



# ROANOKE COUNTY

---

## Public Schools

February 16, 2024

To Whom It May Concern,

I am writing this letter to highly recommend Joel Feldman's End Distracted Driving presentation to your school, company, or conference. We had the honor of hosting Mr. Feldman in early February to come talk to approximately 2,300 high school students in our five high schools. His presentation was both impactful and heartfelt, which helped him to connect with the students he talked with. Joel did a great job making the presentation interactive and had discussions with students instead of just lecturing them.

The presentation centered on the emotional aspect of the decisions we make behind the wheel and how it is each of our jobs to keep the roads safer for ourselves, our loved ones, and other road users all at the same time. Joel shared tools that everyone can use to make better decisions behind the wheel and tools that allow people to communicate with others effectively to keep them from driving distracted. Many times, teens are lectured and blamed for behaviors they are showing, but this presentation was not like that. Joel did a great job not pointing fingers at students for this societal issue, but instead touched on how we can show empathy and respect the emotions others may feel toward driving behaviors.

Mr. Feldman also shared the heartbreaking story of his daughter's passing because of a distracted driver's decision. This created an instant connection with the students, and they were invested in the message from that point on. The presentation and videos were created in such a way as to captivate the audience and make a lasting impression on them about the importance of making better decisions when behind the wheel. I truly believe that students and adults alike will leave this presentation with both a new view of distracted driving and tools that will make our roads safer for everyone.

Sincerely,

Kevin Burcham

Supervisor of Health, Physical Education, and Driver Education

Roanoke County Public Schools

[kburcham@rcps.us](mailto:kburcham@rcps.us)

540-562-3700 ext. 10255