



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** April 15, 2008

**To:** Honorable Mayor & City Council

**From:** Gisele Grable, Community & Cultural Services Administrator  
Community Services Department

**Subject:** "Every 15 Minutes" Program at Beverly Hills High School on  
Wednesday & Thursday, May 21-22, 2008

**Attachment:** 1-Map of Street Closure at 241 Moreno Drive/BHHS Location  
2-Every 15 Minutes Program Description

### INTRODUCTION

This memo provides details regarding the Every 15 Minutes (E15M) program that representatives from the Beverly Hills Unified School District, Police and Fire Departments, BH PTA (including former Mayor Les Bronte as co-chair of E15M Program Committee), and The Maple Counseling Center have been organizing for May 21-22, 2008 at the Beverly Hills High School (BHHS). The program also includes a 5-hour street closure (approximately 7:00 a.m.-noon) that will occur directly in front of the High School at 241 South Moreno Drive.

### DISCUSSION

*Every 15 Minutes* is a well-respected national program that offers real-life experience without real-life risks in addressing the topic of drinking and driving. The program includes realistic demonstrations by public safety personnel and is designed to challenge teenage students to consider the consequences of drinking and driving, one's own personal safety, and the responsibility of making mature decisions when lives are involved. *Every 15 Minute* programs have occurred at High Schools across the country, and generally include participation by the Police and Fire Departments, High School staff, local hospitals and a cross section of the community (see Attachment 2 for general program details). The key participants for the BHHS program include: junior and senior BHHS students; BHHS Principal and staff; Police and Fire personnel; Beverly Hills Municipal Court representatives; Cedars Sinai Hospital staff; BH PTA representatives; The Maple Counseling Center counselors; Transportation Division staff (vans to transport small group of staff and students to various locations: Police Department, Courthouse; Cedars Sinai Emergency Room, etc.); Cable Crew (to videotape activity at the Courthouse and Police Department); and selected BHHS students' parents.

On May 21, the first day of activity includes a simulated traffic collision that is scheduled to occur in front of BHHS on Moreno Drive and will consist of a street closure for approximately 5 hours from approximately 7:00 a.m. to noon (see Attachment 1 for map of street closure details).

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Street closure details also include:

- Advance notification regarding activity and street closure to residents on Robbins Drive, Young Drive and Lasky Drive.
- Posting of "temporary no-parking" and "street closure" signage on and adjacent to Moreno Drive.
- Advance "Message Board" notification to local drivers that "route will be closed."

On Day 1, starting at 8:00 a.m., the BHHS students will participate in a full day with a variety of activities and demonstrations on the BHHS campus, with a select group of students and parents participating at various City locations until 9:30 p.m. On Day 2, the Every 15 Minutes program will conclude with a student assembly that will include a mock-funeral; a videotape of the previous day's scenes; students who will read letters to their parents; Police, Fire and Hospital personnel who will share their experiences; and a featured guest speaker. The focus of the assembly will emphasize the potentially dangerous consequences of using alcohol, and the devastating impacts that can occur on an entire community. (The E15M Planning Committee will be sending invitations to the "traffic collision demo" and the assembly to both the City Council and the Health & Safety Commission.)

#### **FISCAL IMPACT**

Materials and supplies will be provided by BHUSD, The Maple Counseling Center, and private donors. The Beverly Hilton Hotel will also be donating the cost for the overnight stay of "the living dead" student participants. As a co-sponsor, the City would provide City personnel from Police and Fire Departments, Public Works/Transportation, and Cable Office, which is the E15M Planning Committee's request. Staff has determined that primarily on-duty staff can be utilized for the event. An estimated \$2,750 in Fire Department overtime is projected.

#### **CONCLUSION**

Officer Michael Yamada, who has served as the Police Department representative on the Every 15 Minutes Planning Committee, has provided a presentation to the Health and Safety Commission, which is in support of the program. Officer Yamada will also be in attendance at the April 15 Study Session in order to answer any questions regarding the E15M program's details. Deputy City Manager David Lightner has been coordinating staff review and support from the City Manager's Office. Unless the City Council has any concerns, City staff will continue to finalize the logistical details with the Departments and participants of the Every 15 Minutes program scheduled for May 21-22, 2008 at Beverly Hills High School.

