

BAC Progression¹

0.02% Driving ability affected, crash likelihood increased.

0.04% Simple reaction time is impaired.

0.05% A decline in vision and coordination occurs.

0.06% A drunk/impaired driver is twice as likely to be involved in a fatal crash as a non-drinking driver.

0.08% Accuracy of steering, braking speed control, lane tracking, gear changing, and judgments of speed and distance are impaired.

0.10% - 0.14% Driver is 50 times as likely to be in a fatal crash as a non-drinking driver.

0.15% and above On weekend nights, a driver's likelihood of being killed in a single-vehicle crash is more than 380 times higher than it is for non-drinking drivers.²

For further information, please contact:

Center for the Advancement of Public Health
The Institute of Public Policy
George Mason University
MS 1F3
Fairfax, VA 22030-4444
(703) 993-3697 FAX (703) 993-3763

Or our safety web site at:
www.safety.gmu.edu

For local information, please contact:

Your local Police Department
Or Sheriff's Office

Doug Slader
DMV Harrisonburg
1925 E. Market, #608
Harrisonburg, VA 22801
(540) 432-1506

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Drive Like A Hero...

ALL ⊗ VIRGINIA ⊗ YEAR

BAC-ZERO

⊗ ⊗

B.A.C. Zero

¹ U.S. Department of Transportation, 1996

² Insurance Institute for Highway Safety, 1996

During the holiday season, there is a multitude of messages reminding everyone not to drink and drive. After the holidays, those messages quickly fade; however, the problem remains. **"Drive Like a Hero: BAC Zero"** is to remind the citizens that even though the holiday season is over, the dangers of drinking and driving are still very real. Developed in cooperation with local law enforcement agencies, **"Drive Like a Hero: BAC Zero"** provides attention to this important issue with information and statistics, as well as slogans.

In the message, **"Drive Like a Hero: BAC Zero,"** BAC is defined as blood alcohol concentration, which is the measure of the amount of alcohol in the body. By promoting a BAC level of zero, the message is that there is no "safe" amount of alcohol to drink before driving. The only "safe" drink is the alcohol-free one.

On Average...¹

- An alcohol-related fatality occurs every 30 minutes.
- A person is injured in an alcohol-related crash every 2 minutes.
- About 2 in every 5 Americans will be involved in an alcohol-related crash at some time in their lives.

The "Average" Drink...

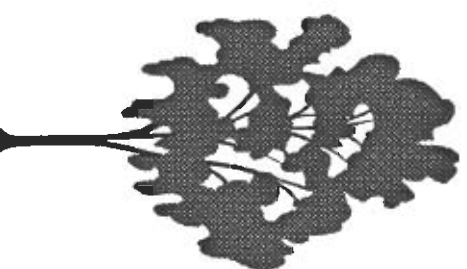
The "average" drink is usually defined as a shot of liquor, a glass of wine (5 oz.), or a can of beer (12 oz.) because each one contains a little over one half ounce of pure alcohol. However, all drinks are not created equal. Many popular drinks contain more alcohol than the "average" drink. For example,

Martini, Manhattan, Black Russian
= approximately 2 average drinks

Margarita, Daiquiri, Ale, Wine Cooler
= approximately 1.5 average drinks

Consumption of illegal drugs will also impair basic driving skills. When interacting drugs with alcohol, safe driving is further impaired.

Regional Information:²



Virginia, 1996

Almost 39 percent of all people killed in automobile accidents were killed in an alcohol-related crash.

How to help prevent drinking and driving...

As an Individual

- Feel free to refuse alcohol for any reason.
- If you are going out, plan ahead and designate a driver.
- Take action if you see a friend who has had too much to drink try to drive. Take his/her keys if necessary.
- Do not ride with drivers who have been drinking. Find a sober driver or call a taxi.
- Call the police if you see a driver on the highway who you believe is impaired.

As a Party Host/Hostess

- Do not let anyone who has been drinking drive. Provide another sober driver, call a taxi or arrange for the guest to stay overnight.
- Provide your guests with an attractive selection of non-alcoholic beverages.
- Never serve alcohol to anyone under the age of twenty-one.
- Choose fruit juices instead of carbonated mixers. Carbonation speeds alcohol absorption.
- Stop serving alcohol at least one hour before the party ends.

¹ National Highway Traffic Safety Administration, 1996

² National Highway Traffic Safety Administration, 1996