



## **PRESS RELEASE**

---

I. DATE OF PRESS RELEASE: May 21, 2014

II. ANNOUNCEMENT:

Every 15 Minutes program occurring at Livermore high schools

III. FACTUAL INFORMATION:

On May 21<sup>st</sup> and 22<sup>nd</sup>, the Livermore Police Department will be presenting the bi-annual "**Every 15 Minutes**" anti-impaired driving program to all junior and senior high school students in the City.

The **Every 15 Minutes** program is an intensive two-day program focusing on high school junior and senior students which challenges them to think about drinking and driving, personal safety, the responsibility of making mature decisions, and the impact their decisions have on family, friends, and many others.

The "**Every 15 Minutes**" program is designed to bring awareness to the fact that every 15 minutes in the United States someone is killed or seriously injured in a DUI related collision (since the program was developed 15 years ago the statistics have changed to every 51 minutes, but the program name remains unchanged). The program is designed to replicate the loss of a family member, friend, or peer to a drunk driving collision.

The program has been structured to cover a two-day period. At the beginning of the first day, a student will be escorted from his/her class every 15 minutes by the "grim reaper". The student will be brought to a command post on the school campus where he/she will be made up with cosmetics to represent the living dead. The student will then be escorted to a mock cemetery where they will place their tombstone. A uniformed officer will escort the student back to class and read the student's obituary to the entire class. To enhance the realism of the event, the student will continue to attend classes, but will not be able to speak to anyone the remainder of the school day. At the same time, police officers and chaplains will be making prearranged death notifications to the participant's parents. By the end of the first day a total of 45 students will make up a core participant group called the living dead.

During the mid-morning hours, the juniors and seniors from Livermore, Granada, the Charter Prep, and Del Valle high schools will be assembled at Livermore High School where they will witness a mock collision response conducted by police, fire, paramedics, medical helicopter, and coroner. The student participants in the crash will become part of the living dead and will be involved in one of several outcomes as a result of the collision. One student will experience the arrest, booking and court procedures as would occur to a driver who was involved in a DUI collision. Two students will "die" at the scene and be transported to a mortuary and another will "die" at Valley Care Medical Center after being transported by ambulance. One student will be flown by helicopter to Eden Hospital where the student will

be deemed to be paralyzed and must use a wheelchair for the remainder of the program. All of these occurrences will be filmed and the video will be shown at assemblies at each school on the second day.

During the evening of the first day, the living dead will participate in a retreat at a local hotel. During this workshop they will spend the night unable to contact friends or family, listen to television or radio. Each student will participate in team building exercises designed to support the program goal. At the same time, the parents of the involved students will be participating in a parent retreat where information on impaired driving will be shared. The goal of the retreats is to educate the participants, share emotions, and focus them to be ambassadors for the anti-drunk driving campaign. These ambassadors can then help share the program with other community members.

On the second day, general assemblies will be held at Livermore and Granada High Schools where the students will relate their experiences to the remainder of the student body. Actual victims of DUI related collisions will be present at the assemblies and will share their stories of how a drunk driver affected their lives. The assemblies are designed to both educate and bring a sense of reality to this program.

This is obviously a complex, demanding, and emotionally draining event that will involve participation of numerous agencies and organizations throughout the community. The costs of presenting this program come from grants and donations, and do not come from the Police Department's budget. Our goal is simple: to save lives. Success will be difficult to measure, but we expect that through involving this great number of participants in this program, together we will make a difference.

A new feature to the program this year will be the use of social media. The Police Department will be launching a Facebook page, Twitter account, and Instagram account to promote and share the program. These will all be launched at 8am on May 21<sup>st</sup>. We look forward to seeing how far the program will reach and how many people will share in the program via these social media outlets. We invite everyone to share in the program by joining us on Facebook at *Every 15 Minutes Livermore*, joining us on Twitter at [@E15Livermore](#), or sharing via Instagram at [e15livermore](#).

More information on the **Every 15 Minutes** program can be obtained at the national website [www.every15minutes.com](http://www.every15minutes.com)

CONTACT PERSON: Lt. John Hurd  
PHONE NUMBER: (925) 580-8148