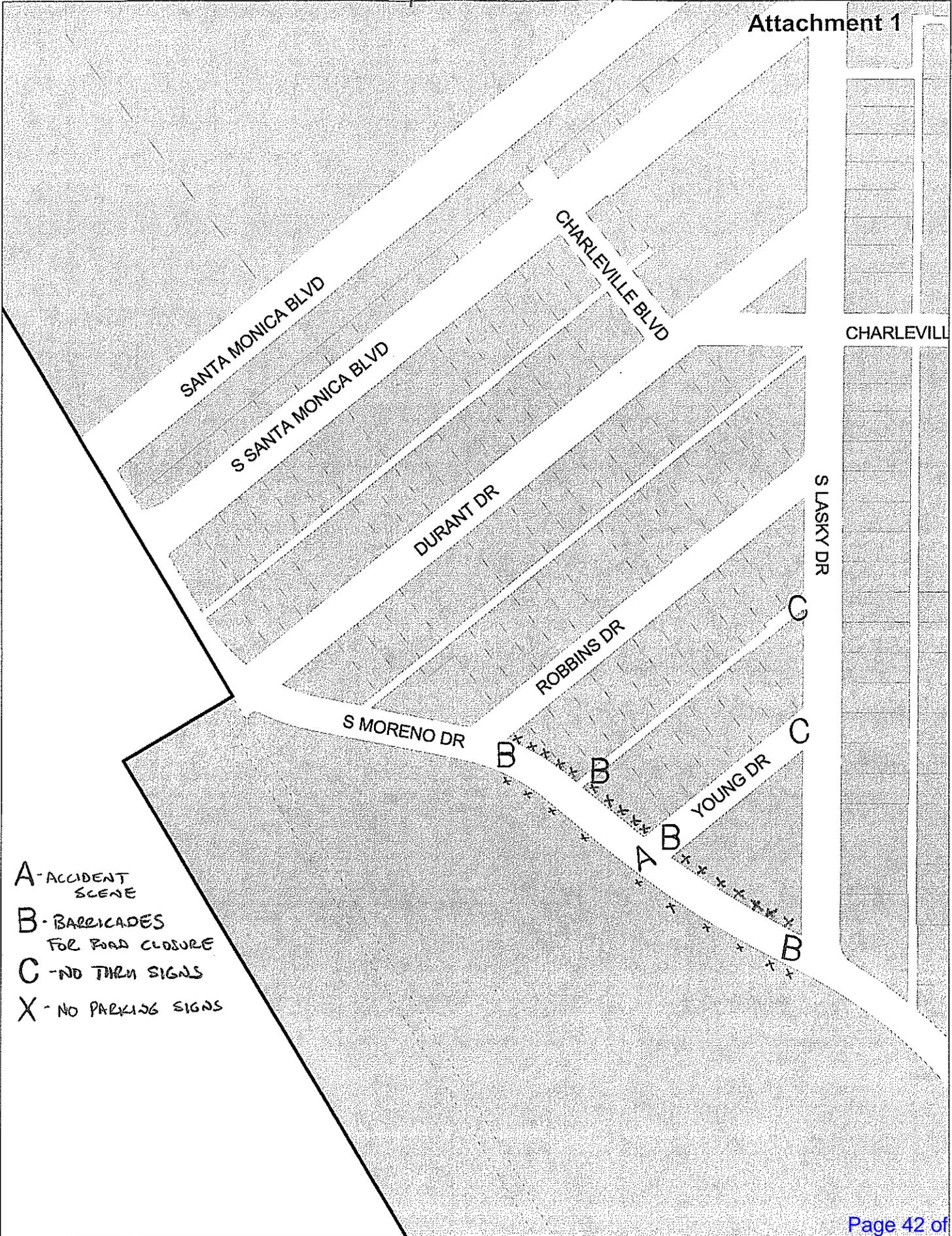
Gisele Grable  
Approved By 

cc: David Snowden, Police Chief  
David Lightner, Deputy City Manager  
Steve Miller, Director of Community Services

MAY 21, 2008

EVERY 15 MINUTES

Attachment 1



- A - ACCIDENT SCENE
- B - BARRICADES FOR ROAD CLOSURE
- C - NO THRU SIGNS
- X - NO PARKING SIGNS

## **EVERY 15 MINUTES**

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

The 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. This powerful program will challenge students to think about drinking, personal safety, and the responsibility of making mature decisions when lives are involved.

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### **SAMPLE FORMAT OF PROGRAM**

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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 immediately enters 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 returns 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 first hand, the sensations of being involved in a tragic, alcohol-related 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 the purpose of 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 "Challenge Day" exercises and some fun and games. 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.

On the following morning, a mock funeral service is held at the High School. The assembly begins with a video of normal school day activities including scenes from the first day of the "Grim Reaper" and the staged accident. The assembly is hosted by an Officer (Project Coordinator), who guides 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 accidents. Parents will share their personal reflections of their involvement in this program.

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

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