



National Association of State EMS Officials

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February 4, 2015

Nationwide Insurance
Nationwide Headquarters
One Nationwide Plaza
Columbus, Ohio 43215-2220

Attention: Matt Jauchius
Chief Marketing Officer

Subject: Nationwide's Super Bowl Commercial on Injury Prevention

Mr. Jauchius:

The National Association of State EMS Officials (NASEMSO) Pediatric Emergency Care Council (PECC) would like to take this opportunity to thank Nationwide for their bold effort in starting the conversation on childhood injury prevention and Making Safe Happen with the airing of your Super Bowl XLIX commercial.

As a brief background, PECC's mission is to provide leadership, promote policies and research, and share resources to improve the emergency medical care system for children, while our vision is to improve health outcomes for children by promoting an emergency medical care system that addresses the unique needs of children. We accomplish this by providing a forum for communication, interaction and networking between peers, allowing for the sharing of best practices; the joint resolution of obstacles and challenges; and the nationwide promotion of evidence-based decision making for EMS system development.

We recognize that the message received mixed reviews from the public through numerous venues, especially on social media; however, we applaud your company's ability to raise the public awareness level and make the point that the number one cause of childhood death is a preventable accident.

Thank you for your commitment and dedication to the health and well being of our nation's children!

Sincerely,

Paul Patrick
President, NASEMSO

Katherine Dixon-Hert
Chair, NASEMSO PECC