



End Distracted Driving

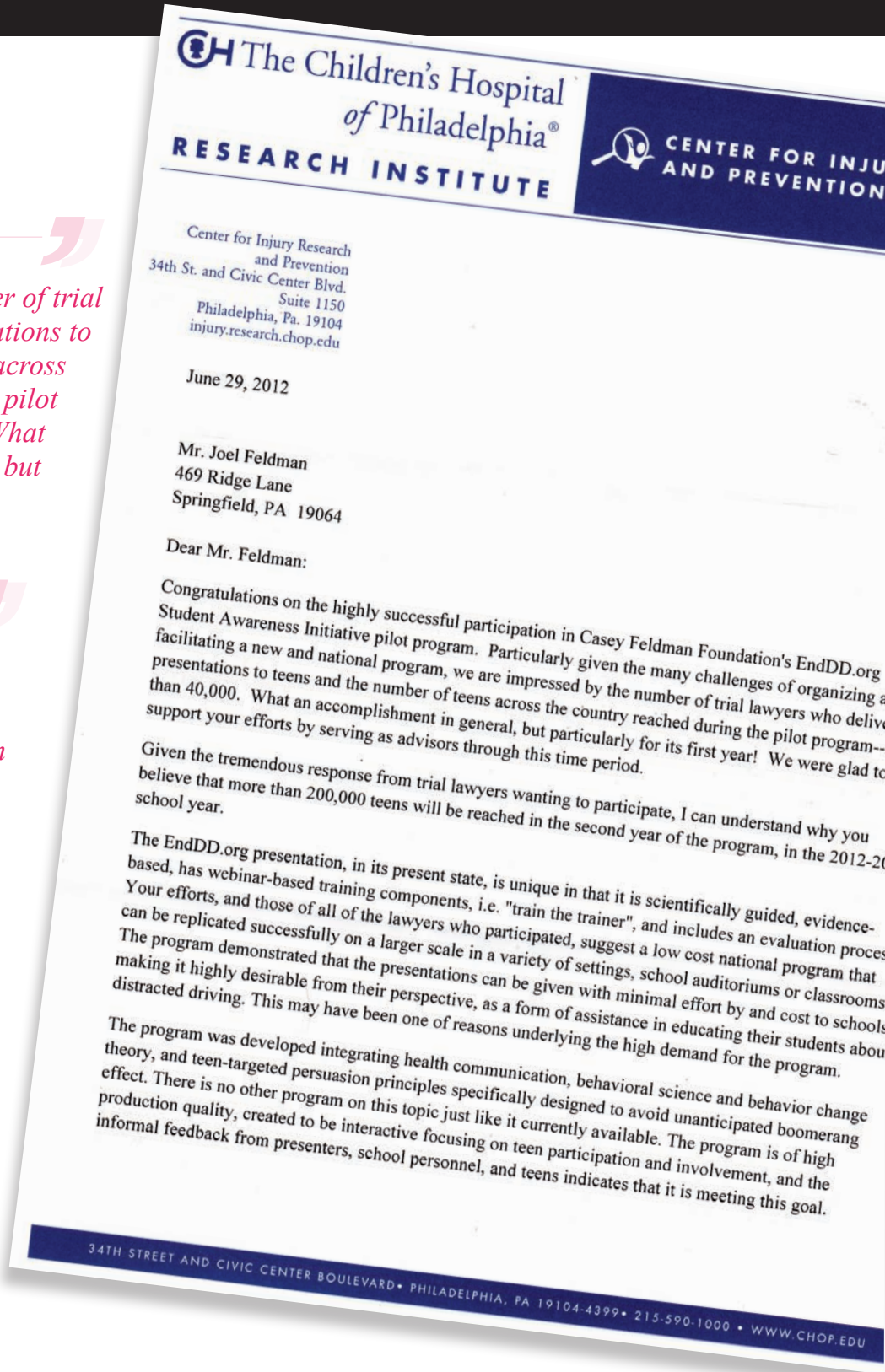
STUDENT AWARENESS INITIATIVE

EndDD.ORG

We are impressed by the number of trial lawyers who delivered presentations to teens and the number of teens across the country reached during the pilot program—more than 41,000. What an accomplishment in general, but particularly for its first year!

The EndDD.org presentation, in its present state, is unique in that it is scientifically guided, evidence based and includes an evaluation process.

The program was developed integrating health communication, behavioral science and behavioral change theory, and teen-targeted persuasion principles...



The Children's Hospital of Philadelphia®
RESEARCH INSTITUTE

CENTER FOR INJURY AND PREVENTION

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June 29, 2012

Mr. Joel Feldman
469 Ridge Lane
Springfield, PA 19064

Dear Mr. Feldman:

Congratulations on the highly successful participation in Casey Feldman Foundation's EndDD.org Student Awareness Initiative pilot program. Particularly given the many challenges of organizing and facilitating a new and national program, we are impressed by the number of trial lawyers who delivered presentations to teens and the number of teens across the country reached during the pilot program—more than 40,000. What an accomplishment in general, but particularly for its first year! We were glad to support your efforts by serving as advisors through this time period.

Given the tremendous response from trial lawyers wanting to participate, I can understand why you believe that more than 200,000 teens will be reached in the second year of the program, in the 2012-2013 school year.

