



City of Arts & Innovation

PRESS RELEASE

Police Department
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Chief of Police

FOR IMMEDIATE RELEASE

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RIVERSIDE POLICE & FIRE TO ILLUSTRATE CONSEQUENCES OF POOR CHOICES

"EVERY 15 MINUTES" SIMULATES TEENAGERS DYING IN ALCOHOL RELATED TRAFFIC COLLISION

RIVERSIDE, CA - The Riverside Police Department, in conjunction with the California Highway Patrol, the California Office of Traffic Safety, and in partnership with the Riverside Fire Department, will present the annual "Every 15 Minutes" drunk-driving education program on Thursday and Friday, March 21 – 22, 2019.

This two-day program, occurring this year at La Sierra High School, involves a simulated fatal traffic collision with a DUI driver, two student deaths, and two students with severe injuries, along with the aftermath of the collision. The purpose of this program is to provide an accurate depiction of an alcohol-related fatal traffic collision, and its effects from the perspective of all parties involved.

On Thursday, March 21, 2019, at about 9:50 a.m., Wednesday, members of the Riverside Police Department, Riverside Fire Department, American Medical Response, Riverside Community Hospital, and Akes Family Funeral Home will conduct the simulated fatal DUI collision investigation on La Sierra Avenue in front of La Sierra High School. Pre-selected students will act as participants in the collision, and the simulation will include on scene trauma triage, field sobriety tests, and the transportation and treatment at

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Riverside Community Hospital. After the collision scene, the participating students will begin an overnight retreat while their parents receive mock death notifications. These activities are designed to illustrate the far reaching effects of driving under the influence. They will include a mock sentencing hearing, jail tour, and educational presentations and discussions.

On Friday, March 22, 2019, two assemblies will be held at the high school to include all grade levels where the “dead” students will be reunited with their parents. A video of the previous day’s activities will be shown and presentations will be made by several guest speakers.

The program received its name in the mid 1990's because every 15 minutes someone died due to an alcohol related traffic collision. Funding for the “Every 15 Minutes” program is provided by a California Office of Traffic Safety grant through the California Highway Patrol and community donations.

ROAD CLOSURES: Both directions of La Sierra Avenue, between Cochran Avenue and Collett Avenue, will be closed from 8:00 a.m. to 12:00 p.m. in order to accommodate this program.

PRESS: The press is invited to attend both days of this program. Please contact our Public Information Officer at r railsback@riversideca.gov or (951) 373-6032 to coordinate. La Sierra High School is located at 4145 La Sierra Avenue, in the Alvord Unified School District within the city of Riverside.

