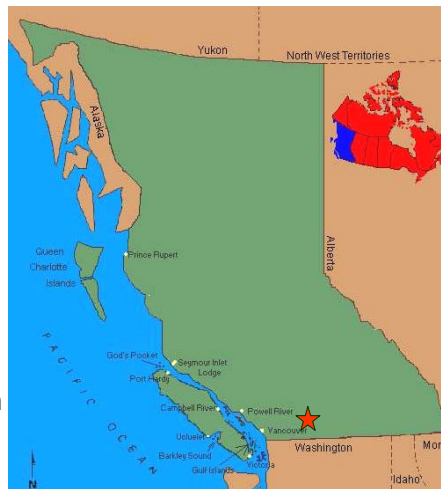


ICBC Aging Driver Pilot in Vernon, BC

Presented by Glenyth Nasvadi
Insurance Corporation of British Columbia
On Canada Day of the
Joint AAMVA/CCMTA Aging Driver Forum
March 6, 2006

BC Context

- Size: 588,087 square miles
- Population: 4,271,210
- Most seniors in 3 urban areas
- Many small communities with no public transportation
- Many remote communities with long distances to services





- Population, Vernon and area: 43,778
- 30% over age 55
- Ranked 3rd in the province for seniors' crashes
- Enthusiastic local government & seniors

Goals

1. To reduce the number and severity of traffic collisions involving senior drivers
2. To develop strategies that are
 - Effective
 - Measurable
 - Acceptable

Three-Pronged Strategy

Problem

- **Roadways**
 - Increasing complexity, speed
- **Knowledge Gaps**
 - Changing rules, no training
- **Physical Declines**
 - Vision, flexibility, reactions

Strategy

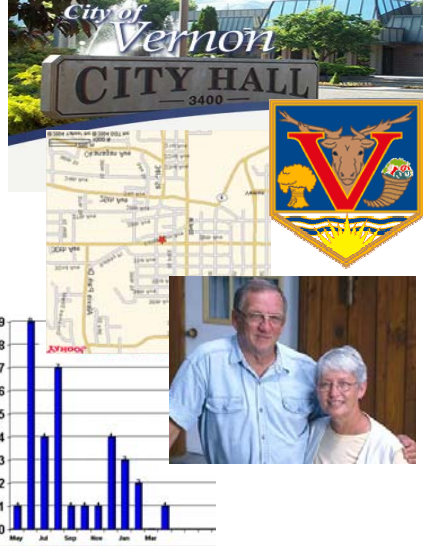
- **Engineering**
 - Person-environment fit
- **Education**
 - Knowledge & coping
- **Exercise**
 - Functional losses

Planning Approach

- **Published Research:**
 - common crash configurations
 - contributing factors
- **Operative Research:**
 - identified high-crash locations in Vernon
 - determined required interventions
 - assessed feasibility
 - designed outcome measures

Key Components

- Partnership with local government
- Community involvement
- Crash data analysis
- Other interest groups



INTERVENTIONS

Target Interventions

- Poor visibility of:
 - Lane markings
 - Signal heads
 - Street signs
- Inadequate time for:
 - Left turns at specific locations
 - Pedestrian crossings
- Lack of driving knowledge
- Speeding and aggressive driving



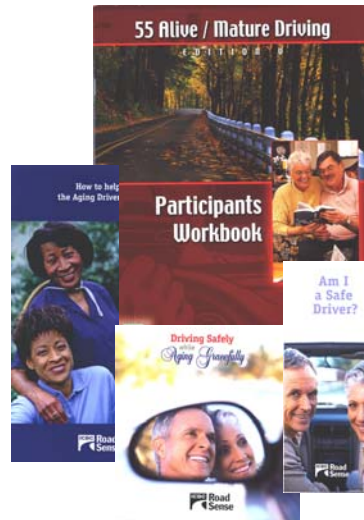
Engineering Interventions

- City-wide upgrades:
 - Increase font on street signs
 - Improve road paint quality
 - Trim trees, remove obstructions
- Identified 7 intersections for upgrade:
 - Improve signal heads - size & reflective back
 - Align turn lanes
 - Install lane use signs
 - Install pedestrian count-down system & buttons
 - Install curb extensions for pedestrians




Educational Interventions

- 55 Alive Mature Driver course
- Printed brochures
- Newspaper articles



Fitness Intervention

30 **Fitness/Wellness** Recreation Services 545-6035



Exercise for Driving
 This program has been designed in cooperation with ICBC, University of Victoria research staff and the fitness professionals working at the Recreation Complex. The program is intended to improve the strength, flexibility and endurance of the muscles you use when you drive! You will be taught (and you'll get to practice) a series of fun and effective exercises that mimic driving movement. Join us and find out how to use your body when you drive. Maximum 15 participants per class. Classes to choose from:
Tues & Thurs 9:45-10:30am Nov 1-Dec 8
 Auditorium code #16030 \$53
Tues & Fri 12:30-1:15pm Nov 1-Dec 9 (no class Nov 11)
 Auditorium code #15722 \$49
Tues & Fri 1:30-2:15pm Nov 1-Dec 9 (no class Nov 11)
 Auditorium code #16029 \$49

Fitness for Every Body!
 At Parks & Recreation we have a safe and effective class for you - no matter where you are starting on the road to wellness.

- Strength
- Flexibility
- Reaction time
- Balance
- Visual awareness

MEASUREMENT

Engineering Measures

- Crash stats
 - whole city
 - key locations
 - seniors
- Traffic Counts
 - key behaviours
 - by age
- Survey
 - perceptions
 - behaviours
 - satisfaction



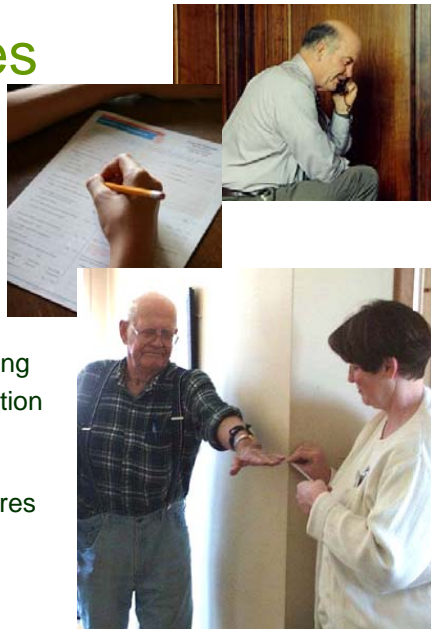
Education Measures



- Program Use
 - Distribution of materials, attendance at programs
- Phone Survey
 - Awareness & use of materials
 - Knowledge
 - Attitudes
 - Self-reported behaviour
- 55 Alive Evaluation
 - Knowledge pre-test & post-test
 - Long term retention
- Focus Group Follow-up
 - Gaps, future work

Fitness Measures

- Fitness class evaluation questionnaires
 - satisfaction with program
 - self-reported changes
- Phone survey
 - attitudes about fitness & driving
 - plans for alternate transportation
- Cohort study
 - pre and post physical measures
 - questionnaires on fitness, attitudes, driving behaviours





Progress to Date



Completed

- Baseline traffic counts
- Baseline phone survey
- Engineering upgrades nearing completion
- 55 Alive: ongoing pre-test & post-test
- Study Group: baseline physical measures & questionnaires



What's Next



To Complete the Pilot

- Complete engineering upgrades
- Follow-up phone survey and traffic counts
- Ongoing 55 Alive evaluations
- Ongoing fitness group study
- Data analysis
- Roll-out decisions
- Ongoing evaluation

