

Sample Media Advisory

A media advisory is intended to drive media to attend a special event. In a simple format, it answers a journalist's most basic questions: what, where, when, why, who, and how.

The sample media advisory, below, was written to promote AOTA's **OT Month 2004** spotlight issue: **Older Driver Safety and Mobility**. Use the format and the examples of language and content to create your own media advisory.

****MEDIA ADVISORY**
FOR IMMEDIATE RELEASE** ****MEDIA ADVISORY**
CONTACT: [NAME, PHONE, EMAIL]**

Occupational Therapists Evaluate Older Drivers' Abilities

[City, State] — Local occupational therapists from the American Occupational Therapy Association (AOTA) are partnering with the American Society on Aging (ASA) to introduce a new way to help older drivers identify their driving abilities and liabilities with a 15-minute, in-car screening assessment. This event will offer excellent photo opportunities.

WHAT: On **[Date]**, Occupational therapist volunteers will conduct brief, one-on-one, in-car assessments for older drivers interested in learning ways to sharpen and prolong their driving ability. The assessment considers the driver's general physical, cognitive, and perceptual abilities, and trained occupational therapists will offer assistance and advice on overcoming common obstacles.

WHERE: **[Insert Name of Location], [Address of Location, Room or Floor]**

WHEN: **[Date of Event], [Time, p.m. or a.m.]**

WHY: Our population is aging at a rapid rate. As the baby boomers move closer to retirement age, state and federal planners are expecting the number of older drivers to increase dramatically. It is feared this aging driving population will be more vulnerable to car accidents resulting in injury and even death. We can already see preparations underway. Car manufacturers are making their cars senior friendly. State Motor Vehicle Administrations are painting lines brighter and making signs bigger. Some states are requiring new tests for seniors. What this program will do is make older drivers more aware of how their car should fit them, help them identify which skills they need to work on to keep driving safely, and offer different ways they can adjust their behavior or their cars to ensure safer driving. It is meant to raise awareness of these and other services that are available to older drivers in the community.

AOTA educates the public and advances the profession by providing resources, setting standards, and serving as advocates to improve health care. Working with an older adult population facing age-related or other changes is the professional focus of many AOTA members. The occupational therapy profession contributes its considerable expertise to driving skill evaluation, consultation, and training with clients or consumers. AOTA and ASA are working toward mutual goals of active community participation, driver safety, and community mobility.

WHO: **[Name of Local OT Spokesperson and Title]**

[Mr./Ms./Dr. Name], an occupational therapist with expertise in driver safety and community mobility, will be at **[location]** on **[date]** from **[time]** to **[time]**, and will be available to answer questions. **[He/She]** can also perform a driving assessment prior to event day.