



## *Protecting You/Protecting Me* State Farm Sponsorship Key Messages

### **Overview:**

Through the youth-led *Protecting You/Protecting Me (PY/PM) program*, State Farm and Mothers Against Drunk Driving (MADD) are educating grade school students about the effect of alcohol on the developing brain, and the prevention of injury and death to children and teens due to underage drinking.

### **Key Message:**

The PY/PM program educates and empowers grade school students to make safe and risk-free decisions. The program also provides leadership opportunities for teens to make valuable contributions to their communities.

- PY/PM incorporates lessons on:
  - Child passenger safety
  - Pedestrian safety
  - Making good decisions
  - Brain function and chemistry
  - The effect of alcohol on the developing brain
- Information will be shared through a variety of methods including group activities, structured discussions, role-play, exploring real life topics, and parent involvement.
- Lessons will be added to a school's core curriculum and will meet required education standards.

### **Key Message:**

State Farm has a long history of supporting educational programming and providing resources that help students achieve a higher academic standard.

- State Farm sponsors numerous educational efforts that encompass the Service-learning teaching method in which students master subject material while fostering civic responsibility.
- Service-learning programs sponsored by State Farm that target auto safety include Project Ignition, and PY/PM.

### **Key Message:**

As a leader in the insurance industry and an advocate for auto safety, State Farm believes it is important to share its research, knowledge and expertise with the community.

- State Farm supports the community through public outreach programs which include its commitment to making roads and drivers safer.
- State Farm also plays an integral role in vehicle research by sharing relevant information with auto makers that help improve vehicle safety