



Life's lessons are best learned through experience. Unfortunately, when the target audience is teens and the topic is drinking and texting while driving, experience is not the teacher of choice.

Every **15 Minutes Program** offers real-life experience without the real-life risks. This emotionally charged program, entitled **Every 15 Minutes**, is an event designed to dramatically instill teenagers with the potentially dangerous consequences of drinking alcohol and texting while driving. This powerful program will challenge students to think about drinking, texting while driving, personal safety, and the responsibility of making mature decisions when lives are involved.

During the first day events the "Grim Reaper" calls students who have been selected from a cross-section of the entire student body out of class. One student is removed from class **every 15 minutes**. A police officer will immediately enter the classroom to read an obituary which has been written by the "dead" student's parent(s) - explaining the circumstances of their classmate's demise and the contributions the student has made to the school and the community. A few minutes later, the student will return to class as the "living dead," complete with white face make-up, a coroner's tag, and a black **Every 15 Minutes** T-shirt. From that point on "victims" will not speak or interact with other students for the remainder of the school day. Simultaneously, uniformed officers will make mock death notifications to the parents of these children at their home, place of employment or business.

After lunch, a simulated traffic collision will be viewable on the school grounds. Rescue workers will treat injured student participants. These students will experience firsthand, the sensations of being involved in a tragic, alcohol-related and texting while driving collision. The coroner will handle fatalities on the scene, while the injured students will be extricated by the jaws-of-life manned by Fire-Fighters and Paramedics. Police Officers will investigate, arrest, and book the student "drunk driver". Student participants will continue their experience by an actual trip to the morgue, the hospital emergency room, and to the police department jail for being booked for "drunk driving".

At the end of the day, those students who participated in the staged accident as well as those who were made-up as the "living dead" will be transported to a local hotel for an overnight student retreat. The retreat will simulate the separation from friends and family. A support staff of counselors and police officers will facilitate the retreat.

During the most powerful program of the retreat, the students will be taken through an audio - visualization of their own death. Then each student will write a letter to his or her parents starting out with . . . ***"Dear Mom and Dad, every fifteen minutes someone in the United States dies from an alcohol related traffic collision, and today I died. I never had the chance to tell you....."***

Parents will also be asked to write similar letters to their children. These letters will be shared the following day when students and parents will be reunited at a school assembly.

The students will engage in challenging and interactive exercises. Impaired simulator goggles will be used to allow students to experience firsthand the potentially fatal consequences of alcohol and drug impairment. The goggles will allow students the opportunity to understand the dangers of impaired driving without taking a

drop of alcohol or using drugs of any type. Research shows that those who learn from hands-on experience retain two to four times more than those who learn from just listening, or from listening and seeing.

"Grim Reaper" and the staged crash. The assembly will be hosted by an Officer (Project Coordinator), who will guide the audience through the devastating effects of losing a loved one due to a bad choice. Speakers will include students who will read letters to their parents, police officers, and hospital personnel who shared their emotional trauma of dealing with kids killed in traffic crashes. Parents will share their personal reflections of their involvement in this program. We will also have a powerful speaker who lost a child to a drunk driver, or as the result of driving while under the influence or texting while driving.

The focus of the assembly stresses that the decision to consume alcohol can affect many more people than just the one who drinks and the dangers of texting while driving. This very emotional and heart-wrenching event will illustrate to students the potentially dangerous consequences of their use of alcohol and texting while driving, regardless of how casual they believe their use is.

This event includes the participation of our Police and Fire Departments, High School Staff, Local Hospital, Video Production Crew, Community Officials, District Attorney's Office, Funeral Homes and a wide cross-section of the community at-large. It is our goal to utilize the strength, talent and resources of business and industry to prevent drunk driving and texting while driving.

Schools Receiving funds for their Every 15 Minutes events

March 2018 – Homestead High School – Cupertino, CA.

March 2019 - Quincy High School - Quincy, CA

March 2019 - Canyon High School - Anaheim, CA

2020 - 2021 E15M suspended due to COVID

March 2022 - Canyon High School - Anaheim, CA

March 2022 - M.A.D.D. (Northern CA Division)

February 2023 - M.A.D.D. (N. CA & S. CA Divisions)

March 2024 - M.A.D.D. (N. CA & S. CA Divisions)

March 2025 - M.A.D.D. (N. CA & S. CA Divisions)

March 2026 - M.A.D.D. (N. CA & S. CA Divisions)

