

## Bureau of Family Health (BFH) Community Action and Advisory Team (CAAT)

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To Whom It May Concern:

I work in maternal-child injury and fatality prevention in Central Louisiana, and strive to provide the community with valuable health and safety education and events. I contacted Joel Feldman after doing internet research for resources in anticipation of Distracted Driving Awareness month. Joel, founder of the Casey Feldman Foundation and EndDD.org, graciously accepted the invitation to speak virtually to my Community Advisory & Action Team regarding the dangers of distracted driving, and his personal experience with it after losing his daughter Casey to a distracted driver in 2009. He worked with me to determine the needs of my audience, a diverse group of professionals who work with infants, children, and teens, and tailored his presentation to not only educate those present, but also to teach them how to educate the children and teens they work with. It was a great honor and opportunity to have Joel share his daughter Casey's story, his efforts, and distracted driving awareness and prevention measures with us.

Joel was extremely supportive outside of the presentation as well. He shared lesson plans that can be used in schools to teach children about distracted driving, how to identify it, and how to address it. He also shared 2 children's books: Sam's Trip to the Beach and Sam's Distracted Day, which impart a variety of multitasking and distracted driving education in fun book form.

His skill with navigating technology in a virtual setting while also speaking to our audience was flawless, and his PowerPoint presentation was engaging, visually appealing, and masterful. His intentional positioning of images, videos, and interactive slides captivated the audience, and imparted a vast amount of knowledge and education in an easily digestible form. He encouraged us to stretch ourselves outside of our comfort zones to identify and address a common and unspoken issue in many drivers, while moving many people to make a change in their driving habits.

I highly recommend Joel to speak at any event where there is an opportunity to impact drivers, young and older alike. He is intriguing, engaging, and a pleasure to work with. If you want a speaker with enthusiasm, passion and commitment, he can deliver.

Thank You,



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