**Do It for Me**

**Newsletter article**

**What would your loved one say about your driving?**

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

You only need to scan the daily news – or your own social media feeds – to witness the heartbreaking evidence and devastating impact of the current epidemic of excessive speed and distracted driving. Almost daily there are reports of drivers ticketed for going 100 mph or more, or worse yet, crashes caused by excessive speed, often with serious injuries or fatalities.

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 tragic stories are rampant. Drivers know the law. Law enforcement agencies and traffic safety groups continue to work hard to educate on the dangers of excessive speed, distraction and more. But the crashes persist.

So what, or who, can motivate drivers to change their behaviors?

“Preliminary results of research underway tells 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 targeting spouses, parents, children and others to use their voices to ask drivers to ‘Do it for me. Slow down. Pay attention.’”

In partnership with State Farm, MN NETS will launch the “Do It for ME” campaign toolkit featuring graphics, social media posts, fact sheets and more. 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. There will also be a limited supply of wrist keyholders available bearing the “Do It for ME” theme.

“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.”