**Do It for Me/Do It for Them**

**Employer Newsletter Article**

**April 2024**

**Slow Down and Pay Attention for Those You Love**

What would you do for someone you love? Climb the highest mountain? Swim the deepest sea?

How about slowing down and committing your full attention to driving each time you get behind the wheel?

“Despite continued efforts to build awareness, excessive speed and behind-the-wheel distractions ranging from cell phone use to personal grooming remain rampant,” says (NAME AND TITLE OF ORGANIZATION LEADER OR SAFETY LEAD). “It’s time to look at this crisis with new eyes – literally. The eyes of someone you love.”

Consider these heart-wrenching impacts. (Link to compilation video)

“Each time you’re tempted to press the gas pedal to the floor, update your social media from the road or undertake any other risky behavior, consider how the lives of your spouse, your child, your best friend or even a beloved pet would shatter if you died or were seriously injured in a crash. Slow down. Pay attention. Do it for THEM,” said LAST NAME.

For more than two decades, speeding has been a factor in about one-third of all motor vehicle fatalities. In 2021, the last year for which comprehensive national data is available, speeding was a contributing factor in 29% of all U.S. traffic fatalities. In Minnesota, it was a factor in 30% of fatal crashes for 2022. In 2021, Distracted driving claimed 3,522 lives nationwide. In 2020, distracted driving contributed to 2,612 injuries and 29 deaths in Minnesota.

Learn more about the impact and consequences of excessive speed and distracted driving here. (Link to campaign page)