

Salvando Vidas
Spanish Victim Impact Panel Video/DVD
\$10.95 (S&H) in Illinois
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Summary

We decided to call our video, “**Salvando Vidas**” because it translates to “**Saving Lives.**” Our goal was to speak directly to the Spanish speaking audience with true life stories and as a result, accomplish the mission of saving lives.

Our video begins with **Mr. Gildardo Gomez**, a young construction worker whose life was changed when a drunk driver struck his car. Several photos of the crash and his hospital stay were added to enhance the impact of the story. During this segment we learn of Mr. Gomez’ struggle through rehabilitation and are enlightened by the words of wisdom he shares with the audience about the dangers of drinking and driving.

In the next segment we meet the very courageous **Lucy Cruz Romero** who lost her husband one evening when his motorcycle was hit by a drunk driver. Ms. Romero shares the anguish of raising two children on her own. Her tears are shed not only for the loss of her husband, but also for the ongoing tragedy of losing a loved one to drunk driving.

Wrapping up our true life stories is **Mr. Hugo Carrillo**. As a drunk driver, Mr. Carrillo killed someone one evening and has now dedicated his life to dispel the “macho” image of being able to operate normally while being intoxicated. While looking directly into the camera, Mr. Carrillo asks the viewing audience, “If you think you drive better, more alertly when you’re drunk, why couldn’t I hit the brake?” We view a photo from the crash scene and see Mr. Carrillo’s shoe on the gas pedal and note that he never made an attempt to stop his car.

What makes our video effective are the direct messages from our panel members who use their own tragedies to openly discuss the consequences of drunk driving. At the end of our video viewers are left with several options for further help. Phone numbers for Alcoholics Anonymous in Spanish, an information number for Spanish meetings held by Alcoholics Anonymous, and Mr. Hugo Carrillo’s own phone number are displayed on screen. Our final image is with the three panel members returning for one last message in Spanish telling everyone not to drink and drive.

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