



City of Arts & Innovation

PRESS RELEASE

Police Department
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FOR IMMEDIATE RELEASE

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RIVERSIDE POLICE ILLUSTRATES 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 Hillcrest High School, will present an “Every 15 Minutes” program on April 27-28, 2016. This year will be the first graduating class at Hillcrest High School. This two-day program involves a simulated fatal traffic collision with a DUI driver, three student deaths and two injuries, 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, April 27, 2016, at approximately 10:00am, 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 Indiana Avenue at Hillcrest High School. Students will act as participants in the collision. The simulation will include on-scene trauma triage, a DUI investigation, a helicopter transport, 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 mock death notifications. These activities are designed to illustrate the far reaching effects of driving under the influence.

On Thursday, April 28, 2016, an assembly will be held at Hillcrest 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 PSR Nicolle DeFries 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.

Road closures at Pierce and Indiana between 8:00am to 11:30am. Detours will be available to residents.

Every 15 Minutes...The Choice is Yours