



Virginia Strategic Highway Safety Plan

Aging Road User Emphasis Area Plan

Priority Strategies

1. Implement roadway improvements that ensure human mistakes and vulnerabilities do not result in serious injuries or fatalities.
2. Adopt an approach that considers risk when prioritizing locations for safety improvements and programs.
3. Recognize traffic safety as a public health issue and establish policies and programs that promote safe behavior and reduce crash severity outcomes.
4. Develop and implement programs that provide education and awareness to high-risk road users.
5. Implement innovative solutions and utilize current and emerging technologies.

Emphasis Area Tasks

- Review actions and select 10. Include a mix of what can be done today and what can be done in the future. Refrain from just selecting all ongoing strategies and focus on priorities. *(Note: each individual's selections will not necessarily make it to the final list. We will identify those 10 that capture the needs of the group.)*
- Combine or reword actions whenever possible. Example: Combine actions 1 & 2 - *Use data to identify which population groups are at highest risk for not wearing safety belts and develop materials to increase awareness of the benefits of safety belt use among these low-use groups.*
- Apply the Action Test for each action.
- Determine the time frame, e.g., those actions that can be done in the next two years (short term) ; those that can be done in the next three to five years (longer term) and any that are ongoing.
- Identify any new actions that support the principal strategies and are not included on this list.

Action Test

- What can actually be accomplished? *(What is working today and ideas for the future.)*
- Is there an interest in pilot testing a program or project?
- Is it feasible in terms of budget and resources?
- Are there policy or political considerations that require it to be included?
- Is there a way to combine or rewrite actions to result in fewer actions?

Action #	Priority Strategy	4E	Action	Time Frame
1	#4	Education	Conduct education and awareness activities focusing on the mature driver and their caregivers the general driving population to reduce crashes, injuries and fatalities.	Ongoing
2	#4	Education	Work with Department of Aging and Rehabilitation Services to conduct older driver assessments across the Commonwealth.	Ongoing
3	#4	Education	Work with the Department of Aging and Rehabilitation Services and the Grand Driver coordinator to conduct CarFit events statewide.	Ongoing
4	#4	Education	Recruit new and effective partners to make sure the aging road user program is reaching diverse communities and to ensure equity is at the forefront to decrease fatalities.	Long term
5	#4	Education	Develop alternative transportation options for seniors who surrender their license at the local, regional and state levels.	Long term
6	#4	Education	Promote partnerships and educate safety professionals at metropolitan planning organizations, regional planning councils, and local governments on the importance of addressing the special needs of the aging population in their transportation, land use, and housing plans.	Long term
7	#4	Education	Provide law enforcement officers, front line licensing personnel, and health care providers resources to recognize, assess, and report at-risk aging drivers.	Long term