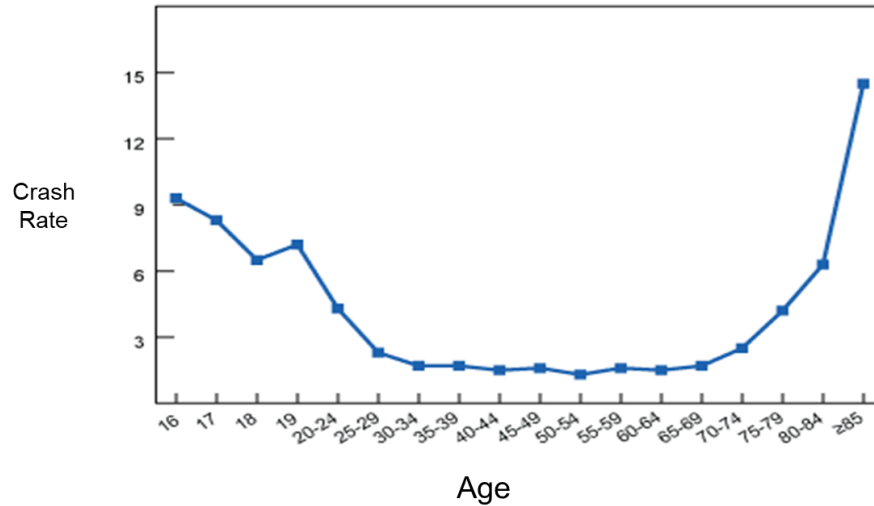
## Quiz: True or False?

**7**

**Today's older drivers can expect to drive safely for the full duration of their lives.**

# A LOOK AT AGING AND DRIVING

Passenger vehicle crash involvements per 100 million miles traveled



Source: IIHS Fatality Facts, Older People 2008

[AAASeniors.com](http://AAASeniors.com)

# CHANGE, CHANGE, CHANGE

14

Everyone experiences  
age-based changes



Changes vary from  
person to person



# OUR GOAL

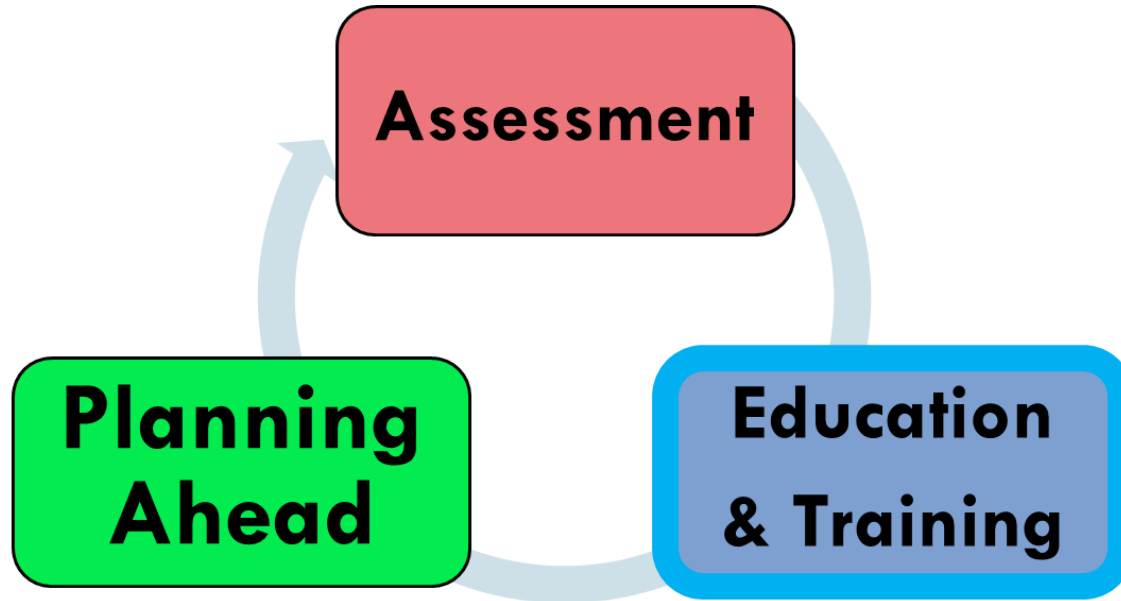
To help Senior  
Drivers Stay  
Safer Longer!





