

Kelseyville
"Home of



RFA 2025-0025
High School REQUEST
"the Knights"

Mike Jones • *Principal*
Sarah Frazell • *Vice Principal*

Suzanne Davidson • *Counselor*
Kathy Parker • *Counselor*

February 13, 2025

Redbud Health Care District
Attention: President, Board of Directors
15322 Lakeshore Drive
P.O. Box 4667
Clearlake, CA 95422

Dear Redbud Health Care District,

I am pleased to submit this Request for Assistance (RFA) to the Redbud Health Care District in support of presenting the Every 15 Minutes program at Kelseyville High School on April 16th and 17th, 2025. We are seeking financial support to bring this impactful program to our students and community.

Every 15 Minutes is a nationally recognized program designed to educate high school students about the devastating consequences of driving under the influence of alcohol or drugs. Through a powerful simulation involving staged accidents, emergency response demonstrations, and real-life testimonials, this program instills a profound awareness of the dangers associated with impaired and distracted driving. Our goal is to help students make responsible choices and ultimately reduce preventable tragedies within our community.

With the assistance of the Redbud Health Care District, we aim to ensure the successful execution of this life-saving program. Any financial support received will be invaluable in helping us to reach as many students as possible with this critical message.

We greatly appreciate your consideration of our request and your commitment to the health and safety of our community. We welcome the opportunity to discuss this application further and provide any additional information needed. Feel free to contact me at (707) 249-4923 or mikej@kvusd.org.

Thank you for your time and support. We look forward to partnering with the Redbud Health Care District to bring Every 15 Minutes to Kelseyville High School.

Sincerely,

A handwritten signature in blue ink that reads "Mike Jones".

Mike Jones
Principal
Kelseyville High School

Figure 1

RFA - 2025-0025

Date Recv'd 2/24/25

**REDBUD HEALTH CARE DISTRICT
REQUEST FOR ASSISTANCE (RFA)
(Please Type or Print All Information)**

1. **Subject of Request** Kelseyville High School: Every Fifteen Minutes

(Starting Date For New Programs) April 16 and April 17, 2025
2. **Requesting Organization** Kelseyville High School
3. **Street Address** 5480 Main Street

City Kelseyville Zip 95451

Telephone 707-279-4923

Web Site _____ E-Mail mikej@kvusd.org
4. **Individual Accountable For Funds:**
Name Mike Jones

Title Principal/Site EFM Coordinator
5. **Amount Requested (\$)** \$12,000 **Grant Period** 2024-25 academic year
6. **Background And Basic Information Regarding Organization**
(Use additional pages, as necessary, to fully describe information required)
-Please see attached-
7. **Justification**
(Use additional pages, as necessary, to fully describe information required)
 - a. **Intended Use Of Funds In Detail**
-Please see attached-
 - b. **How Intended Use Of Funds Will Further Delivery Of Health Care Services
Within Redbud Health Care District**
-Please see attached
- 7.3 **Detailed Basis For Funds Requested**
-Please see attached-

6. Background and Basic Information Regarding KHS Every Fifteen Minutes Program

Kelseyville High School, in conjunction with the California Highway Patrol and the Office of Traffic Safety, is taking a proactive step to educate local high school students about making mature decisions when alcoholic beverages are involved. In April, we will host the *Every 15 Minutes* program at Kelseyville High School.

The *Every 15 Minutes* program is a two-day program involving selected high school participants, the overall school body, local law enforcement and hospitals, parents, and various district and community members. The students and parents participating in the EFM program are sequestered off campus for one evening.

The program does receive sponsorship through limited grant funds, however, there are expenses not covered which become the responsibility of the school. These expenses include meals for participants, parents, and chaperones, printing of t-shirts and programs for the day-2 memorial service, video production, transportation, and retreat facilities.

On the first day of the program, one student is removed from class every fifteen minutes and becomes one of the "living dead". A uniformed officer and counselor enter the classroom and read each student's obituary to students remaining in the class. Simultaneously, the parents of the "living dead" are given their child's death notification by a uniformed officer and/or chaplain. This scenario repeats throughout the day and involves a cross-section of the school enrollment. A simulated drunk driving collision involving pre-selected high school students is staged for the benefit of the entire student body. First responders report to the staged accident and conduct their normal protocols as if the accident were an actual event.

At the end of the day, chaperones take the "living dead" and accident participants to an overnight retreat. They have no contact with family or friends. Students participate in team-building activities and learn firsthand from people who have been involved in or affected by an incident involving alcohol. The evening ends with students writing letters to their families expressing the thoughts they would convey had they not been killed on that day.

On the second day of the program all "living dead" and their parents return to school to attend a student body assembly and mock memorial service. A video of the prior day's events is shown detailing the arrest, mortuary, and hospital scenes, and a recap of the accident. Select "living dead" will read excerpts from their letters, parents of the "living dead" read letters about their experience, and members of the community speak about how they are affected when someone makes a poor choice involving alcohol.

The program ends with a call to action challenging those present to make responsible decisions regarding their choices to use alcohol, drive, and be under the influence.

The two-day program is purposely dramatic and emotional to remind students about the choices they make and the ramifications of their decisions and actions on their entire community.

Coordinator: Mike Jones, KHS Principal

EFM Committee Members:

Sarah Frazell, Suzanne Davidson, Suzanna Rico, Daniel Conklin, Kathy Parker, Jim Dowdy, Kendra Boyce, Cinthia Radoumis, Kevin Luis, Lynda Mathews, Richard Occhino

7. Justification

7.1) Intended Use of Funds in Detail

KHS EFM is seeking grant funds and is fundraising within the community to cover the cost of items such as retreat venue rental, transportation, meals for student and parent participants, flowers, make-up artist services, bag piper services, video and audio production expenses, and event T-shirts for the entire student body.

7.2) How will funds further delivery of health care services within the Redbud Health Care District?

Funds dedicated to community programs can improve public awareness about preventive healthcare measures and healthy lifestyles, leading to a healthier population, a more aware population, and potentially reducing the burden on healthcare services.

The goal of the *Every 15 Minutes* program is to raise awareness among high school students regarding the devastating consequences of drinking and driving, highlighting the impact that such decisions can have on themselves, their families, and their community, in effort to reduce teen alcohol related accidents and encouraging responsible driving choices.

If one alcohol-related arrest, injury or worse yet, death is prevented by the *Every 15 Minutes* program then the extensive efforts to plan and present the event will have been well worthwhile – both for our KHS students and the community at large. In a community such as ours, the injury or death of any of our young people has a long-lasting and wide-reaching effect on our community.

7.3) Detailed Basis for Funds Requested

	Estimated expense
Retreat venue rental/rooms for student participants and chaperones	\$1800
Transportation to retreat location	\$200
Meals Day 1: Lunch for student & community participants Dinner for student participants & chaperones Day 2: Breakfast for student participants & chaperones Lunch for student & community participants	\$1500
Video/Audio Production 4-person videographer team to life record crash scene with audio capture, morgue, hospital, jail and courthouse processing; B-roll and pre-production audio recording and stills, editing (24-hour), CD master and duplicates.	\$3000
Tshirts EMF shirts (800 each) including artwork/layout and printing	\$4500
Memorial Service expenses Flowers: casket arrangement and individual flowers for memorial service	\$1000
TOTAL	\$12,000