

EVERY 15 MINUTES
Chugiak High School



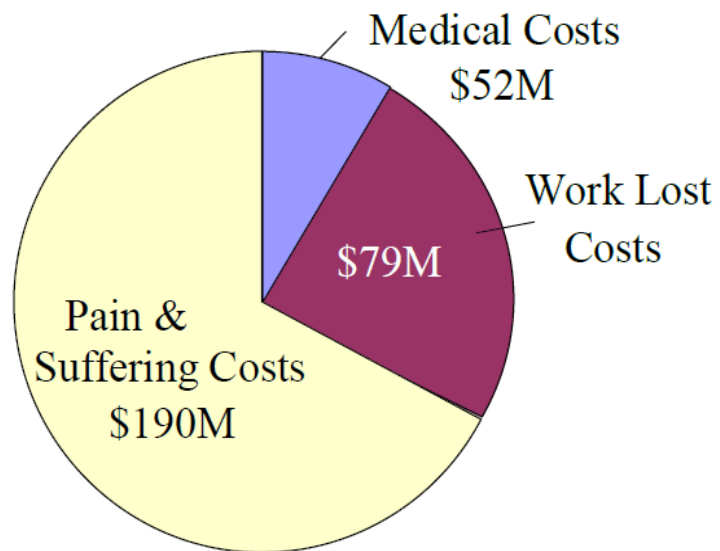
Eagle River, Alaska

Officer Wendi Shackelford

Alcohol and teenagers: Is it really a problem?

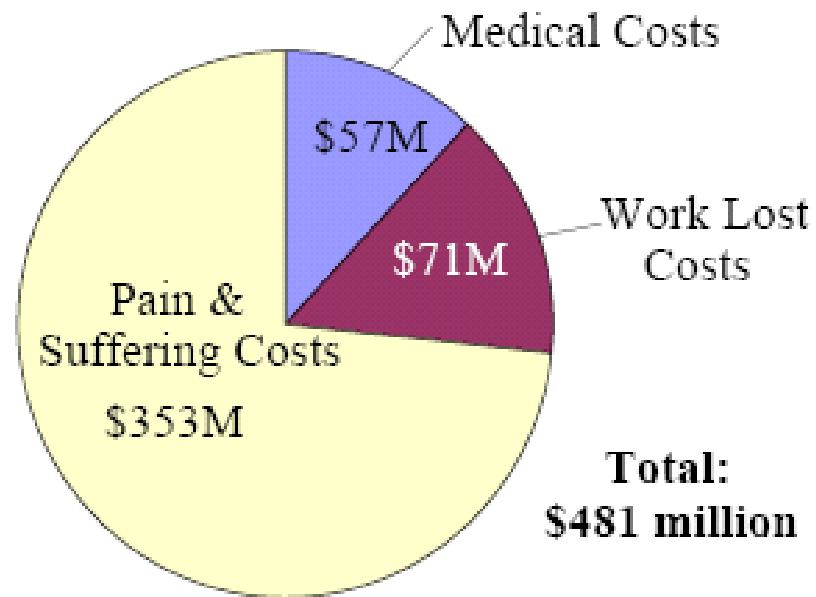
- Cost of underage drinking in America:
 - \$**62 billion** each year
- Alcohol kills **4x** more kids than all illegal drugs combined
- Underage drinking leads to almost 3,200 deaths and 2.6 million other harmful events such as violence, teen pregnancy, sexual assault, burns, etc.

Costs of Underage Drinking Alaska, 2010 \$



Total: \$0.3 billion

Costs of Underage Drinking Alaska 2001



**Total:
\$481 million**

Every 15 Minutes program goals

- To open the channels of communication between adults and teenagers regarding drinking and driving
- To encourage students to think about options while they are sober, and to have a plan of action to keep themselves and their friends safe
- To show students, as realistically as possible, what *could* happen if alcohol and driving are mixed

Every 15 Minutes program design

- Core components:
 - Simulated car crash
 - Walking dead
 - Overnight retreat
 - 5-6 minute video (overview from day one's crash, court, and hospital scenes)
 - Memorial service

- Time commitment:

- Day **one**:

- Simulated car crash
 - Emergency personnel response
 - Helicopter
 - Court room scene
 - DUI offender processed and booked in jail
 - DUI offender arraigned and sentenced in court
 - Hospital scene
 - ER personnel attend the injured
 - Walking dead
 - Selected from classes every 15 minutes
 - Overnight retreat for crash victims and walking dead
 - Team building activities
 - Letter to parents
 - Presentation by real DUI offender (s)
 - Video of day one
 - A short video synthesizing day one should be compiled to show the entire student body at the memorial service on day two

