

Keeping Us Safe

*Proudly Presents the...*

# *Beyond Driving with Dignity*

*Training & Certification Program*



*Providing practical, real-life solutions to older drivers and their families*

Become a Trained & Certified  
**“Beyond Driving with Dignity” Professional**

Our programs have been recognized by the NY Times, the Kiplinger Retirement Report, the Canadian Medical Association Journal, The Huffington Post and the National Institute on Aging’s Alzheimer’s Disease Education and Referral Center.

Beyond Driving with Dignity  
Training & Certification Program

[www.keepingussafe.org](http://www.keepingussafe.org)



## Do You Possess These Qualities...

- a sincere passion to help older drivers and their families?
- excellent inter-personal skills?
- the ability to quickly and accurately sort opinion from fact?
- great listening skills?
- the ability to bring calm to an unsettling emotional circumstance?
- a "can do" attitude?
- the courage to make the right decisions, knowing in advance that your decisions may not be well-received?
- a sincere interest in helping keep our roadways safe?
- the fortitude to stay with a project until it's complete?
- the ability to be empathetic toward others?
- a friendly and caring disposition?

*If so, then our program  
may be perfect for you!!*



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Click [here](#) to read what others are saying.



Never be afraid to try something new.

Remember...amateurs built the ark; professionals built the Titanic.

- *Anonymous*

Beyond Driving with Dignity  
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The Beyond Driving with Dignity (BDD) training and certification program has been designed to arm certain professionals with tools necessary to help older drivers and their families work through the complicated issue of age-related diminishing driving skills.

Our training and certification program *supplements* your core competencies, professional skills and life experiences with a very pro-active, targeted program that will help older drivers and their loved ones work through what can be a very complex, sensitive and emotional transition.



The Beyond Driving with Dignity program is *not* built around the premeditated goal of “taking the keys away” from an older driver. Rather, the program is designed to help the older driver and concerned family members make appropriate decisions on the future of the individual’s safe driving career. It is true that in certain circumstances, this may involve assisting the older driver in making a smooth and permanent transition from the driver’s seat to the passenger seat.

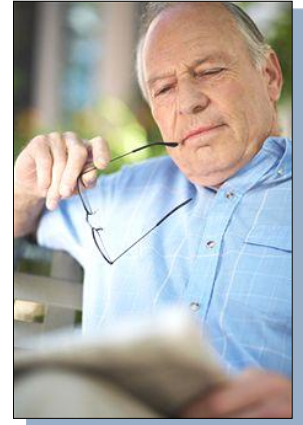
## The Certified “Beyond Driving with Dignity” Professional will receive training in:

- Evolving a concerned family’s opinion and speculation into solid, tangible facts
- Helping the older driver and his or her family make appropriate driving related decisions
- Providing a viable, practical plan that will help ensure a smooth driving retirement, or in helping the older driver self-impose appropriate driving restrictions
- Creating a culture of ongoing support to help the older driver and his/her family meet transportation needs
- Ensuring there is *minimal* disruption to the older driver’s personal *independence, dignity* and feelings of *self-worth* during this transition process, and beyond

The Beyond Driving with Dignity program is designed to be worked in close conjunction with [“Beyond Driving with Dignity; The workbook for older drivers and their families”](#). The workbook complements the efforts of the BDD Professional, and the BDD Professional complements the contents of the workbook. The BDD Professional and the workbook work in tandem to bring a peaceful resolution to the complex and sensitive issues surrounding an older driver’s diminishing driving skills.

## Recent Storylines

- Bakersfield, CA mother of five hit and killed by elderly driver  
*NBC KGET-TV17* - November 11, 2012
- Elderly woman accidentally runs over and kills 87 year old husband  
*Sun Sentinel Ft. Lauderdale, FL* - May 27, 2012
- Four students injured when bus is hit head-on by elderly driver  
*The Washington Post* - October 26, 2012
- Three children injured after elderly driver rams car into daycare  
*The Canadian Press, Montreal* - November 12, 2013
- Man, 77, crashes car into Maryland Sam's Club; bystander needs amputation  
*The Huffington Post* - July 23, 2013
- 83-year-old woman sentenced to three years in prison for killing a 5-year-old at bus stop  
*Marietta Daily Journal* - April 23, 2011



## A Few Facts



According to the U. S. Department of Transportation, an average of 500 older adults are injured every day in crashes.

