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Delaware Launches Older Driver Safety Campaign

Delaware recently kicked off its Safe and Mobile Delaware campaign to educate older drivers about programs and policies that are making the roads safer in Delaware for older Americans and all drivers.

Delaware has the fastest growing aging population in the nation. As the population ages, roadway and intersection designs will become increasingly important for keeping all state residents safe and independent.

According to Delaware Office of Highway Safety spokeswoman Andrea Summers, "What we're going to see with more people retiring to our state, particularly our beach areas, are more people who are of advancing age on our roadways. Our greatest concern is their ability to drive safely...We're really looking at how to reduce their risk of being in a crash."

The highlight of the campaign, which launched January 13 in Wilmington, is a half-hour documentary on older driver safety that will air in February. Other campaign features include public service announcements and a website.

The program is supported by Roadway Safety Foundation's Safer Roads initiative. For more information, visit www.safeandmobiledelaware.org.



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