Livermore Police Department

1110 S. Livermore Avenue
Livermore, CA 94550

News Release
May 14, 2008

Did you know that traffic collisions are the leading cause of death among teenage youth? In fact, every fifteen minutes, someone in the United States is permanently disabled or killed in an alcohol-related collision.

On May 20th and 21st the *"Every 15 Minutes"* program will be presented to all of Livermore's eleventh and twelfth grade students. More than two thousand students will be directly affected by this "anti drunk-driving" presentation. Livermore's "*Every 15 Minutes"* program is the largest in the nation.

The *Every 15 Minutes* committee is asking members of the media to participate in this powerful event. Your coverage can help us educate not only our own citizens, but also neighboring communities and people throughout the country, to the potential harms associated with the misuse of alcohol.

Our entire community, including our city council, school board, police and fire departments, and local hospitals, has united to stage this vital event. Additionally, more than twenty service groups and businesses have donated funds and services to make the program possible.

We sincerely hope you will consider having a member of your staff cover our story.

The *"Every 15 Minutes"* committee chairperson, Traffic Officer Wes Morgan, has been assigned to work with you during the program. He will assist you is setting up student and volunteer interviews, photo opportunities, and provide background information. Please feel free to contact Wes at his office at **(925) 371-4855**.

We have attached a summary of what will take place and a schedule for the two day *"Every 15 Minutes"* program.

I know you will agree that programs such as this make a difference and your assistance is the catalyst to get the community involved.

"Every 15 Minutes"

Schedule of Events
May 20, 2008

School locations:

Livermore High School
600 Maple St., Livermore
Contact Person - Vice-Principal Ron Nicola (925) 606-4812
Command Post – Portable building adjacent to Staff Lot

Granada High School
400 Wall St., Livermore
Contact person - Vice-Principal Pat Avilla (925) 606-4800
Command Post – GHS Library

8:00 a.m. (Continuous throughout the day)

The Grim Reaper (both schools) will begin removing assigned students from class, *every 15 minutes*, and lead each student back to the command post. The student will be made up to look like the *Living Dead* and escorted back to class by a police officer. The officer will read the student's obituary (written by their parents) and leave the student in class. There will also be one *Living Dead* teacher on each campus.

Police officers and police chaplains will begin death notifications to the parents of the *Living Dead*. These notifications are prearranged and the parents know they are not real.

8:30 a.m.

Students involved in the mock crash will be readied at the Livermore High command post. This includes professional makeup to create realistic appearing injuries.

Traffic officers and fire personnel will prepare the mock crash scene on the Livermore High football field.

10:30 a.m.

All high school juniors and seniors will be seated in the Livermore High football stadium. The student crash participants will already be in position and the mock crash cars will be covered with a tarp.

10:32 a.m.

The sound of a crash is played and the cars are uncovered. The students will witness a real time emergency response including police, fire, paramedic units, helicopter, and mortuary.

Ambulances transport two *injured* students to local hospitals by ambulance and Cal-Star Helicopter airlifts one *injured* student to Eden Trauma Center. Their parents will be contacted at their homes or businesses and taken to the hospital. One student will *die* at the hospital and one will remain *paralyzed* (this student will remain in a wheelchair for the remainder of the two day event).

Two students will be *dead* at the scene and will be placed in body bags and taken to local mortuaries. Their parents will be taken to the mortuary to identify their children on the embalming table.

The DUI *driver* will be *arrested* at the scene and taken to jail. After booking, she will be transported to the Livermore-Pleasanton Court, where she will be *arraigned*.

11:28 a.m.

Mock crash concludes with the Principals from each school reading the obituaries of the students who *died* in the crash.

11:30 a.m.

Grim Reapers continue removing *Living Dead* from classes. Command posts remain open.

3:00 p.m.

Command posts shut down and the forty-one *Living Dead* students and teachers are transported to a local hotel for an overnight retreat. They will not have any contact with family or friends for the next twenty-four hours.

6:00 p.m.

After dinner, students participate in trust building activities and hear from various speakers including, real life DUI victims and suspects. At the end of the retreat, participants write letters to their parents, telling them what they would have wanted to tell them if they hadn't been *killed* in an alcohol related incident.

7:00 p.m.

The parents of the *Living Dead* students will attend a parent retreat at the L.A.R.P.D. Community Center where they will share their *Every 15 Minutes* experience. The parents will also hear from a variety of speakers and write letters to their children.

"Every 15 Minutes"

Schedule of Events
May 21st, 2008

Assemblies:

9:00 a.m.
Granada High School - Gymnasium
400 Wall St.,, Livermore

12:00 p.m.
Livermore High School - Gymnasium
600 Maple St.,, Livermore

- All Junior and Senior students present
- Video of Day One
- Selected students and parents are asked to read letters
- Guest Speakers will include people who have been affected by drinking and driving

2:00 p.m.
Catered reception in the Livermore High School - Student Union

- *Living Dead* are reunited with their parents
- Volunteers, donors, and program sponsors receive a much deserved "Thank You"