

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”

Beyond Driving with Dignity
Training & Certification Program
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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Never be afraid to try something new.
Remember...amateurs built the ark; professionals built the Titanic.
- Anonymous

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 current 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.

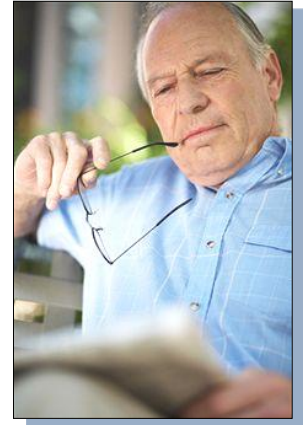
The Certified Beyond Driving with Dignity Professional will receive training in:

- 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. Both 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

- Elderly couple found frozen to death after getting lost on drive
The Washington Post - January 13, 2011
- Woman run over by her elderly husband
Fox5 San Diego - April 26, 2011
- High speed crash caused by 83 year old wrong-way driver
Fox5 San Diego - February 7, 2011
- Car bursts into flames after older driver crashes into Houston home
KHOU 11 News Houston - June 21, 2011
- Houston: Tearful reunion as missing elderly couple found in Florida returns home
KHOU 11 News Houston - June 8, 2011
- 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, one-day, live in-person 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 now 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.

Our 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
- Personal injury attorney
- ElderLaw attorney
- Counselor
- Automobile insurance agent
- Life insurance agent
- Clergy
- Parish nurse
- Financial planner
- Occupational/physical therapist
- Nurse practitioner
- Employee assistance professional
- Human resources professional
- Independent/assisted living administrator
- Case manager
- Community relations officer (police)
- Court official
- Mental health professional

**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 facilitate your efforts by adding profitable services to increase your revenues 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!

What will the training session be like?

- Classroom lecture
- Role playing exercises
- Supplemental videos
- Small group exercises
- Occasional guest speakers
- Continental breakfast and full lunch will be provided
- Very relaxed, friendly, enjoyable, lively, comfortable and interactive atmosphere!



Our day begins at 10AM, and ends at 4PM with the Issuance of Credentials.

Course Syllabus	
<u>Morning</u>	<u>Afternoon</u>
Introductions	Building Trust
Policy & Procedure	Facilitating Decisions
Ethics & Professionalism	Executive Report
The <i>Self-Assessment</i> Philosophy	Final Examination
Understanding the Workbook	Issuance of Credentials
Performing the Session	<i>**The Business Model</i>

** For individuals that have purchased “The Business Model” component (see Page 11A), this component will be an extension of the day, and will begin immediately upon the end of the basic certification class. The Business Model component will run from 4PM-6PM.

For those individuals that purchased the component but need to leave at 4PM, the component will also be delivered at a later date via an on-line webinar.

(See Page 11C below for information on purchasing this component at a reduced price)

Your start-up kit will be issued on the day of your training session.

Your start-up kit will include:

- Your name@keepingussafe.org email address (if you choose)
- Beyond Driving with Dignity photo ID card (with expiration date)
- A complimentary copy of “Beyond Driving with Dignity; The workbook for older drivers and their families”
- Beyond Driving with Dignity participant’s guidebook
- Beyond Driving with Dignity informational/promotional brochures for your use
- A personalized media release for media outlets in your community announcing your successful completion of the program



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

- Albert Einstein

As an organization, Keeping Us Safe will work tirelessly to help ensure the success of each and every certified Beyond Driving with Dignity professional. Technical supports are available to you at no additional charge via a dedicated email address and a toll-free telephone number (for BDD professionals only) that is structured to prioritize over other incoming calls.

"Individual commitment to a group effort...that is what makes a team work, a company work, a society work, a civilization work."

- Vince Lombardi

Supports

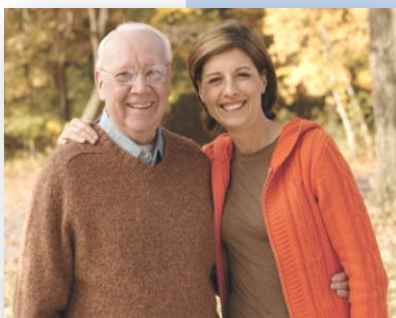
- technical assistance and guidance as you conduct your BDD sessions and prepare your Session Executive Reports
- you and/or your organization will be added to the "Resources" page (with a hyperlink back to your site) of the Keeping Us Safe website
- help in finding local resources that may be of value to your clients
- assistance in promoting your successes in the program
- free access to BDD-related educational webinars



Note: Additional supports are available to those individuals who purchase the "Business Model" component (see Page 11A).

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



Beyond Driving with Dignity
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www.keepingussafe.org



Good News...

Maintaining your certification is easy!

Upon satisfactory completion of the training program, your certification will remain current until the end of the calendar year. Newly certified professionals are now 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.

A \$149 annual renewal fee is required to maintain your certification.

The fee includes:

- Certification renewal and continued listing in our BDD directory
- Issuance of a current Beyond Driving with Dignity identification card
- The opportunity to attend six on-line continuing education programs each calendar year
- You and/or your organization will be listed as resources (with hyperlinks) on the Keeping Us Safe website
- Access to our e-newsletter developed specifically for our certified BDD professionals (see Page 9 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 “Business Model” component (see Page 11A)

The cost for the 1-day “Beyond Driving with Dignity” Professional Certification class is \$399. This price includes:

- Background check
- Start-up kit (see Page 8)
- One day live, in-person training session
- Complimentary workbook upon paid deposit
- Your *name@keepingussafe.org* email address (if you choose)



Tuition Timeline

As identified above, a \$150 deposit is required to reserve your position in the class. The remaining \$249 balance is not due until 14 days prior to the scheduled start 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 place in the class will then be saved!

