As requested, below are a few examples of education campaigns. Whilst the safe driving campaign would involve different content, these are good examples of resources and education programs that educate and inform various professionals about dementia. A similar format could be developed for increasing the knowledge about dementia and safe driving practices.

Taxi driver training – includes videos, case studies and facilitator guide questions

The Australian Government funded Alzheimer's Australia South Australia to develop a unique national training resource which focuses on dementia awareness for those workers in Public Transport, Fire & Emergency Services, Retail, Correctional Services and Banking who may be in day to day contact with people with dementia.

http://isitdementia.com.au/

https://www.nswtaxi.org.au/classroom/dementia-awareness-training-taxi-industry

UK Bus Driver training

First Bus worked with Alzheimer's Society UK to develop a training module designed to raise awareness of dementia. The two and a half hour module 'Introduction to Dementia for First Bus Drivers' is now part of our driver Certificate of Professional Competence (CPC) in First Bus.

First Bus is one of the largest bus operators in the UK, with a fifth of the market outside London.

http://www.programsforelderly.com/memory-first-group-bus-driver-dementia-sensitivity-training-awareness.php

http://www.bbc.com/news/health-20596987

http://www.firstgroupplc.com/news-and-media/latest-news/2014/27-06-2014.aspx

Ireland

Dementia Awareness Training is now available to staff working in transport services, such as bus and train drivers and taxi drivers. This will help staff to understand dementia and provide good customer service to people with dementia and their families. For more information see www.dementiaelevator.ie

http://dementiaelevator.ie/training-programmes/

http://www.elevator-pst.com/?course=transport-course

IPAD App to measure cognitive fitness to drive

DSDA is an objective, evidence-based measure of cognitive fitness to drive that accurately predicts driving ability for older and/or cognitively impaired patients.

This user-friendly iPad app is designed for use by any health professional responsible for making decisions about cognitive fitness-to-drive including occupational therapists, psychologists, general practitioners, neurologists and other health and rehabilitation professionals. The app can also be used to monitor cognitive fitness to drive over time in the case of degenerative conditions.