Research on age-related driving concerns has shown that at around the age of 65 drivers face an increased risk of being involved in a vehicle crash.

After the age of 75, the risk of driver fatality increases sharply, because older drivers are more vulnerable to both crash-related injury and death.

Starting in January 2011, more than 10,000 baby boomers a day will turn 65, a pattern that will continue for the next 19 years.

According to the National Highway Traffic Safety Administration (NHTSA), most older drivers can expect to outlive their driving ability by about 7-10 years.

The American Medical News reports that drivers 85 and older are nine times more likely to die in a crash than are drivers 25-69.

The Beyond Driving with Dignity Professional is someone who has successfully completed a very unique, 10 hour training program built around:

1. [“Beyond Driving with Dignity; The workbook for older drivers and their families”](#), and
2. The [“Enhanced Self-Assessment Program”](#) for older drivers

After receiving their certification, the BDD Professional is well-suited to provide older drivers and their families with a very *specific* program that will help make decisions on how to keep the older driver safe.



**The Certified BDD Professional is *not*:**

- an employee of Keeping Us Safe, or
- a franchise owner of Keeping Us Safe, or
- a driving *assessor*

The Beyond Driving with Dignity certification program is *not* a program to train individuals to become driving assessors. Certification in the Beyond Driving with Dignity program is designed to be a common-sense approach to facilitate (and often times mediate!) rational, common-sense driving-related solutions based on tangible facts and personal observations.

Since sessions between the Beyond Driving with Dignity Professional and the older driver are typically conducted in the older driver’s residence, your *base of operations* can be your place of business, your workplace, or even your home office.

The Beyond Driving with Dignity *self-assessment program* is designed to be worked in the comfort and confidence of the older driver’s home, and has been referred to as a *kitchen table* exercise.



"I frequently receive calls from adult children concerned about an elderly parent's driving abilities. I now have an invaluable program that I can deliver to them as part of my professional services. It is very gratifying to see the relief on the faces of my client families once I've settled their fears."

**Susan H.**  
Geriatric Care Manager



I left the social work field several years ago to begin a family. I saw the BDD Certification program as an excellent opportunity for me to get back to serving others, and I like that I can work the program at my own pace and own my own schedule. I can do as many or as few BDD sessions as I want. This has been a wonderful opportunity for me!

**Kimberly W.**  
Social Worker

## If you are a...

- Nurse
- Discharge planner
- Social worker
- Geriatric care manager
- Veteran's service coordinator
- Personal injury attorney
- ElderLaw attorney
- Counselor
- Social service coordinator
- Automobile insurance agent
- Life insurance agent
- Clergy
- Parish nurse
- Transportation manager
- Financial planner
- Occupational/physical therapist
- Nurse practitioner
- Employee assistance professional
- Human resources professional
- Independent/assisted living administrator
- Case manager
- Mobility trainer
- Community relations officer (police)
- Court official
- Mental health professional
- Benefits coordinator
- Home healthcare agency
- Care coordinator
- Life care planner

**Then this certification  
may be perfect for you!**



"I have been able to provide an additional service to my older driver policy holders. This has helped keep my older customers safe on the roads, which simultaneously reduces my claims payout ratio. Being the only agent in my community to offer this service has helped earn the trust of the community and has also provided a significant boost to my marketing efforts."

**Franklin T.**  
Auto Insurance Agent





The Beyond Driving with Dignity Professional is dedicated to helping families of older drivers respond to the challenges of age-related diminishing driving skills.

The Beyond Driving with Dignity program provides a valuable service to families and the good of the greater community. As a result of filling this need, Beyond Driving with Dignity Professionals find themselves in an excellent position to generate revenue for their invaluable services.

**Education/Experience Requirements:**

- Option 1:** Professional with at least 3 years paid work experience working in any of the job descriptions (or similar) listed on Page 4 above
- Option 2:** A degree (or certificate) in a discipline related to the geriatric or counseling communities
- Option 3:** Hold a Bachelors degree in a related field
- Option 4:** 10 years experience in law enforcement or highway safety
- Option 5:** A combination of any of the above
- Option 6:** Other qualifying experience or education
- Option 7:** Have volunteered a minimum of 50 hours over the past 2 years working with seniors



**If you possess these basic qualifications and want to make a positive difference in the lives of others, then we invite you to enroll in the Beyond Driving with Dignity Professional training and certification program!**



The Beyond Driving with Dignity certification program is an excellent program if you want to...

