



City of Arts & Innovation

# PRESS RELEASE

Police Department  
SERGIO G. DIAZ  
Chief of Police

## FOR IMMEDIATE RELEASE

Date: March 11, 2014

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## Police Illustrate Consequences of Poor Choices

*"Every 15 Minutes" simulates teenagers dying – in alcohol related traffic collision.*

**Riverside, California** – The Riverside Police Department, in conjunction with the California Highway Patrol, the California Office of Traffic Safety, and Poly High School, will present an "Every 15 Minutes" program on March 12-13, 2014. This two-day program involves a simulated fatal traffic collision with a DUI driver, three student deaths and one injury, and the aftermath of the collision. The purpose of the program is to provide an accurate depiction of an alcohol-related fatal traffic collision, and the effects of that collision from the perspective of all parties involved.

On Wednesday, March 12, 2014, at approximately 10:00 am, the Riverside Police Department, Riverside Fire Department, American Medical Response, Riverside Community Hospital, and Akes Family Funeral Home will conduct a simulated fatal DUI collision investigation on Central Avenue at Poly High School. Students will act as participants in the collision. The simulation will include on-scene trauma triage, a DUI investigation, and transportation and treatment at Riverside Community Hospital. At the conclusion of the collision scene the students will begin an overnight retreat while parents receive death notifications. These activities are designed to illustrate the far reaching effects of driving under the influence.

On Thursday, March 13, 2014, an assembly will be held at Poly High School where the "dead" students will be reunited with their parents. The senior class will attend the assembly where a video of the previous day's activities will be shown and presentations will be made by several guest speakers. The press is invited to attend the activities. Please contact Supervisor Haverkamp for more information.

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 the California Office of Traffic Safety through the California Highway Patrol and community donations.

Every 15 Minutes...The Choice Is Yours



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