For Immediate Release For further information

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**What would your mom say about your driving?**

***New traffic safety campaign uses loved ones to implore drivers to***

***“Slow down and pay attention. Do It for ME!”***

ST. PAUL, MINNESOTA (September 7, 2023) – You need only scan the daily news – or your own social media feeds – to witness the heartbreaking evidence and devastating impact of the persistent epidemic of excessive speed and distracted driving. In July, Minnesota law enforcement efforts cited nearly 21,000 driversfor speeds as high as 152 miles per hour.

What, or who, can motivate drivers to change their behaviors? Research shows it might be someone they know. A new fall traffic safety campaign will employ the voices and images of spouses, parents, children and others to implore drivers to “Do it for ME. Slow down. Pay attention.”

The Minnesota Network of Employers for Traffic Safety (MN NETS) campaign, in partnership with State Farm, will launch the multi-media “Do It for ME” campaign at Labor Day featuring PSAs, social media and videos, along with an educational toolkit for employers, insurance agents, educators and the pediatric health community. The campaign will also promote the “Do It for ME” story through videos and a presence on Minnesota’s popular Minnesota Bound program, website and social media.

“Preliminary research results tell us the pleas of loved ones – especially when they’re passengers – can make a difference,” says Lisa Kons, coordinator, Minnesota Network of Employers for Traffic Safety (MN NETS). “In a new fall campaign, we’ll be using the voices of spouses, parents, children and others to implore drivers to ‘Do it for me. Slow down. Pay attention.’”

And even with Minnesota’s hands-free cellphone law, crashes involving a long list of distractions continue to be major causes 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.”

*About Minnesota NETS*

[Minnesota NETS](https://drivesafemn.org/) is part of the national [Network of Employers for Traffic Safety](https://trafficsafety.org/), a national nonprofit, public-private partnership dedicated to reducing traffic deaths and injuries impacting our nation’s workforce. Partners include a wide range of Minnesota businesses, associations and traffic safety representatives. Funding for Minnesota NETS is provided by the [Minnesota Department of Public Safety, Office of Traffic Safety](https://dps.mn.gov/Pages/default.aspx). Minnesota NETS is administered by the [Minnesota Safety Council](https://minnesotasafetycouncil.org/).

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