



SPEED COUNTS.

SLOW DOWN.

EMPLOYEE EMAIL TEMPLATE

Customize as needed

Speed counts. Slow down: Don't become part of Minnesota's traffic fatality milestone

Milestones are typically something to celebrate. But not this year. By the time you read this or soon after, Minnesota will record its 400th traffic fatality for 2021, on pace for an annual number we haven't seen since 2007.

And 400 is far more than a number. Each of those 400 fatalities represents dozens of spouses, children and other family members; countless friends and communities of co-workers whose lives are forever shattered by their loss. For employers, crash fatalities and serious injuries mean not only the loss or impairment of a friend and colleague, but of loss of valued talent and expertise.

We're not alone here in Minnesota. Across the US and even around the world, we've seen a startling increase in traffic crashes, injuries and fatalities, particularly due to excessive speed and distracted driving.

Don't become a statistic. YOU are important – to your families, friends, colleagues and to this organization.

From October 18-22 our company will focus on changing driving behavior. Watch for videos and other informative tools to help you think about what behaviors and thinking may be contributing to speeding, and how you can change those habits.

We all understand the temptation to believe that speeding is a good way to get someplace faster and save time. But in reality, speeding is dangerous and not worth the slight time savings. Let's commit to planning ahead for our travel and avoid the temptation to speed.