- Time commitment:

- Day **two**:

- Memorial service (entire school)

- Show video of day one (maximum of 5-6 minutes in duration)

- Have several walking dead/crash victims read their letters to their parents

- Have several parents read their letters to their kids

- Presentation by a real DUI offender and a real DUI victim or victim family member

- Grief counselors should be available school wide, especially on day two

Where to start

- **10 to 12 months** in advance of the actual event
 - Develop contacts within the community, specifically those in the:
 - School
 - Principal/assistant principal
 - Teacher
 - Police department
 - Chief/Sheriff
 - Officer (SRO is ideal)
 - Fire department
 - Chief/Commander
 - Line staff

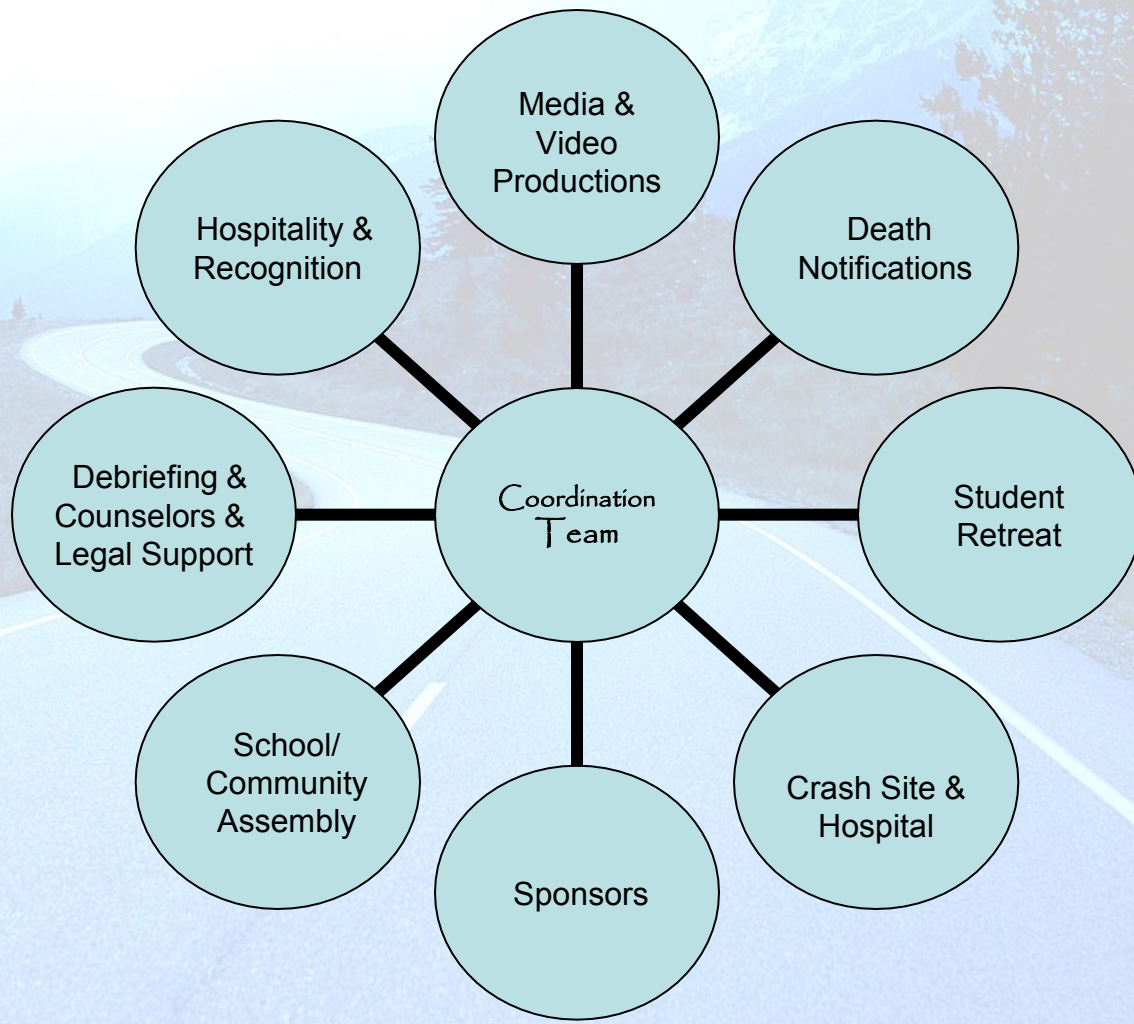
Meet with these contacts and...

