



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, Riverside Fire Department, and John W. North High School, will present the "Every 15 Minutes" program beginning tomorrow. This two-day program involves a simulated fatal traffic collision with a drunk driver, three student deaths, five injuries, and the aftermath of the horrific collision. The purpose of the program is to provide an accurate depiction of a fatal alcohol-related traffic collision, along with the effects from the perspective of all involved parties.

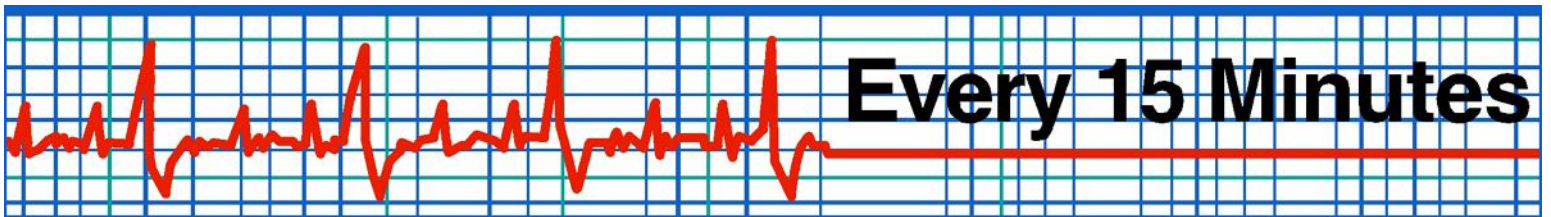
On Wednesday, April 18, 2018, at approximately 10:00 a.m., the Riverside Police Department, Riverside Fire Department, American Medical Response, Riverside Community Hospital, and Akes Family Funeral Home will conduct a simulated fatal drunk-driving collision investigation on Linden Street and Cranford Avenue. Students will act as participants in the collision. The simulation will include on-scene trauma triage, DUI investigation, and the transportation and treatment at Riverside Community Hospital. At the conclusion of the crash scene, selected students will begin an overnight retreat while parents receive mock death notifications. These activities are designed to illustrate the far reaching consequences of driving under the influence.



On Thursday, April 19, 2018, an assembly will be held at John W. North High School where the “dead” students will be reunited with their parents. The senior class will attend the assembly and a video of the previous day’s activities will be shown with presentations made by several guest speakers.

This program received its name in the mid-90’s because someone died due to an alcohol related traffic collision every 15 minutes. Funding for the “Every 15 Minutes” program is provided by the California Office of Traffic Safety through the California Highway Patrol and community donations.

During the simulated crash, Linden Street, from Presley Avenue to Cranford Avenue, will be closed to all vehicle traffic between 8:00 a.m. and 12:00 p.m. Detours will be available to businesses and residents. The press is invited to attend the simulated crash and student assembly, and should contact PSR Enrique Barboza or the RPD Public Information Officer for further details.



EVERY 15 MINUTES... THE CHOICE IS YOURS!