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Mark Bantz (left) and Joe Bantz, founder of Amazon and space tourism company Blue Origin, with a video playback of their flight experience from the spacecraft near Van Horn, Texas. AP

### Billionaires' space exploits mean pollution for Earth

By Debra Mordak

The commercial race to get tourists to space is heating up between Virgin Group founder Richard Branson and SpaceX founder Elon Musk. On July 11, Branson announced plans to reach the edge of space in his planned Virgin Galactic VSS Unity spacecraft. Branson announced that Virgin Galactic launched Tuesday, coinciding with the anniversary of the Apollo 11 moon landing.

Though Branson lost to Musk in space, he reached higher altitude — by about 60,000 feet. The launch demonstrated his intention to provide passengers with a "first-of-its-kind" ride in zero-gravity and glimpses of Earth from space. In the meantime, Blue Origin's New Shepard will provide tours to five days of orbit in 2021.

### Women in academia feel like they're screaming into the void. Here's why

By Rachel M. Warner and Patsy Chatterjee

Women now outnumber men among students enrolling in medical schools, an accomplishment that took years of effort. Unfortunately, we have far to go to achieve similar levels of equity throughout academic medicine, especially the higher up the hierarchy you go — only a quarter of medical school faculty professors are women and less than one in five chairs are women.

The challenge women face in academic medicine are well-documented and start early in women's careers. Women receive less institutional support and resources and are less likely to have effective mentors. Women routinely encounter subtle messages that denigrate their accomplishments, from being interrupted more frequently or being called by a first name instead of a professional title. They also encounter more overt discrimination and sexual harassment.

But there are deeper issues we must also provide with, including a culture that minimizes and discounts value that comes from outside of the linear structure of academia — a structure in which women and individuals from racial and ethnic minorities groups have long been underrepresented. As female academics, we can sometimes feel like we are shouting into a void with no one hearing what we are saying. It's not just time for academia to start listening.

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### My daughter was killed by a distracted driver

Current reduction strategies aren't working. Let's speak to drivers' worries.

By Joel Feldman

On July 17, 2009, my daughter Casey was walking in Ocean City, N.J., to go to her summer job on the boardwalk. A 58-year-old man took his eyes off the road to reach for his GPS, ran through a stop sign, and hit Casey. She died in the hospital a few hours later. Twelve years later, it is still hard to fully grasp that I lost my only child to a distracted driver.

Joel Feldman speaks on distracted driving while holding a picture of his daughter Casey, who died in 2009. Casey's mother, Patsy Chatterjee, is also looking at an iPad.

Most awareness campaigns have oversimplified the dangers of distracted driving. They say drivers should simply not drive while distracted, even if others are. These who have "casually" driven distracted — so to speak — are not the ones who are most likely to be involved in a crash. It is those who drive while distracted who are most likely to be involved in a crash.

First, let's start talking to the four drivers have about other drivers. Most drivers — 69% — are more afraid of distracted drivers than drunk drivers, aggressive drivers, or even those who drink and drive. They are concerned that they can drive safely while distracted, even if others aren't. These who have "casually" driven distracted — so to speak — are not the ones who are most likely to be involved in a crash.

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By Joel Feldman Joel Feldman is a Philadelphia attorney and cofounder of EndDD.org (End Distracted Driving). jfeldman@anapolweiss.com

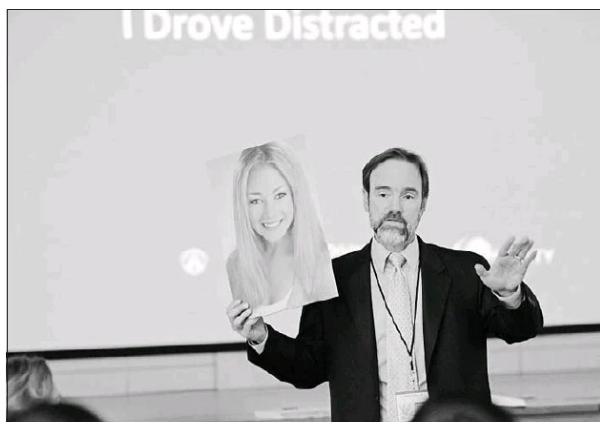
# My daughter was killed by a distracted driver