➤ **Supplement your current income**

The BDD certification complements your efforts by adding profitable services to increase your revenue and *bottom line*.

➤ **Develop your own stand-alone business**

For those who wish to supplement current employment or business activities with a separate, value-added service offering, the BDD certification affords you that opportunity.

➤ **Provide additional services to your *current* client base**

For those who presently have employment or business activities in such areas as insurance, medical or social work, and other personal and family services, the BDD certification provides the foundation for you to expand the client relationship on a profitable basis. This certification will serve as an excellent *value-added* service.

➤ **Gain *additional* clients**

As you grow your BDD service business, public workshops and presentations, referrals, and word-of-mouth acknowledgment provide you with an outstanding marketing edge over your competition.



**This certification is yours to use as you see fit, either as...**

- an excellent business opportunity for you to provide a professional service that is designed to make a positive difference in the lives of others
- an opportunity to provide valuable services and generate additional revenue from your place of business, your workplace, or even from your home
- an opportunity to provide services at a pace you feel comfortable with...do as many or as few self-assessments as you choose

**The sky is the limit!**

"Any man who can drive safely while kissing a pretty girl, is simply not giving the kiss the attention it deserves."

- Albert Einstein



### Course Syllabus

#### Morning

Policy & Procedure  
Code of Professional Conduct  
The *Self-Assessment* Philosophy  
The Learning Conversation  
Performing the Session  
Building Trust

#### Afternoon

Facilitating Decisions  
The Summary Report  
Understanding the Workbook  
Developing Your Business Model  
Exceeding Customer Expectations  
Final Examination & Course Critique



Individuals that purchased the "Group Presentations" add-on component (Page 12) will receive that training at a later date (within 30 days) via a live 2-hour webinar.

As an organization, Keeping Us Safe will work tirelessly to help ensure the success of each and every Certified “Beyond Driving with Dignity” Professional, *to the degree desired*. Technical and business supports are available to you at no additional charge.

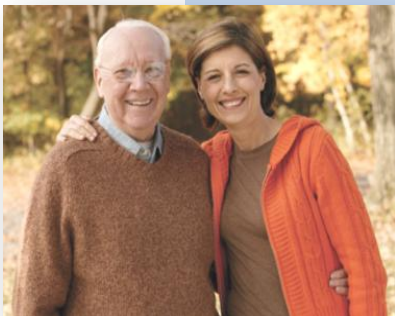
### Supports

- technical assistance and guidance as you conduct your BDD sessions and prepare your session Summary Reports
- you and/or your organization will be added to the “BDD Directory” page of the Keeping Us Safe website
- you and/or your organization will be added to the “Resources” page of the Keeping Us Safe website, with a live hyperlink back to your website
- help in finding local resources that may be of value to your clients
- assistance in promoting your successes in the program
- participation in our monthly *Media Release* program
- complimentary access to BDD-related educational webinars
- unlimited access (and use of) our [Professional Goal Setting](#) program



### Our quarterly e-newsletter for BDD Professionals includes such topics as:

- updates on current trends and ongoing research projects
- updates on best-practices for BDD Professionals
- updates on national highway safety programs vehicle safety technology
- links to your state’s driving and testing laws
  - our ‘BDD Professional of the Quarter’ feature
  - updates on new Beyond Driving with Dignity products
  - our “What’s on the Horizon?” feature
  - articles on *client* successes
  - award, recognition and achievement announcements of our BDD Professionals



## Developing Your Business Model

### How we can help you monetize your certification:

- instruction and support on how to develop your certification into a source of additional revenue
- help in developing your own unique promotional material
- ongoing assistance in developing *and* distributing media releases in support of your initiatives
- assistance in developing media interviews (both printed and electronic)
- guidance and support in your marketing efforts
- help developing older-driver and related statistics unique to your geographical area
- supports that will further your professional networking initiatives
- “Beyond Driving with Dignity” marketing strategies, tips and suggestions