# WHAT CAN BE DONE?

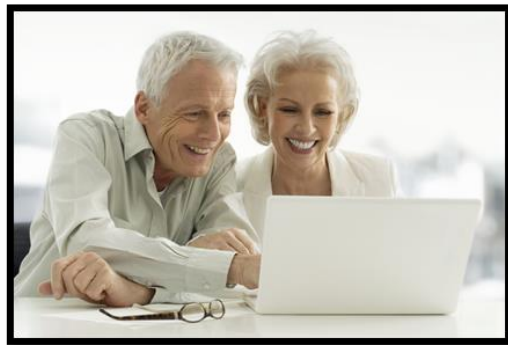
17



[AAASeniors.com](http://AAASeniors.com)

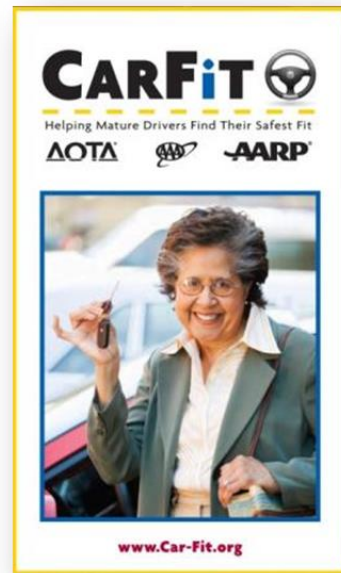
# EDUCATION

18



# DOES YOUR CAR FIT YOU

19



**HAVE A PLAN**

20

# Planning Ahead





## SMART FEATURES FOR OLDER DRIVERS

Choosing a vehicle with the right features can help you adapt to physical changes associated with aging and improve safety and comfort behind the wheel.

[LEARN MORE](#)

SMART FEATURES FOR OLDER DRIVERS



DOES YOUR CAR FIT YOU?



KNOW THE LICENSING LAWS IN YOUR STATE



GET A DRIVING HEALTH CHECK-UP

[CHANGE TEXT SIZE](#) A A A

## ROADWISE RX



## FIND YOUR PERFECT FIT



## TAKE A REFRESHER COURSE







# DISTRACTED DRIVING CAMPAIGN



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# DISTRACTED DRIVING PROBLEM



- Despite bans in 47 states, many drivers continue to text behind the wheel
- Texting is just part of the problem. Drivers also:
  - Read and send e-mails
  - View and update social media
  - Access maps and navigation tools
  - Select and play music and podcasts
  - Take and post photos and videos

# “DO AS I SAY, NOT AS I DO”

- AAA Foundation – 2017 Traffic Safety Culture Index
  - 97% of drivers say texting or emailing while driving is a serious or very serious threat to safety, but:
    - 45% of drivers read a text or email while driving in the past 30 days
    - 35% admitted to typing one





...YOU  
DON'T DO  
THIS...



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...SO WHY DO  
THIS?



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# CAMPAIGN MESSAGING



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# OBJECTIVES

- Align the impact of drinking and driving with distracted driving
  - Both impair driving. Both do injure and kill.
- Change behavior, reduce smartphone use behind the wheel
- Amplify reach/impact with multi-channel approach, partners
- Engage and inspire people to take action
  - e.g. putting down their phones, sharing on social media



# TAKE THE PLEDGE

[AAA.COM/DONTDRIVEDISTRACTED](http://AAA.COM/DONTDRIVEDISTRACTED)



## PREVENT DRIVING INTOXICATED PLEDGE CARD

Please join us in the fight to end distracted driving by signing the pledge below.

By signing, I acknowledge that I take distracted driving seriously.

### I will:

- Put my mobile device out of sight to prevent temptation.
- Be a positive role model by speaking out if a driver is driving distracted.
- Help spread the message by encouraging others to never drive distracted.

### I will not:

- Use social media while driving.
- Check or send emails or texts or use my phone camera when driving.
- Call or text others when I know they are driving.

I am signing this pledge because or in honor of:

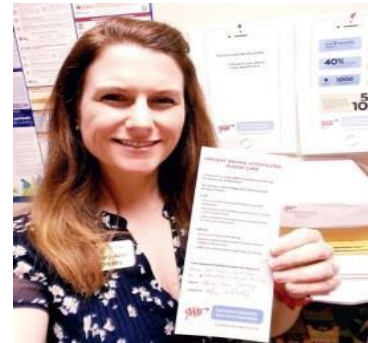
Name:

Signature:



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# COLLABORATE AND ENGAGE



@AAACincyNews

**#DontDriveIntoxicated**



Put down your phone. Lives depend on it. |