



NEWS RELEASE

Date: April 8, 2008
Release Date: Immediately
Contact: Karen Eubanks, Public Information Officer, 503-441-9324 (pager)

(TVF&R and Washington County Sheriffs Office Hope Sober Message Saves Lives)

Crushed vehicles, a crying mother, maimed bodies, the arrest of a fellow student, and a "deceased" friend - these are the images that Westview High School students will see Wednesday, April 9th, at 9:00 am during S.K.I.D. (Stop Kids Intoxicated Drinking). S.K.I.D.—sponsored by Tualatin Valley Fire & Rescue and the Washington County Sheriffs Office—graphically simulates the consequences of a motor vehicle collision involving students who choose to drink and drive. Students, playing the part of "victims" will be made up with fake injuries and be placed in wrecked vehicles under a tarp on the back track/football field. As a 911 tape begins to play, the tarp is thrown back to reveal the wreckage and bodies, while firefighters, paramedics, and law enforcement officers respond to the incident. Firefighters will use extrication tools to remove students from the wrecked cars and begin medical treatment, police officers will put the driver through a sobriety test, students will be loaded into ambulances, and a medical examiner will place the "deceased" student in a body bag for transport to a funeral home.

Karen Eubanks, TVF&R Public Information Officer states, "The half-hour program is designed to grab the students' attention. It's a harsh and sobering message that drinking and driving can be deadly." The program was developed by the Washington County Sheriff's Office after they viewed a similar program in California. Other partner agencies include Metro West Ambulance, Washington County 9-1-1, Hillsboro Towing, Life Flight, Allstate Insurance, 97.1 Charlie-FM, and Mothers Against Drunk Driving.

Since the program's inception in 1998, over 53,300 high school students have seen the S.K.I.D. program. According to the Washington County Sheriffs Office, there have been five alcohol-related crashes (five injuries, one death) with students who have witnessed a S.K.I.D. program.

Media interested in covering the event should plan to arrive by 8:45 am.

###