### Did You Know...



Mr. Happy Key

- As a Certified “Beyond Driving with Dignity” Professional, you would typically charge \$350 for the three hour session with the older driver and their family.
- In most circumstances, 100% of that revenue is yours to keep! You set your own rates (up to \$350) and payment is made *directly* to you by the customer, making your income both immediate and hassle-free.
- Except for a couple of minor exceptions, none of that revenue comes back to Keeping Us Safe!
- This is not a Multi-Level Marketing (MLM) model! Our business model is designed to make the “Enhanced Self-Assessment Program” for older drivers affordable and accessible to every family in the United States and Canada.





## Good News...

### Maintaining your certification is easy!

Upon satisfactory completion of the training program, your certification will remain current for one calendar year from your certification date. Certified professionals are required to *maintain* their certification. To do so, each professional receives monthly continuing education training on such issues as current trends, new technology and best practices as they relate to issues surrounding older drivers.

### \$350 Annual Renewal Fee

#### The fee includes:

- Certification renewal and continued listing in our BDD directory
- Enrollment in our unique *Media Release* program for BDD Professionals
- The opportunity to attend complimentary on-line continuing education programs
- You and/or your organization will enjoy a link-sharing opportunity (with hyperlinks) on the Keeping Us Safe website (valuable in SEO)
- Access to the e-newsletter developed specifically for our certified BDD Professionals (see Page 8 above)
- **Referrals!** Under our current business model, calls received by Keeping Us Safe from concerned families will be referred to the appropriate Beyond Driving with Dignity Professional



**Note:** Referrals will be dispatched *first* to those individuals that have purchased the “Copyrighted Group Presentations” add-on component (see Page 12)

The cost for the basic Beyond Driving with Dignity Professional Certification class is \$499. This price includes:

- 10 hour Skype training session
- Training manual and complimentary workbook
- Your *name@keepingussafe.org* email address (if you choose)
- On-going supports to help monetize your certification
- Unlimited access to our *Professional Goals* program
- Participation in our monthly *media release* program



### Tuition Timeline

A \$150 deposit is required to reserve your place in the certification program. The remaining balance is not due until 14 days prior to the scheduled training date. Click [here](#) to review our refund policy.

#### To help with the tuition cost, you might consider:

- Referring a friend and receiving a \$25 tuition discount
- Obtaining a corporate sponsor to cover all or part of your tuition
- Receiving financial assistance (tuition reimbursement, etc) from your employer
- Applying for a tuition [scholarship](#) from Keeping Us Safe

### Enrollment is easy!

Just click [here](#) to complete the on-line registration form and submit your \$150 deposit.

**Your seat in the certification program is then reserved!**

### Something to consider...

The following add-on component is available to you at an additional fee:

- 1) Our Copyrighted Presentations - \$250 (see Page 12)

Beyond Driving with Dignity  
Training & Certification Program  
[www.keepingussafe.org](http://www.keepingussafe.org)

### Keeping Us Safe's Two (2) Copyrighted Group Presentations

**Q: How is receiving the training and licensure for Keeping Us Safe's two copyrighted group presentations of value to me?**

A: It will allow you to deliver our copyrighted presentations to groups of older drivers, the families of older drivers, and groups of professionals that may have found themselves involved with older driver issues.

**Q. What are the two presentations titled, and how can I learn more about them?**

A. The presentations are titled:

- ✓ [A Safe Drive Through the Aging Process](#)
- ✓ [Adults with Aging Parent Drivers](#)

*(Click on the titles above to learn more about the programs)*

**These presentations, each 1-hour in length are an excellent way for you to:**

- provide an additional service to older drivers and their families
- generate local exposure for your certification
- create a venue to market you and/or your organization to prospective clients

**What types of organizations would host one of my presentations?**

Libraries, assisted and independent living facilities, local community groups and clubs (Kiwanis, Elks, Lions, Rotary, etc), community colleges, places of worship, home health care agencies, networking groups, hospitals and medical centers, senior and community centers, law firms, public and highway safety events, etc.

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The Copyrighted Presentations component may be purchased as part of your basic tuition, or sometime further down the road. This training is offered monthly and is delivered in the form of a live, 2-hour webinar.

