



# Washington County Injury Prevention Coalition

January –March 2013 Edition

Volume 1, Issue 1

## UPCOMING EVENTS:

Celebrate Families — February 10, 2013  
Seatbelt Survey — March, April and May 2013  
Street Smart Kidz — May 15, 2013  
Super Safety Summer Day Camp—June 28, 2013

## Every 15 Minutes Program

The Every 15 Minutes Program idea was brought to the coalition in 2005 when Officer Kelly Scannell, West Bend Police Department was interested in doing the program in West Bend at the high schools. Some of the coalition members attended and observed the program in DePere, WI. Officer Scannell devoted many hours developing the first program for our community with great results. We are now in our 8th year with repeat requests from the Washington County high schools.

This program is designed to dramatically instill among all teenagers the potentially dangerous consequences of drinking alcohol. **“Every 15 Minutes”** refers to the fact that a person is killed in an alcohol-related traffic crash every 15 minutes. While primarily targeted toward preventing alcohol-related traffic injuries and fatalities, the program is also designed to challenge students to think about drinking, personal safety, and the responsibility of making mature decisions when lives are involved.

The program involves the high school staff picking about 23 - 25 students from all walks of life. Out of this group 5 or 6 students will be directly involved in a mock traffic accident including a drunk driver, a student that dies at the accident and a student that becomes paralyzed. The grim reaper visits the classrooms during the morning of the event and selects the other students who become the walking dead. The class hears the students’ obituaries which are written by their parents. Members of the walking dead are then escorted to a staging area where they are made up to look like ghostly figures and are not allowed to speak to other students for the rest of the day. The program has really taken hold in Washington County and neighboring counties. Last year, we had a call from the Mayville EMS saying they were interested in doing the E15M program in their community. Ron Rewerts and Michelle Large attended and shared some materials at one of their first meetings.

Two Washington County High Schools will have the Every 15 Minute programs in 2013.

A special thank you goes out to Jeff Schroeder, of Graphix in West Bend, who has been a sponsor for the E15M program from the beginning.



For more information on this program please contact Lori Loof at the Washington County Health Department, 262-335-4471.

## Mission Statement:

Our purpose is to bring together agencies and individuals interested in the prevention of unintentional injury



### Meet Our Members...

Deputy Ron Rewerts has been involved with the coalition since 2000. He is a very active member. Some of the things Ron has participated in are Every 15 Minutes, as the grim reaper and as a retreat counselor, seatbelt survey, car seat checks, lawnmower safety, Celebrate Families, Delivering Fire Prevention and Walk Your Child to School Day/Walk This Way. He is a valued member with great ideas and great enthusiasm for the safety of our community. We appreciate all of your time and efforts! Thank you Ron!!!!

Washington County Injury Prevention Coalition meets every 2nd Wednesday of the month at 9:30am in room 1023 of the Public Agency Center. For more information on the meetings please call Lori Loof at 262-335-4471

### Safe Kids Grant 2012

In the fall of 2011, Washington County Health Department along with the Washington County Injury Prevention Coalition and Safe Kids Southeast Wisconsin applied for a grant through Safe Kids USA and FedEx. The coalition received the grant for \$25,000.00 which was awarded to only ten agencies in the United States. The coalition then partnered with the Healthy People Project of Washington County, West Bend Police Department, City of West Bend Engineers and UNC Highway Safety Research Center Traffic Safety Engineer, Rudy Umbs. The Healthy People Project of Washington County contributed some of their grant monies toward the environmental improvement project at Decorah Elementary School in West Bend. The project was completed in August of 2012 with great results which include increased student pedestrian safety, decreased vehicle traffic congestion and re-routing of the busses.

Before photos...



After photos...



### Prevention Grant 2013

Washington County Health Department and the Washington County Injury Prevention Coalition applied for a small grant in the fall of 2012. Our objective is to evaluate whether students (drivers and all passengers) are wearing seat belts at a local college and a local high school in the spring of 2013. July 2012 data from the WI DOT shows that seatbelt usage among drivers aged 16-25 is 72.1%, 26-59 is 77.7% and 60+ is 81.6%. This spring volunteers from the Injury Prevention Coalition will educate drivers and passengers about the value of wearing seatbelts.

### Community Partners



Health Department  
Aging and Disability Resource Center  
Human Services  
Medical Examiner  
Sheriff Department



Hartford Community Service, Inc