

'Street Smart Seniors'

NRMA Road Safety Trust Grants Program

End of Program Report: July 2016

Grant Recipient: Council on the Ageing ACT inc (COTA ACT)

Program title: Street Smart Seniors

Total grant amount: \$53,000

Contact name: Ingrid Pepper

Program Overview

'Street Smart Seniors' is a community education program for seniors developed by COTA ACT with a view to enhancing road safety for all ACT road users.

The program utilises a peer education model to provide a 1 hour group training session on road safety in a relaxed and informal learning environment.

Peer education is a process where people who share common ground can teach and learn from one another. COTA trained volunteer peer educators aged over 50 who then volunteered their time to present these sessions to older people in the community.

The topics covered during each information session were tailored to each particular participant group. The following core topics were covered in every session:

- Issues for older drivers
- Issues for older pedestrians
- Retiring from driving
- Alternative transport options

COTA ACT liaised with community networks and road safety organisations and Professor Mary Sheehan (Monash University) on the development, delivery, and promotion of the program.

Program Objectives

1. By the end of training 8 volunteer peer educators will have the skills and confidence to deliver a public information session.

Objective Exceeded: 10 volunteer peer educators undertook and successfully completed the Street Smart Seniors Peer Educator Training Program. 9 of these peer educators had the skills, confidence and ability to present the public information sessions.

2. By the end of the program COTA will deliver a minimum of 15 x information sessions per year.

Objective Exceeded: By the end of the program COTA ACT delivered 36 information sessions.

3. By the end of each information session 70% of participants will demonstrate an increased awareness of road safety issues (as demonstrated through pre and post session questionnaires).

Objective Exceeded: By the end of each information session 93% of participants stated an increase in their awareness of road safety issues.

4. After each information session participants requiring more specialised information or training will be referred to the relevant provider.

Objective Met: After each information session time was allocated to provide individual advice and referrals to session participants.

Summary of Information Session Data

Session data

Total Number of Information Sessions	36	
Total Number of Participants	1,013	
Average number of participants per session	28	
Sessions to CALD groups	8	
Sessions to women's groups	5	
Sessions to men's groups	3	
Public sessions	2	
Breakdown of participants by gender	Male: 19%	Female: 81%
Breakdown of participants by age	74 and under: 11%	75 or over: 89%

Groups that hosted Street Smart Seniors Information Sessions

- National Council of Women AGM
- Carers ACT - Chinese Support group
- Carers ACT - Greek Support Group
- Carers ACT - Indian Support Group
- Carers ACT - Spanish Support Group
- Pearce older Women's Group
- The Grange Deakin
- Carers ACT - Italian Support Group
- War Widow's Guild
- Carers ACT - Tamil Support Group
- SINC Aranda
- SCOA
- Northside Community Service

- Catholic Care SINC Calvary
- Forrest Men's Shed
- BCS - BEST Club
- Discovery at St Paul's
- BCS - Positive Links
- Communities at Work Singalong Group
- Spiral
- Isabella Gardens
- Goodwin - Queanbeyan Day Club
- Legacy Laurel Club
- U3A Natural Therapies
- Melba Mens' Shed
- Community Service #1: Walking Talking Group
- Salvation Army – CAMEO
- Weston Creek Quilters
- Goodwin Monash Day Club
- Goodwin Central Day Club Crace
- Goodwin Monash Men's Shed
- Community Service #1: Seniors Social Group
- Chinese Australian Association
- Community Service #1: Croatian Seniors Group

Participant responses to the Street Smart Seniors information session

At the end of each session participants are asked to fill in a 1 page 'Participant Feedback Form' to gauge their response. 70% of total participants completed the feedback forms.

About the presentation

I enjoyed the presentation	98%
I related well to the speaker	95%
I learned something new	78%
The session has inspired me to make some changes	62%

Responses to the question 'Did the presentation help you understand more about the following topics?'

Issues for older drivers	98%
Issues for older pedestrians	87%
Supports and Services available in Canberra	96%

General Feedback

In the final survey question participants were asked to provide general comments about the sessions, and any suggestions for improvements to future sessions.

Sample of responses to question “What was the most useful/interesting thing you learned today”

“Very useful information on services provided in the ACT for non-drivers.”

“Most was very useful/interesting. Most useful to me personally was emphasis on self-assessment. I think I need a new car!”

“I learned about safe driving and safety features in cars”

“High number of older people involved in accidents as pedestrians”

“Availability of NRMA older drivers’ assessment. Availability of COTA advice.”

“Absolutely everything! The information given by Mrs Sandra Gray made us more aware of the challenges of driving, the considerations of being a driver and noticing other motorists, the positive actions we could take as “oldies” as well as the significance of seeking assistance (transport options etc). Mrs Gray was a ‘mine of information’!”

The most common responses were “information on alternative forms of transport (to self-driving)” and “information on services”.

Promotional Activities

Advertising and articles:

- COTA ACT print newsletters (See Appendix)
- COTA ACT e-news
- ONECOTA national magazine (See Appendix)
- Canberra Times and The Canberra Chronicle – Fridge Door and Bulletin Board
- Canberra Times article (See Appendix)

<http://www.canberratimes.com.au/act-news/selfregulating-older-drivers-go-under-microscope-to-encourage-skills-and-safety-20150812-gixcuq.html>

- CDNET community e-news
- COTA and partner websites
- COTA ACT Facebook page

Other promotional activities

- Promotion to seniors group coordinators responsible for engaging speakers.
- Flyers at local shopping centres and businesses

- Cross promotion with other COTA programs and speakers
- Cold calling and emailing potential participants
- Contacting groups that had previously had other COTA presentations
- Promotion at events, public information sessions, expos and forums (Seniors Week, Seniors Day at the Canberra Show etc.) and in COTA 'showbags'
- Speaking engagements

Program Resources developed (see separate attachment for copies of resources).

- Promotional flyer
- Feedback forms – Participant and Presenter
- 'Train the trainer' Manual
- Peer Educator Resource Manual
- Public session flyer

Future of Program

Due to the success and ongoing demand for Street Smart Seniors information sessions, COTA ACT will be exploring various funding sources with a view to expanding and continuing this program. In the interim COTA ACT will continue to provide road safety information and referrals to Canberra seniors.

If further detail is required, please contact COTA ACT Community Education Manager
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