



Injuries are predictable, understandable and therefore preventable.

Message from Executive Director Dave Renli, Sioux Empire Safety Village

In April of 2011, Sioux Empire Safety Village entered into a partnership with Vern Eide Motorcars in Sioux Falls, which was the beginning of the Simulated Reality Program. They purchased two driving simulators for Sioux Empire to use, which have programs on Distracted and Impaired Driving. Soon after the project began, the SD Dept. of Health through Eric Majeras of Volunteers of America purchased another machine. Then State Farm Insurance provided funding to help move these machines around the state and for some of the educational and promotional components of the program. Since April of 2011, Sioux Empire has placed almost 3,000 people in the driver's seat of a simulator. Using a program developed by Virtual Driver Interactive called One Simple Decision, students experience all the issues of distracted and impaired driving without the reality of arrest, injury, and death.



One young man was feeling really good about himself as he drove the distracted scenario. He had gotten on and off the interstate without crashing. Then while texting he hit a pedestrian. After being "arrested" for vehicular homicide he appeared via video before the court. He stated, "Gee I know I didn't really hit someone but I feel bad. This is really scary." That's the kind of affective domain learning we see in many of the participants. We call it Simulated Reality because it truly represents the issues and repercussions of both distracted and impaired driving.