## Current reduction strategies aren't working. Let's speak to drivers' worries.

On July 17, 2009, my daughter Casey was walking in Ocean City, N.J., to go to her summer job on the boardwalk. A 58-year-old man took his eyes off the road to reach for his GPS, ran through a stop sign, and hit Casey. She died in the hospital a few hours later. Twelve years later, it is still hard to fully grasp that I lost my only child to a distracted driver.

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sign, and hit Casey. He said that he never saw her. She died in the hospital a few hours later. Twelve years later, it is still hard to fully grasp that I am alive, and my child is dead.



Courtesy of Joel Feldman

### **Joel Feldman speaks on distracted driving while holding a picture of his daughter Casey, who died in 2009.**

The driver who hit my daughter was distracted, which can happen when drivers take their eyes or minds off the road, or their hands off the wheel. All it takes is a second to have deadly consequences: Roughly 3,000 people are killed and 400,000 are injured by distracted driving in the U.S. each year.

Young people are particularly at risk. Among drivers involved in fatal crashes, those aged 19 and younger are the most likely to drive distracted, and nearly 40% of high school students admit to sending texts or emails while driving in the last 30 days.

Since Casey's death, despite numerous federal, state, and industry campaigns to raise awareness about distracted driving, far too many are killed and injured each year. Why have we not been able to make more progress?

Many awareness campaigns have overemphasized the dangers of distracted driving. But many drivers believe, hypocritically, that they can drive safely while distracted, even if others can't. Those who have "successfully" driven distracted — as in, sent an email or text without getting into a crash — do not feel it is dangerous when they do it, so campaigns that stress the dangers of distracted driving may largely fall on deaf ears. I get it — before Casey died, I drove distracted, too.

I believe these awareness campaigns need to take a different approach.

First, let's start tapping into the fear drivers have about other drivers. Most drivers — 63% — are more afraid of distracted drivers than drunk drivers, suggesting that even those who think it's safe for them to drive distracted are afraid when others do it. Imagine you are driving, and a distracted driver runs a red light, crashing into your car. You survive but your child is killed. You were looking at your phone at the time of the crash; had you been paying attention, you would have been able to avoid the crash. I know several drivers who lost children or

spouses under these circumstances. They are tormented by the realization that their actions contributed to a loved one's death.

Instead of confronting drivers about how it is dangerous for them to get distracted, we must use their legitimate concern about other distracted drivers. Campaigns may change drivers' behaviors by teaching that "distracted drivers can't be defensive drivers" — if you're looking

at an email, you can't protect your passengers from another driver who is also looking at an email.

Second, I believe we need to focus our campaign efforts on creating a generation of kids who, unlike their parents, will choose not to drive distracted when they get their licenses.

I've spoken to hundreds of thousands of kids as part of our nonprofit organization EndDD.org, and the majority — I'd estimate 70% — say their parents drive distracted. So even if parents say not to do it, their behavior signals that it's OK. Many teachers and child psychologists have told me it's important to talk to kids about distracted driving early, before they even get behind the wheel — akin to anti-smoking campaigns that deter kids from picking up the habit.

At EndDD.org, we are teaching students, including those in elementary school, to speak up when parents drive distracted. Through focus groups, we have learned that the best way for kids to get through to their parents is by saying something like: "Mom, I love you, but I don't feel safe when you drive me and look at your phone." Upon hearing those words, the vast majority of parents say they would put their phones down; some members of our focus groups even get tears in their eyes.

I changed the way I drive not because I believed it was dangerous, but because my daughter was killed by a distracted driver. It shouldn't have to take a tragedy for all of us to do the same.

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