The EndDD.org presentation, in its present state, is unique in that it is scientifically guided, evidence-based, has webinar-based training components, i.e. "train the trainer", and includes an evaluation process. Your efforts, and those of all of the lawyers who participated, suggest a low cost national program that can be replicated successfully on a larger scale in a variety of settings, school auditoriums or classrooms. The program demonstrated that the presentations can be given with minimal effort by and cost to schools making it highly desirable from their perspective, as a form of assistance in educating their students about distracted driving. This may have been one of reasons underlying the high demand for the program.

The program was developed integrating health communication, behavioral science and behavior change theory, and teen-targeted persuasion principles specifically designed to avoid unanticipated boomerang effect. There is no other program on this topic just like it currently available. The program is of high production quality, created to be interactive focusing on teen participation and involvement, and the informal feedback from presenters, school personnel, and teens indicates that it is meeting this goal.

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Endddd.org is a project of The Casey Feldman Memorial Foundation which is a Pennsylvania non-profit foundation and has been granted tax exempt status under section 501(c)(3) of the Internal Revenue Code. For more information visit www.endddd.org.

Casey Anderson Feldman
1988-2009
The Casey Feldman Foundation



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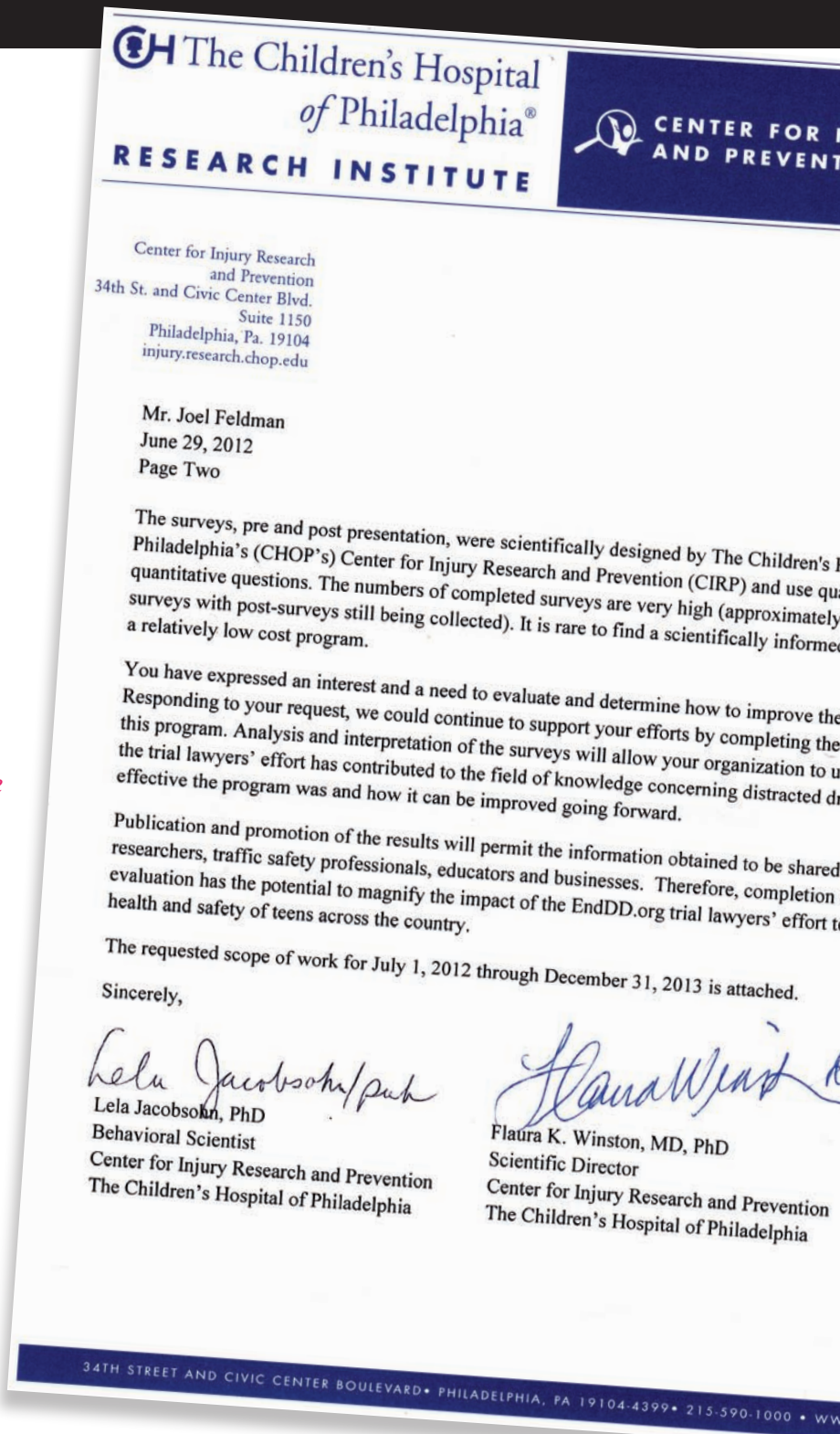
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The surveys, pre and post presentation, were scientifically designed by CHOP's Center for Injury Research and Prevention (CIRP) and use qualitative and quantitative questions.

Analysis and interpretation of the surveys will allow your organization to understand how the trial lawyers' effort has contributed to the field of knowledge concerning distracted driving...

Publication and promotion of the results will permit the information obtained to be shared by others: researchers, traffic safety professionals, educators and businesses. Therefore, completion of the evaluation has the potential to magnify the impact of the EndDD.org trial lawyers' effort to promote the health and safety of teens across the country.



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