**“Do It for Me” Speed and distraction campaign**

**State Farm handout**

**Audience: Agents and other constituencies**

**Use on State Farm branded document**

**FINAL**

Dear NAME,

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. We see almost daily 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 other 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. In a new fall campaign, we’ll be targeting spouses, parents, children and others to use their voices ask drivers to: “Do it for ME. Slow down. Pay attention.”

In partnership with the Minnesota Network of Employers for Traffic Safety (MN NETS), we’re excited to bring you the “Do It for ME” campaign toolkit link featuring graphics, social media posts, fact sheets and more. We’ll also be telling 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 wrist keyholders bearing the “Do It for ME” theme available to keep that message in front of your clients and those you love.

Don’t hesitate to contact me if you have questions. And each time you get in your car, think of the voice of someone you love reminding you to slow down and pay attention.

Sincerely,