

Empowering Senior Drivers with Education: ADEPT Driver and Allen win Excellence in Practice Citation

Lifelong Driver®, a community-facing safety driving program, earns recognition for performance improvement practices and simulation-based innovation



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/EINPresswire.com/ -- [ADEPT Driver](#) and [Allen Communication](#) have been recognized with an ASTD

Excellence in Practice Citation for Lifelong Driver, a science-based driver safety program that is increasing awareness and reducing accidents involving senior drivers. The program was built with cutting-edge technology including simulations which incorporate video feeds from a six-camera, car-mounted video platform, to create a program that measurably improves behaviors.

The evaluation committee recognized Lifelong Driver for its strong evaluation plan, ability to meet a demonstrated need, and appropriate design values.

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Dr. Richard Harkness

Seniors make up the fastest growing segment of drivers, expected to jump from 30 million in 2005 to 70 million by 2030. Per mile driven, drivers 75 and older have higher rates of fatal crashes than any other age group except teenagers. Although some of these crashes are the result of declining physical and mental abilities, many could be

prevented through training that increases visual awareness and focus.

To develop the program, ADEPT Driver and Allen conducted intense research including functionality testing and technical integration analysis to determine that many critical adult learning factors were being ignored by other driver safety programs. Allen’s experience and technical innovation allowed both partners to deliver a program with strong instructional design and advanced technology.

“We are honored that ASTD has recognized Lifelong Driver as an Excellence in Practice Citation Winner. With every driver that takes the program we are reaching our goal of improving mature driver behavior and reducing car crashes.” said [Dr. Richard Harkness](#), CEO of ADEPT Driver. The

program has been successful: across nearly all key performance objectives, initial testing has shown success rates of 90% and higher.

The program has now opened up a dialog to encourage seniors to improve their driving but also to embark upon lifelong learning.

“Lifelong Driver stands out as an excellent learning practice because of the first-of-its-kind approach to senior adult training,” said Ron Zamir, CEO of Allen. “ADEPT’s investment in strong instructional design and effective simulation technology has ensured that its program delivers better results to its users than any other program of its kind.”

The Lifelong Driver program is currently being distributed by insurance providers, safety associations, state institutions and <http://www.lifelongdriver.com/>.

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