



The MGS-~~tp~~*tp* Project:
Partnership Building for a TV show on Safe
Community Mobility for Minnesota Seniors

Catherine Nussle Sullivan, Ph.D., OTR

cnsullivan@stkate.edu



Introduction

- ⇒ Congratulation TZD on lower MN road death rates
- ⇒ Hope that has flattened fatality U curve.
- ⇒ My concern: Personal: teens, professional: seniors
- ⇒ Will describe partnership-building project by MGS towards production of TV show on older drivers
- ⇒ Main theme: Address a common dilemma/fear by opening conversation and focusing on continuum



TAKING AWAY THE KEYS PHOBIA?

<http://www.edmunds.com/ownership/safety/articles/121474/article.html>




Minnesota Gerontological Society

- ➔ MGS founded in 1976, bridges research with practice in aging
- ➔ Engages service providers in many disciplines as well as academics in mutual learning and sharing experiences which enlarge understanding of aging populations.
- ➔ Venues are conferences and webinars – broadcast is new territory
- ➔ MGS is well positioned for partnership building

Older drivers

- ⇒ By 2030, 20% drivers > 65, 30 million older drivers on U.S. roads.
- ⇒ Along with teens, highest crash rate per mile driven
- ⇒ Many age-related problems can impair driving
- ⇒ Some adjust by avoiding certain driving situations
- ⇒ Common lack of awareness of limitations
- ⇒ Own analysis of MN seniors interviews:



Lucy: I wouldn't say that I had any accidents, they had an accident and it happened to involve me


Gert: I never took friends with me when I went driving any place. I didn't want to be responsible to something happening to anybody. If the grandchildren or something were here, I'd let them ride with me downtown or we'd go to church together but, no I never [took friends].

AWARENESS ?



The Why of the MGS-tpt Project

- ➔ Mainly lack of public awareness of solutions for older driver issues.
- ➔ Research on approaches that work often does not reach intended audience
- ➔ Seniors want to stay active in their communities so keep driving when they shouldn't.
- ➔ Declines in quality of life after cessation if alternate transportation scarce or unfamiliar



⇒ **Teddy:** There is a shortage of inexpensive public transportation. [...] I can't go out with the guys to lunch or things like that, because unless they pick me up I can't do it then. [...] I stopped going to church... I stopped going to the retired teachers support group... I stopped going to the grocery and shopping

Main Issue and Title

- ⇒ To keep seniors safe, problem shouldn't be not about taking away the keys
- ⇒ Instead, problem is the full driving-transportation continuum
- ⇒ Thus title: *Love of Car: Transportation as we Age*

Goals of Project

- ➔ The purpose of this project by MGS is to facilitate and lead a partnership among a variety of stakeholders to address the following goals
 - Develop a documentary broadcast and DVD on older adults' driving and community mobility issues in partnership with *tpt* and other organizations in both urban and rural Minnesota
 - Coordinate educational outreach efforts on that topic associated with that DVD's periodic showing.

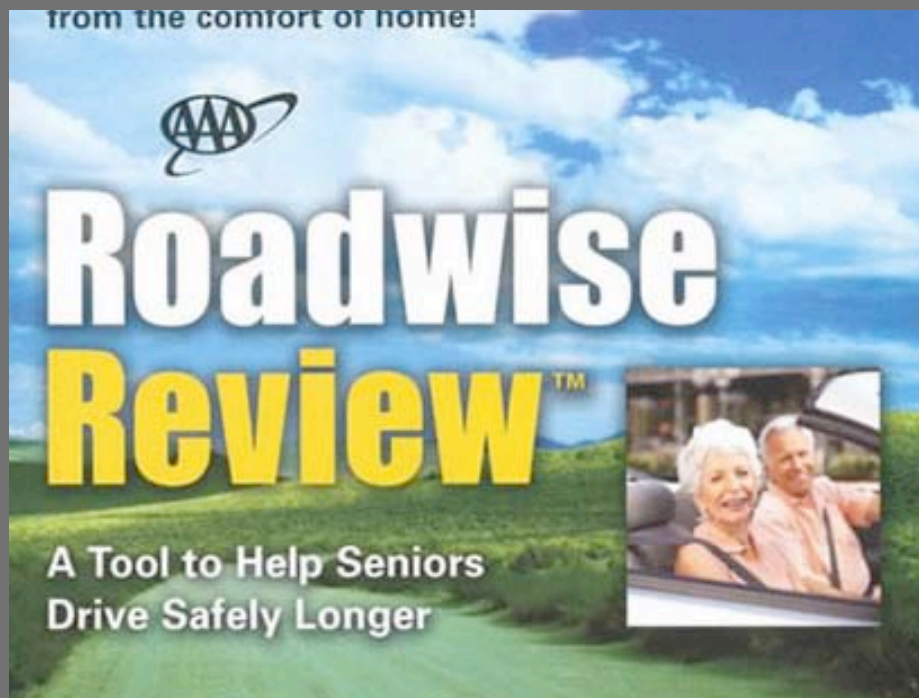
Short History of the Project

- ⇒ 2007 MGS conference on community mobility. (see www.mngero.org for proceedings)
- ⇒ Presenters from the driving and the transportation side and from rural as well as metro
- ⇒ Tracks included research, policy and practice angles.
- ⇒ TPT approached MGS about 1-h documentary TV show on senior community mobility.
- ⇒ MGS Board approved with me as lead (sabbatical)

