



Clearinghouse for Older Road User Safety

Older Driver Safety Awareness Week 2023

Social Media Sample Messages

Target Audience: Medical Professionals

- Medical professionals, vehicle crashes can impact your patient's health and well-being. Refer them to ChORUS #ODSAW23 for tools and resources they can use to improve traffic safety.
<https://tinyurl.com/3jbk97m2>
- During Older Driver Safety Awareness Week, promote wellness checks and safe driving discussions with your older patients. For help finding local resources, point them to the ChORUS My State Info page
<https://www.roadsafeseniors.org/my-state-info>
- Part of staying healthy is being safe on the road to minimize the risk of injury. #ODSAW23 draws attention to #OlderDrivers and #TrafficSafety. Engage in addressing older driver safety by using the ChORUS resources: lobby slides, posters, and other materials to support your efforts.
#MedicalProfessionals >> <https://tinyurl.com/3jbk97m2>
- According to @NHTSAgov, 55.7 million people in the U.S. are 65 and older. #MedicalProfessionals serving older adults can add #TrafficSafety to their health and well-being checks. During #ODSAW23, learn more about the link between safe driving and health with ChORUS.
<https://tinyurl.com/38jw6vmu>
- #MedicalProfessionals can use the ChORUS patient questionnaire to promote safe driving – a contributor to health and wellbeing. Encourage safety with resources from ChORUS. #ODSAW23
<https://tinyurl.com/mr37muj8>
- With age-related changes, #OlderDrivers may have an increased risk of serious injury if involved in a collision. During #ODSAW23, and all year, we encourage #MedicalProfessionals to talk with their older patients about driving. <https://tinyurl.com/2bp7yyh7>

RoadSafeSeniors.org