

Press Release: VPD and Ventura Schools Partnering in Hi-Tech Program to Save Lives and Build for Teen's Future



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01/31/2014

Incident: VPD and Ventura Schools Partnering in Hi-Tech Program to Save Lives and Build for Teen's Future

Contact: School Resource Officer J. MacLellan, 805.339.4480 xt. 1124 Watch Commander, 805.339.4416

Locations:

Anacapa Middle School 100 S. Mills Rd. Ventura Ca, 93003

DeAnza (DATA) Middle School 2060 Cameron St Ventura Ca, 93001

Buena High School 5670 Telegraph Road Ventura Ca, 93003

Balboa Middle School 247 S. Hill Road Ventura Ca, 93004

Ventura High School 2 N. Catalina St Ventura Ca, 93001

Cabrillo Middle School 1426 E. Santa Clara Avenue Ventura Ca, 93003

Date/Times of Event:

February 3, 2014 (Monday) - Anacapa Middle School (Gym)

Assembly A) 9:00 A.M - 10:30 A.M

Assembly B) 10:50 A.M - 12:20 A.M

Assembly C) 1:15 PM - 3:00 PM

February 5, 2014 (Wednesday) - DeAnza Middle School (DATA Gym)

Assembly A) 9:00 A.M - 10:40 A.M

Assembly B) 11:15 A.M - 12:54 P.M

February 6, 2014 (Thursday) - Buena High School (Auditorium)

Assembly A) 10:13 A.M - 11:10 A.M

Assembly B) 11:10 A.M - 12:09 A.M

Assembly C) 12:47 P.M - 1:45 P.M

February 7, 2014 (Friday) - Balboa High School (Auditorium)

Assembly A) 9:05 A.M - 10:05 A.M

Assembly B) 10:39 A.M - 11:35 A.M

Assembly C) 12:27 P.M - 1:45 P.M

February 10, 2014 (Monday) - Ventura High School (Auditorium)

Assembly A) 10:57 A.M - 11:57 A.M

Assembly B) 11:57 A.M - 12:57 P.M

February 11, 2014 (Tuesday) - Cabrillo Middle School (Cafeteria)

Assembly A) 10:57 A.M - 11:57 A.M

Assembly B) 11:57 A.M - 12:57 P.M

Officer(s) Involved: School Resource Officer J. MacLellan, Ventura Police Department

Narrative:

The Ventura Police Department and the Ventura Unified School District is partnering with Motivational Multimedia Assembly (MMA), which uses high-tech imagery to present a dynamic, celebrity-filled multi-media show called "The Power of Three" (7th and 8th Graders) and "Over the Rainbow" (6th graders) in order to save lives and build for teen's future.

Using popular music videos, movie and TV program clips, MMA creates a powerful impression viewed on 11 foot by 43 foot screens, conveying age-appropriate messages that encourage youth to build groups of three or four to give their best friends the privilege of holding each other accountable for making positive and healthy life choices. In this presentation we address safe driving practices (as well as safe behavior of those riding), drug prevention, and bullying, all coached around leadership training and character development.

The Ventura Police Department was recently awarded a grant from the California Office of Traffic Safety to educate students on the prevention of destructive decisions and behaviors such as drinking and driving, texting and driving, and driving under the influence of marijuana.

The media is welcome and encouraged to attend but this event but it is not open to the general public.

The Ventura Police Department is committed to our youth and working with MMA to educate our leaders of tomorrow with these key messages: youth having control, being responsible, the consequence of underage drinking and drug use as well as perception versus reality.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.