LANE COUNTY SHERIFF’S OFFICE

NEWS RELEASE

DATE/TIME OF EVENT:       October 22nd and 23rd
DATE/TIME OF RELEASE:     October 21, 2019
NATURE OF STORY:          Lane County Sheriff’s Office to host Every 15 Minutes program at Elmira High School
LOCATION:                 Elmira High School, Elmira, OR

DETAILS:  
This year on October 22nd and 23rd, the Lane County Sheriff’s Office, the Oregon State Police, Lane Fire Authority, and Elmira High School are taking a proactive step in educating local high school students about making mature decisions about distracted and impaired driving. The Lane County Sheriff’s Office, in cooperation with numerous volunteers including Ray’s Towing and Smith Lund Mills Funeral Chapel, will host a program called Every 15 Minutes at Elmira High School.

Every 15 Minutes is a two-day underage drinking and driving prevention program which challenges teens to think before drinking and operating any type of motor vehicle, riding in one after the operator has been drinking, or engaging in activities that cause them to become distracted such as cell phone usage. It also focuses on the impacts those decisions have on family, friends, and the people you leave behind when someone is killed as a result of an alcohol or distracted driving related crash.

The program involves a series of events leading up to a mock car crash and a retreat where students will learn about the impacts of impaired and distracted driving from local first responders. The program culminates with a community assembly with a variety of speakers including Sheriff Cliff Harrold and a community member who lost a loved one to an alcohol related crash. This will be the 14th Every 15 Minutes program put on in a Lane County school over the last 10 years and we are thrilled to bring this impactful program to Elmira High School with the goal of reducing impaired and distracted driving related crashes and fatalities.

Media Opportunity

Staged Car Crash – Tuesday October 22, 2019: The staged car crash will be at Elmira High School at 24936 Fir Grove Lane at 2:00 pm on Tuesday, October 22nd. This staged car crash will involve students in the following roles: a DUII driver, a mock fatality resulting from the mock crash, and several injured
subjects. Police, Fire, and REACH air medical services (weather permitting) will respond and work this crash as they would any real crash. Due to lack of available space, the crash is not open to the public; however, media are invited. Please do not publish the crash location and details until after the event.

We request that media arrive at the crash scene no later than 1:45pm to set up to avoid interfering with responding emergency personnel as the crash scene is in an area which can easily become congested.

Community Assembly -Wednesday October 23, 2019: The community assembly (located in the main gym of Elmira High School) will include Sheriff Cliff Harrold and a guest speaker who will speak about her experience losing two friends in an alcohol related crash. Involved students and parents will also speak about their experience with this program. The assembly will begin at 10:15 a.m. and conclude at approximately 11:30 a.m. This assembly is open to the public and may be announced in media releases.

A huge thank you to the participating agencies and countless volunteers who have helped the Sheriff’s Office make this event possible by donating time and goods, including: Retired Lane County Sheriff’s Sergeant Kevin Woodworth, Lane Fire Authority, the Oregon State Police, Lane County Parole and Probation, Mohawk Valley Fire Chief Steven Wallace, Elmira High School staff and students, Smith Lund Mills Funeral Chapel, Ray’s Towing, Camp Harlow, Spring Fed Media, Pure Oregon Printing, Papa’s Pizza, Qdoba, and the Lane County Sheriff’s Office Chaplains.

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