- Provide handouts explaining what the program is and what it is designed to accomplish
- Show them an example video or DVD from yours or another jurisdiction
- Invite them to attend the first steering committee meeting
- Ask them who else you should invite to the steering committee meeting

The first steering committee meeting:

At least **9 months** in advance of the actual event

- **Hospital staff**
 - Emergency room personnel
- **School officials**
 - Principal
 - Counselors
 - Teachers
- **Dispatch**
 - 911 call
- **Fire/EMS**
 - Chief
 - Parent of a senior high student
- **Police**
 - Chief
 - SRO (school resource officer)
 - Community police officer
 - Parent of a senior high student
- **Court**
 - Judge
 - District attorney
 - Defense attorney
- **Police/Fire Chaplains**
- **Grief counselors**
- **Student Government students**
- **Other students**
 - Representatives from all student groups
- **Military**
 - Helicopter
 - Perimeter



Team Responsibilities

Coordination Team:

- Made up of (2-3) Project Coordinators, (1) Treasurer, (1) Secretary, (1) Communications Person
- Oversee coordination and implementation of the program
- Secure team leaders and ensure that responsibilities are being completed
- Secure student and parent participants
- Schedule meetings with Steering Committee*, community leaders, and team leaders
- Record minutes of all Steering Committee and large bi-monthly meetings
- Organize and provide an orientation meeting for all participants
- Organize phone/contact list for all participants and volunteers
- Send out notifications of meetings as well as minutes of meetings via e-mail
- Set up a financial account through the school, give monthly financial reports, and prepare documentation of all funds used

Video Productions & Media:

- Responsible for putting together the 5-6 minute video of day one activities, including the staged collision and hospital, morgue, and courtroom scenes for the assembly as well as the 20 minute video production of the whole event, including the memorial service

- Press releases
- Publicity
- Information packets
- Cable Television
- Radio spots
- Photographs

Sponsors & PR:

- Responsible for obtaining financial support & donations
- Give presentations to community clubs and civic groups
- Work with School Business Partners
- Design our own logo & letterhead
- Banners & flyers

Crash Site & Hospital

- Acquisition of medical, fire, and law enforcement teams
- Acquisition of wrecked cars
- Acquisition of helicopter (optional)
- Crash site set-up
- Special effects and make-up (AKA moulage)
- Sound systems
- Script
- Narration of event
- Crash timeline

Death Notifications:

- Determine selection criteria for student participants: crash victims and walking dead
- Arrange pre-selection committee meetings for students & parents
- Recruit officers to deliver death notifications to parents
- Prepare schedule of notifications to individual homes
- Select a Grim Reaper (includes make-up, costume, etc)
- Schedule when the "walking dead" students will be pulled from classes
- Coordinate with school administration
- Notify teachers & staff of the two day schedule
- Request and obtain obituaries written by parents
- Select 3-4 police officers and 2 chaplains to deliver the obituaries to the classrooms

Student Retreat:

- Arrange & confirm location of retreat (including usage fee)
- Set-up and clean-up retreat site
- Arrange transportation to and from the retreat
- Coordinate meals
- Coordinate chaperones (counselors, police officers, teachers)
- Coordinate program & guest speakers for the "walking dead" students

School/Community Assembly

- Obtain a location for the assembly and assist with setting up chairs, podiums, microphones, etc.
- Obtain master/mistress of ceremonies, guest speakers, student speakers, etc.
- Decide on the program content and timeline for the assembly
- Coordinate traffic & parking
- Invite community VIP's

Debriefing & Counselors & Legal support

- Plan & execute de-briefing for all coordinating committees
- Plan & execute de-briefing for all participants
- Coordinate locations
- Coordinate facilitators

Hospitality & Recognition

- Arrange for a hospitality room at the school the day of the collision to serve as a staging area for volunteers, make-up, and student participants
- Design certificates of recognition
- Compile a list of persons who will receive certificates and/or plaques, based on their level of involvement or donation of time/services
- Write and distribute thank you cards for all those involved
- Arrange for refreshments for the day of the staged collision
- Responsible for the *Celebration of Life* culmination after the two day event concludes (recommended to occur within 3 to 4 weeks after the event)



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