

## Who Would YOU Do it for?

When drivers put their vehicles in gear and pull out on the road, what are they thinking about?

Most would likely say “something,” not “somebody.”

A new Minnesota NETS campaign, in partnership with State Farm, asks drivers to think about the people who matter to them and the life-changing impact of a serious crash.

The multi-media “Do It for ME” campaign launched in early September, features PSAs, social media and videos, along with an educational toolkit for employers, insurance agents, educators and the pediatric health community. The campaign promotes the “Do It for ME” story through videos and a presence on Minnesota’s popular Minnesota Bound program, website and social media. Well-known Twin Cities media personality and influencer Sheletta Brundidge — and her kids — also share the message through a PSA video.

“  
**Do it for ME.**

Slow Down.  
Pay Attention.  
Your Driving Matters.”



## Campaign Resources

You can find numerous tools to share the **Do It for ME** story on the DriveSafeMN [campaign page](#).

### RESOURCES INCLUDE:

- [PSA video](#) featuring Twin Cities media personality and influencer Sheletta Brundidge and her kids who remind her to “Slow down. Pay attention. Do it for us.”
- Video clips asking Minnesota State Fair goers who in their lives could change their driving behavior.
- Posters and graphics
- Email message
- Newsletter article
- Social media posts
- A 5-Minutes for Safety employee meeting program
- Fact sheet

We’re also promoting the campaign on Ron Schara Productions’ popular [Minnesota Bound](#) program and its social media channels. Be sure to watch and share.

## Does the Personal Approach Work?

“Preliminary research results tell us the pleas of loved ones — especially when they’re passengers — can make a difference,” says Lisa Kons, Minnesota NETS coordinator. “With this campaign, we’ll be targeting spouses, parents, children and others to employ their voices to implore drivers to ‘Do it for me. Slow down. Pay attention.’”

And even with Minnesota’s hands-free cellphone law, crashes involving phones and a long list of distractions continue to be a cause of death or injury. In far too many cases, drivers are travelling at excessive speeds AND distracted.



“The next time you get behind the wheel, imagine the voice of a loved one reminding you to ‘Slow down, pay attention. Do it for me,’” Kons says. “Safe driving habits matter.”

In this month’s blog, Kons talks about who or what can motivate drivers to change risky behaviors like excessive speed or distracted driving. Preliminary research shows it might be someone they know and love, someone who can say, “Do it for ME. Slow down. Pay attention.” Read more [here](#).



## Excessive Speed on Minnesota Roads? It's Not Your Imagination

Life in the fast lane — or any lane — is not just an expression when it comes to conditions on Minnesota roads. More drivers are driving faster than ever, with some hitting speeds better suited to a racetrack.

Law enforcement from nearly 300 agencies statewide was out in full force in July with a goal of stopping speeders from endangering their own lives and the lives of others. They cited 20,657 drivers for speed violations with 47 agencies reporting speeds of 100 mph or more. One driver was cited for hitting 152 mph, a speed more than twice the highest limit on any Minnesota road. Preliminary 2022 figures show 129 motorists died in speed-related crashes.

### HERE ARE JUST A FEW OF THE HEAD-SHAKING EXAMPLES LAW ENFORCEMENT ENCOUNTERED DURING THE JULY CAMPAIGN:

- Wadena police cited a father and son for racing each other. They were going 72 mph in a 45 mph zone.
- The Chisago County Sheriff's Office cited a driver who only had an instruction permit for going 97 mph in a 70 mph zone.
- Eden Prairie police stopped a driver for 152 mph. That driver was arrested for fleeing police and reckless driving, and their vehicle was forfeited.
- Faribault County Sheriff's Office reported an uptick in speeders in the construction zone on Interstate 90. One driver was going 14 mph over the limit with road workers present.

Read the full DPS news release [here](#).

## Five Reasons to Slow Down

- 1 You'll help keep others — and yourself — safe.
- 2 You have more vehicle control and reaction ability.
- 3 Crash impact severity decreases.
- 4 Speeding citations are expensive. The costs vary by county, but plan on \$110 plus court fees for traveling 10 mph over the limit. Fines double at 20 mph over, and drivers can lose their license for six months for going 100 mph or more. And that doesn't account for attorneys' fees and higher insurance rates.
- 5 Your loved ones want to see you come home — **DO IT FOR THEM!**



**NETWORK OF  
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MN NETS is a partnership with the MN Safety Council, funded by the MN Department of Public Safety/Office of Traffic Safety.