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| *Content type* | **Publications** | |
| *Date* | 7 February 2011 | |
| *Title* | **Can Older Drivers Be Nudged?** | |
| *Excerpt* | How the Public and Private Sectors Can Influence Older Drivers’ Self-Regulation. | |
| *Body copy* | Today’s older people are driving further and more often than previous cohorts, and cars remain vital to people’s mobility in later life. There is a need to consider how to maintain the road safety of older drivers in an ageing society.  The report considers how insights from behavioural economics and psychology can be utilised to ‘nudge’ older people towards more sensible decisions around driving in later life. There is evidence that individuals do restrict, reduce or cease driving as they get older, but that they may not be self-regulating effectively due to a lack of support, information and appropriate incentives in the wider regulatory system. In many cases this leads to over¬-regulation by individuals and their families, and makes decisions about driving unnecessarily traumatic.  The report draws upon the nudge agenda to make a series of practical recommendations, including:  \* A system of self-selected licensing restrictions to instil a ‘norm’ of self-regulation \* Financial incentives offered by insurance companies and/or licensing authorities to encourage self-regulation \* Self-certification of fitness to drive at age 70 extended to all drivers \* Greater provision of education and training for drivers, including through social media and smartphone applications \* More training for healthcare professionals on the impact of ageing on driving, so they can more effectively advise patients and their families  Author: Craig Berry | |
| *Category (choose one only)* | Culture and society  Finance and wealth  Health and care systems | Infrastructure  Productivity |
| *Culture and society topics (choose more than one if relevant)* | Arts and music  Community  Digital connections  Families  Identity | Inequalities  Isolation  Loneliness  Relationships  Social connections |
| *Finance and wealth topics (choose more than one if relevant)* | Advice  Debt  Financial planning  Housing wealth | Investments  Pensions  Personal finance  Savings |
| *Health and care systems topics (choose more than one if relevant)* | Cancer  Care homes  Dementia  Hearing loss  Immunisation | NHS  Nutrition and hydration  Prevention  Sight loss  Social care |
| *Infrastructure topics (choose more than one if relevant)* | Built environment  Education | Housing  Transport |
| *Productivity topics (choose more than one if relevant)* | Consumption  Employment  GDP  Growth | Opportunity of longevity  Recruitment  Training  Work |
| *Themes* | BME  Cost  Emerging issue  Funding  Good practice  Immigration  Innovation  Intergenerational  International | LGBT  Life expectancy  Older consumers  Policy  Providers  Technology  Welfare  Workforce |