"Our ultimate goal is to make the self-assessment program for older drivers affordable and readily available to *every* family in the United States and Canada."

- Matt Gurwell, Founder & CEO of Keeping Us Safe, LLC

Our training sessions are conducted by Skype video. The initial training class takes around ten hours to complete, and is typically broken up into two 5-hour blocks. The training is scheduled on dates and times convenient for you.

Skype is a free download and is available by clicking [here](#).



### For groups of 3 or more...

If you prefer, we will bring our training and certification program directly to you and/or your organization in a private, in-person training session within 45 days, regardless of where you are in the country!

#### What is required?

- Enroll yourself and 2 others into the program at the basic tuition rate of \$499 per person

**Note:** Your other two enrollees do not have to be from the *same organization* (*several organizations may partner together to bring this offer to your community*). *If you would like assistance finding others to join your group of three or more, just let us know...we can help you with that!*

- Identify a convenient location of your choosing to hold the training class
- [Send](#) us three suggested training dates

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### Enrollment is quick and easy!

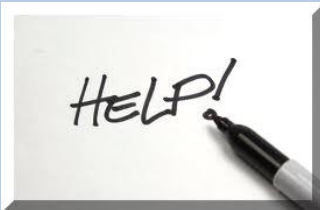
Simply follow these 3 easy steps:

- Ensure that you meet the minimum qualifications (Page 5)
- Click [here](#) to complete the on-line registration form
- Submit your \$150 deposit



Once your on-line registration and deposit have been received, you will receive (within 3 days) a confirmation email with instructions on:

- how to proceed with your criminal/DMV background check
- remaining payment schedule and balance due
- an invoice documenting your payments to date
- your candidate tracking number (this reference number will stay with you during your entire tenure as a BDD Professional)
- information on what you can expect next



*If at any time during the enrollment and registration process you have a question, please call us right away at 877-907-8841*

### Do I have to pay the entire tuition immediately?

No! A \$150 deposit is all that is required to reserve your position in the program. The remaining balance is not due until 14 days prior to the scheduled training date.



### How much do I charge clients for this self-assessment program?

Keeping Us Safe typically charges client families no more than \$350 for the session. You have the flexibility to set your own pricing structure (within the professional standards established by Keeping Us Safe).



### What if I don't meet the minimum qualifications as listed on Page 5?

Because of the unique skill set that is needed to be a successful Beyond Driving with Dignity Professional, it is not realistic to ask interested individuals to conform to a cookie-cutter, hard-lined set of qualifications. Doing so would certainly eliminate many great program candidates. If you believe you do not meet the minimum qualifications, please contact us for further consideration.

### Once I have completed the training and have received the certification of a Beyond Driving with Dignity Professional, do I become an employee of Keeping Us Safe?

No. Although we have several employment opportunities, you are simply receiving the *training* and *certification* to function as a Beyond Driving with Dignity Professional. This certification may be used as you see fit (within certain guidelines).

**“How wonderful it is that nobody need wait  
a single moment to improve the world”.**

- Anne Frank

This brochure is current as of January 13, 2014. The current revision date can be found in the lower right corner of the brochure's cover page.

To ensure you have the most current information, check the revision date by clicking [here](#) to confirm that you are reading from the most current edition. If not, download your free copy of the revised edition.

We've worked hard to cover many of the bases in this informational brochure, however we surely have not covered everything! If you have questions or would like to receive additional information, please:

- Call us toll-free at 877-907-8841, or
- Click [here](#) to send us an email



### For Additional Information

Visit the [Keeping Us Safe](#) website

[Beyond Driving with Dignity; The workbook for older drivers and their families](#)

Read more about our [Enhanced Self-Assessment Program](#) for older drivers

Follow Keeping Us Safe on [Twitter](#)

Join Keeping Us Safe on [Facebook](#)

Sign up for the Keeping Us Safe's free [e-newsletter](#)

“We can do no great things, only small things with great love.”

*-Mother Teresa*

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[www.keepingussafe.org](http://www.keepingussafe.org)

"Our self-assessment program for older drivers provides families with the missing link between their desire to bring this issue to a peaceful resolution, and their ability to actually do so."

- Matt Gurwell, Founder  
*Keeping Us Safe*



**Mr. Happy Key**



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