



Media Release

March 25, 2008

GOVERNMENT PARTNERSHIP HELPS MORE MATURE DRIVERS DRIVE WELL AND LIVE WELL

(BURNABY, BC) – The BCAA Traffic Safety Foundation is pleased with the announcement of an additional \$125,000 funding from the Minister of Community Services to expand their Mature Drivers Program.

Almost six thousand mature drivers in B.C. have taken part in the *Living Well, Driving Well* mature drivers workshops. With this additional funding the Foundation will be able to continue these successful workshops and expand the program into more communities around the province.

The funding will also allow the Foundation to expand its Mature Drivers Program to examine cognitive impairment issues, specifically dementia, and the functional ability of older drivers, and develop resources and tools for the medical community and families to work with people dealing with these challenges. As part of this strategy, the Foundation will explore and pilot alternative transportation programs to help seniors maintain their independence and mobility.

“The Province is pleased to help support community-based workshops to inform seniors and their families about cognitive impairment and its effects on driving,” said Community Services Minister Ida Chong. “Awareness is key when it comes to mobility, accessibility and safety, and the BCAA Traffic Safety Foundation’s approach is at the forefront as we work together to help B.C. seniors stay active in our communities.”

The Foundation and Minister Chong have been working together very closely to help mature drivers in communities around the province improve their driving skills and reduce their risk behind the wheel.

“We are very pleased to be working with the provincial government and the Alzheimer Society of BC and moving forward on this important dementia and driving aspect of our program,” stated Allan Lamb, executive director of the BCAA Traffic Safety Foundation.

“For many people driving is a key to independence and safe driving is the key to maintaining that independence. Research shows that age alone is not a good predictor of driving safety or ability. Each of us is unique in the way we age – as we see with Alzheimer patients, but, a desire and ability to adapt to change is essential and can help us continue to drive safely for as long as possible.”

The *Living Well, Driving Well* mature drivers workshops are designed to help mature drivers assess their own driving skills, develop safe driving habits, and determine if it is time they consider other transportation alternatives.

The BC Medical Association awarded the *Living Well, Driving Well* program their 2006 *Excellence in Health Promotion Award* in recognition of the way the program promotes self-awareness and achieves results that protect the population as a whole.

For more information visit www.MatureDrivers.ca or call 1-877-297-2254.

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About BCAA Traffic Safety Foundation

The BCAA Traffic Safety Foundation is a non-profit registered charity working with families, communities and business partners to reduce the number and severity of traffic crashes and injuries in B.C. For more information contact visit www.BCAATSF.ca.

DRIVE TO SAVE LIVES
www.BCAATSF.ca

For further information, please contact:

Lennea Durant
Media Relations
BCAA Traffic Safety Foundation
604-875-1182
lenneadurant@shaw.ca

Allan Lamb
Executive Director,
BCAA Traffic Safety Foundation
604-297-2151
allan.lamb@bcaa.com