



**EndDD**  
End Distracted Driving

## National End Distracted Driving Talks: We Need Speakers!

**Our Mission** – Preserve life and promote safety on a large scale through advocacy, education, and action.

EndDD is a program of the Casey Feldman Foundation. Our dream is to prevent families and friends from suffering the loss of a loved one because of distracted driving.

In honor of all families who have been injured by or lost a loved one to distracted driving, we passionately advocate, educate and support efforts to end distracted driving.

### How you can help

- Become a speaker, be part of our educational movement. Help your community save lives by raising student awareness on the dangers of distracted driving.
- Our speakers are lawyers who are dedicated to raising public awareness of the dangers of distracted driving.
- If you are interested in becoming a speaker, contact EndDD for more information **855-END-DIST (855-363-3478)** or sign-up online at [enddd.org/speakers/](http://enddd.org/speakers/).

### Car crashes are the No. 1 killer of teens.

Source: Insurance Institute for Highway Safety (IIHS)

### Timeline of 2012 Activities:

- **Dec 2011:** Launch of EndDD.org web site; completion of speaker presentation kits. Recruit 200+ speakers
- **Jan 2012:** Recruit additional speakers (over 400) and obtain speaking engagements for April 2012
- **Feb 2012:** Add additional speaking engagements
- **Mar 2012:** Speaker Training Programs via WebEx; conduct pre-speaking surveys and collect data from schools
- **Apr 2012:** National press coverage, Speaking engagements at 500+ schools across the United States
- **May 2012:** Conduct post-speaking surveys; collect data to measure impact; follow up press coverage reporting on outcome.

### The Problem of Distracted Driving

- 80% of all collisions and 65% of near crashes have some form of driver inattention as contributing factors. That is over 4,000,000 crashes per year in North America that are caused by driver distraction.
- Cell phone use is attributed to 18% of fatalities in distraction-related crashes. What makes up the other 82%? Putting on lipstick, reaching over to grab a drink, changing the music, reading a roadmap, eating on the go. The distractions are endless. But they don't have to be.
- Talking on a cell phone makes a driver 4 times more likely to have a crash or near crash event. Texting makes them 23 times more likely to have this happen.
- Texting slows driver reaction time even more than alcohol!

### Teens crash four times more often than any other age group.

Source: Insurance Institute for Highway Safety (IIHS)

**Our Solution** – Raise Awareness Through Education of Students in High Schools. EndDD.org, along with its partners, is embarking on a nationwide effort to raise awareness and educate the public through targeted advocacy. In one week in April 2012, across all 50 states, EndDD speakers (trial attorneys from the local communities) will reach out to more than 100,000 students. Thereafter, EndDD will seek to educate over a ¼ of a million students each year.

### Our partners and sponsors

- The Casey Feldman Foundation ([www.caseyfeldmanfoundation.org](http://www.caseyfeldmanfoundation.org))
- NODD.org
- 60forSafety.org
- NOYS.org
- KidsAndCars.org
- DropItAndDrive.com (Canada)

### Support from EndDD.org

#### All presentation materials

- Help in setting up speaking engagements
- Handouts (wrist bands, t-shirts, bumper magnets)
- Speaker training
- National and local media outreach
- Website, Facebook site, Twitter account