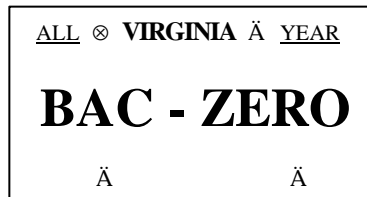


Drive Like a Hero...



Statistics and Information

Statistics:

- Traffic crashes are the greatest single cause of death for every age from five through twenty-seven. Almost half of these crashes are alcohol-related.
- In the past decade, four times as many Americans die in drunk driving crashes as were killed in the Vietnam War.
- Drivers and pedestrians impaired by alcohol and other drugs account for over 17,000 highway deaths annually.
- In 1996, forty-one percent of fatal crashes involved alcohol. For fatal crashes occurring from midnight to 3 a.m., 79 percent involved alcohol.
- More than 2/3 of people killed in alcohol-related crashes are intoxicated.
- In 1996, almost ¼ of the total number of alcohol-related traffic fatalities involved drivers at BAC levels under .10% -- the legal limit in 34 states.
- Fatally injured drivers with BAC levels of .10% or greater were seven times as likely to have a prior conviction for driving while intoxicated compared to fatally injured sober drivers.
- For all crashes, the alcohol involvement rate is nearly five times as high at night as during the day.
- Males aged 21-34 comprise more than half of all impaired drivers involved in alcohol-related fatal crashes and are responsible for more alcohol-related crashes than any other group.

Costs:

- Over 25 percent of first-year medical costs for persons hospitalized as a result of an alcohol-related crash are paid by tax dollars, about two-thirds through Medicaid and one-third through Medicare.
- Alcohol-related crashes cost society \$45 billion per year; however, this does not include pain, suffering and lost quality of life.

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:**

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The Institute of Public Policy
George Mason University
MS 1H5
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

Bob Weakley
Community Traffic Safety Programs
6308 Grovedale Drive
Alexandria, VA 22310
(703)313-9443

Funded by a grant from
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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 are 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 designed 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.

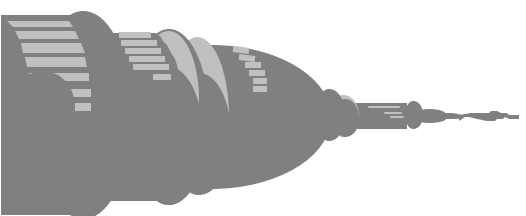
The “Average” Drink...

The “average” drink is usually defined as a shot of liquor, a glass of wine (5 oz.), or a can of beer (12oz.) 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 drugs will also impair basic driving skills. When interacting drugs with alcohol, safe driving is further impaired.

Regional Information:²



- In this region, 105 alcohol/drug related vehicular fatalities occurred in 1996; 38 of these were in Northern Virginia.
- Preliminary research shows that at least 5 people died over the holidays in the Washington Metropolitan Area in alcohol-related crashes.

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.
- Do not serve alcohol to an intoxicated guest.
- 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 Washington Regional Alcohol Program, 1997