

Health and Driving: Making the pleasure last

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Context

- ◆ Grey population explosion
- ◆ 14% > 65 in 2006
- ◆ 24% > 65 in 2030
- ◆ 2003 to 2010 - doubles
- ◆ Driver permits > 65 will triple from 2006 to 2030
- ◆ Québec is affected more rapidly



The Beauce Project

- ◆ Rural county to the south of Québec City



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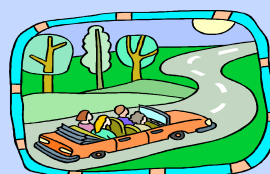
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Page 3

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The Beauce Project

- ◆ Community-generated
- ◆ Began in 2000
- ◆ Involves community services and organisations, police, care-givers, SAAQ, adapted transportation services
- ◆ Collaboration between several agencies
- ◆ Not exclusive to the SAAQ



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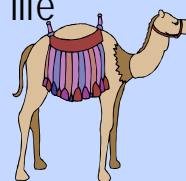
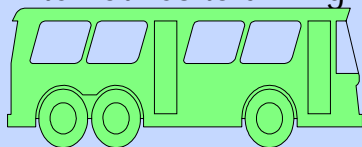
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Page 4

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Aims

- ◆ Increase awareness
- ◆ Generate responsible attitudes
- ◆ Realistic approach to driving ability
- ◆ Prepare for eventual driving cessation
- ◆ Stay healthy and active and maintain your permit
- ◆ What you can do to extend your driving life
- ◆ Alternatives to driving



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Page 5

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Clientele

Three targetted groups:

- ◆ Elderly
- ◆ Social support group
- ◆ Health professionals and care givers



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So: What's new?

- ◆ Community-generated
- ◆ Targets 3 groups
- ◆ Sessions involve elderly drivers and support groups meeting within their existing organisations
- ◆ Health professionals and care-givers meet within the workplace
- ◆ Emphasis on positive: maintaining the permit for as long as possible
- ◆ Uses driver permit as incentive for healthy lifestyle
- ◆ Self-awareness tool

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Results

- ◆ 27% more medical consultations
- ◆ 29% more vision assessments
- ◆ 67% more physical exercise
- ◆ 80% of elderly drivers - understood that driver cessation is a fact of life
- ◆ 80% of social support group felt more comfortable in addressing driving cessation with an elderly relative
- ◆ Health professionals include driver assessment in their basic evaluation

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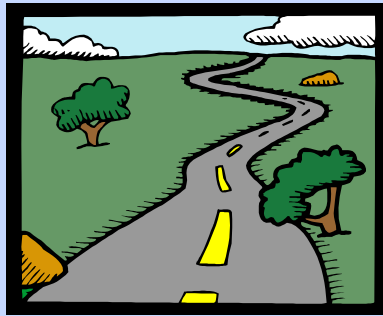
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Page 8

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Future

- ◆ Phase II - urban project.
- ◆ Province-wide application in 2007?



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