Focus of the Broadcast

- ⇒ Educate MN seniors, their families, and professionals dealing with them about the following:
 - ⇒ How to determine if you are a safe driver
 - ⇒ Personal strategies to increase your driving years
 - ⇒ Ways to adapt or chose vehicles to allow safe driving longer
 - ⇒ Who should be involved in deciding when a person should stop driving
 - ⇒ How to locate and promote alternate transportation options

Driving safer longer: The driver



- ⇒ Self assessments for driving problems: I.e. AAA's Roadwise Review
- ⇒ General fitness training extends driving years. i.e. Marotolli
- ⇒ Train cognitive skills: i.e. DriveFit, UFOV training

Driving safer Longer: Roads and Cars



- ⇒ Road design, vehicle adaptation and smart car design increase safety
- ⇒ Examples: CarFit program, Audi's side assistance and BMW night vision

Conversation about Driving and Transition



- ➔ Resources for families to start conversation (i.e. Hartford guide)
- ➔ Role of MD and health professionals
- ➔ Role of law enforcement officer and licensing office

Transition to alternative transportation



- ⇒ Helping seniors find and use transportation alternatives as part of the solution
- ⇒ i.e. Public transit, senior vans, volunteer drivers
- ⇒ Self-mobility through scooters, golf cart and three-wheel bike (Hank)

Promoting regular use of available transit



- ⇒ People who regularly use public transit have easier transition.
- ⇒ Promote use of transit even when still driving
- ⇒ Advocate for more public transit if scarce

Format of Broadcast

- ➔ It will profile the testimonies of both rural and urban families
- ➔ Will feature age-related changes in vision, motor function and/or cognition.
- ➔ In the context of these families' stories, it will include
 - ➔ key mobility and safety concerns,
 - ➔ interviews with experts,
 - ➔ resources available to assist them

Timeline and Budget

- ⇒ Fall 2008: MGS and *tpt* defined the scope and outline. Based on it, *tpt* developed a budget of \$77,700 total, of which *tpt* would contribute \$35,000 and MGS and its partners \$42,700.
- ⇒ November 2008 – **April 2009**: Partnership building by MGS, solicitation of sponsorships and grant writing.
- ⇒ April– July 2009: Development of broadcast content.
- ⇒ August-September 2009: *tpt* will produce and edit the show with participation from MGS
- ⇒ September – October 2009: development of outreach material, and beginning of outreach

Current Sponsoring Partners

- ⇒ DPS (Minnesota Department of Public Safety),
- ⇒ MN-IA AAA (American Automobile Association),
- ⇒ The Minnesota Board on Aging – Senior Linkage Line
- ⇒ MDH (Minnesota Department of Health),
- ⇒ MPSM (Minnesota Partnership for Safe Mobility),
- ⇒ MPTA (Minnesota Public Transit Association),
- ⇒ Easter Seals/National Center for Senior Transportation (NCST).
- ⇒ M4A (Minnesota Area Agencies on Aging),
- ⇒ **\$12,900 (about 30%) remaining to be raised**

Some Benefits of Partnership

- ⇒ Input into the content of the broadcast not required but partners can participate if have interest and expertise.
- ⇒ Who the partners are will influence focus of content
- ⇒ Sponsoring Partners have full benefit of the product at a fraction of the cost of the full broadcast
- ⇒ Will receive streaming video and copy of chaptered DVD
- ⇒ Single page credit with broadcast requires major sponsoring partner status but all partners are featured in the rolling credits

Conclusions

- ⇒ Partnership-building activity has been a very interesting and rewarding activity. Pleasure to interact with dedicated individuals
- ⇒ I look forward to working with our interested partners and *tpt's* award-winning producers to make an enticing show.
- ⇒ MGS is looking forward to the opportunity for outreach here in MN on those issues.
- ⇒ Also looking forward to national exposure through the NCST website.



cnsullivan@stkate.edu

(651) 253-8007

THANK YOU



fr.wikipedia.org/wiki/Car_postal_suisse

Portland's Senior Three-wheel bike program



<http://homepage.mac.com/trorb/TOPP/iMovieTheater178.html>