**Five Minutes for Safety**

**Do It For THEM**

**Objective:** To put a deeply personal perspective on reasons why audience members should alter their risky driving behaviors by reminding them of the long-term devastating impact motor vehicle crash deaths and injuries on those who matter most – their loved ones.

**Opening:** Safety talks typically focus on tangibles – statistics, rules, policies and more. Today we’re going to do something different. We’re going to get deeply personal. Don’t worry! We’re not going to required you to share your thoughts publicly, although you’ll have the opportunity if you wish. This is a time intended for personal reflection about the impact excessive speed and distracted driving can have on our loved ones.

**Questions for leading the conversation**

Distribute or ask participants to pull out a sheet of paper

Now I’m going to ask you some questions. Use this sheet of paper to record your answers. (Read each question and provide 60-90 seconds each for group members to write responses.)

1. First, list the five most important people in your life – this could be family members, friends, colleagues, team members or others.
2. On a scale of 1-5, with 1 being NEVER and 5 being EVERYTIME I GET BEHIND THE WHEEL, how often to you exceed the speed limit? How often are you distracted by using your cellphone while driving or some other activity?
3. Now pick one of the people on that list. How would their life change if you were killed because you were speeding or driving while distracted?
4. If you were critically injured and permanently disabled due to a crash, how would that impact the family members on your list? How about your colleagues?
5. If you caused the death or serious injury to someone because of excessive speed or distracted driving and received a significant fine or even jail time how would that change your loved ones’ lives?
6. What would happen to your ability to provide financial support for your loved ones if you were sued for your role in causing a death or serious injury in a crash resulting from distracted driving or excessive speed?
7. What could a loved one say to cause you to stop speeding and/or driving while distracted?

Offer an opportunity for willing group members to share their responses. Share some of your own responses.

**Company/organization policy review, if applicable.**

**Closing reinforcement**

If you’re like me, thinking about the devasting life-changing effect my behavior would have on someone I love makes me stop and think. Now it’s up to all of us to use that knowledge to change unsafe behind-the-wheel behaviors. I encourage you to hang on to this list you just made. And to remind you each time you get in the car, (why not make yourself a post-it note for your dashboard) to “Slow down. Pay attention. Do it for THEM.”

**Sources:** Minnesota Network of Employers for Traffic Safety

Minnesota Department of Public Safety – Office of Traffic Safety