Something to consider...

The following two optional training components (or *add-ons*) are available to you at an additional fee:

- 1) Developing Your Business Model - \$200 (see Page 11A below)
- 2) Our Copyrighted Presentations - \$200 (see Page 11B below)

Developing Your Business Model

Q: How is the Business Model option of value to me?

A: It will help you *monetize* your certification!



What does the Business Model component include?

- 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
- 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
- unique networking opportunities
- Includes a monthly informational/training webinar unique to the holders of this component
- Assistance in developing media interviews (both printed and electronic)
- In most cases, **first** preference to referrals received by the Keeping Us Safe corporate office

Q. How is the Business Model component delivered?

A. This 2-hour training component is available to you in two different formats:

- it will be offered immediately following the certification training (from 4PM-6PM) as an extension of your training day, or instead
- it will be available to you as a training webinar, being offered several times throughout the year

(See Page 11C below for information on purchasing this component at a reduced price)



“If you work just for money, you’ll never make it. But if you love what you’re doing and you always put the customer first...success will be yours.”

- Ray Kroc

[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 present our presentations to groups of older drivers, the families of older drivers, and groups of professionals that may find themselves involved with the older driver issue.

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 get you and your organization in front of 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.

The Copyrighted Presentations component may be purchased before or after your initial certification class. This training is offered monthly and is delivered in the form of a live webinar.

(See Page 11C below for information on purchasing this component at a reduced price)

So, let's review...

Our basic pricing structure is as follows:



<u>Cost</u>	<u>Page Nr.</u>	<u>Description</u>
\$399	11	The "Beyond Driving with Dignity" Professional Certification class
\$200	11A	The Business Model (add-on component Nr. 1)
\$200	11B	Our 2 Copyrighted Presentations (add-on component Nr. 2)

Q. Once I purchase the initial certification, am I *required* to buy the add-on components?

A. No! Both add-on components are completely optional.

Q. If I were to purchase the Business Model component, when and how would I receive the training?

A. This is a 2-hour block of training. For those that have purchased this component, it will be offered from 4PM-6PM (immediately following your basic certification class), or on a later date via an on-line webinar.

Q. If I were to purchase the licensure and training session for Keeping Us Safe's two copyrighted group presentations, when and how would I receive that training?

A. That 2-hour block of training is offered to our Certified "Beyond Driving with Dignity" Professionals on a monthly basis via on-line webinars.

SAVE \$50 BY PURCHASING NOW!!

Q. If I am interested in purchasing one or both of the add-on components, are there any discounts available to me?

A. Yes! For each component you select and submit payment for *prior* to your scheduled class date, you will receive a \$25 discount on that component.



In other words, purchase one component prior to your class date and save \$25.

Purchase both components prior to your class date and save \$50!

“Our goal is to make the self-assessment program readily available to every family in North America.”

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

Program Schedule

March 1, 2012 **Newport Beach (Los Angeles), CA**

March 15, 2012 Tampa, FL

March 29, 2012 **Seattle, WA**

April 12, 2012 Baton Rouge, LA

April 27, 2012 **Minneapolis/St. Paul, MN**

May 17, 2012 Toronto, Ontario (Canada)

June 4, 2012 **Denver, CO**

June 21, 2012 Phoenix, AZ



Question: *What if I don't see my city listed in the above schedule?*

Answer: Not to worry! Jump to Page 14 to read about our **“Fast Track”** enrollment program!





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
- an invoice documenting your payments to date
- information on what you can expect next
- Specific class information (location, times, etc.)
- your candidate tracking number (this reference number will stay with you during your entire tenure as a BDD Professional)



You are encouraged to register now, as class sizes are limited.



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



What is the "Fast Track" training schedule?

It's really simple...

We will bring our training and certification program directly to you and your organization in a "private" session within 45 days, regardless of where you are in the country.

What are the advantages to me?

- The 1-day training program will be brought directly to me, my group or my organization.
- Keeping Us Safe will deliver the live training session to me within 45 days of enrollment.
- I avoid what can be a long period of time before a "public" training session is offered in my community.
- My organization gets a competitive edge in the marketplace, as the "Beyond Driving with Dignity" Professional Certification program likely has not been delivered in my community yet.

What is required?

- Enroll yourself and 5 others into the program at the full tuition rate of \$399 per person

Note: *Not all enrollees are required 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, just let us know...we can help you with that!*

- Identify a convenient location of your choosing to hold the training class.
- Send 3 suggested training dates to Keeping Us Safe.

How do we get our personalized class scheduled?

- To get the process started, simply complete the registration form by clicking [here](#) (no payment is needed at this time).
- A representative of Keeping Us Safe will contact you by the end of the next business day to get your class scheduled!



Do I have to pay the entire tuition immediately?

No! A \$150 deposit is required to reserve your position in the class. The remaining \$249 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 February 7, 2012. 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 either:

- Call us toll-free at 877-907-8841
- 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](#)

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

Connect with us on [LinkedIn](#)

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

-Mother Teresa

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