



Protecting You/Protecting Me State Farm Sponsorship Key Messages

Overview:

Through the youth-led *Protecting You/Protecting Me* program, State Farm and MADD are educating grade school students on the effect of alcohol on the developing brain, the prevention of underage alcohol use and the prevention of injury and death to children and youth due to underage drinking.

Key Message:

State Farm has a long history of supporting educational programming and providing students with the resources to achieve a higher academic standard.

- State Farm sponsors numerous educational efforts that encompass the Service-learning method of teaching. This empowers students to take an active role in their education.
- Service-learning programs included Excel Tech, Project Ignition, and now PY/PM.

Key Message:

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

- State Farm believes in supporting the community through public outreach programs which includes its commitment to making roads and drivers safer.
- Programs sponsored by State Farm that target auto safety include the Dangerous Intersections Program, Steer Clear, Project Ignition and MADD.
- State Farm also plays an integral part in vehicle research and providing manufacturers with information and research to help make automobiles safer.

Key Message:

The PY/PM program educates and empowers grade school students to make safe and risk-free decisions as well as providing a leadership opportunity for teens who make a valuable contribution to their community.

- The sponsorship of the five new sites will be based on the Youth-led model of PY/PM. Carefully selected and trained FCCLA-affiliated high school students will deliver the curriculum to the grade school students.
- The program incorporates lessons on:
 - Child passenger safety
 - Pedestrian safety
 - Making good decision and choices
 - Brain function and chemistry
 - The effect of alcohol on the brains of children, teens and young adults

- Information and skills will be taught through a variety of methods including group activities, structured discussions, role-play, exploring real life topics and issues and parent involvement.
- Lessons will be infused in a schools core curriculum and meet required educational standards.