



**DRINKING DRIVING  
COUNTERATTACK**

# CounterAttack community program

Thank you for getting involved with our CounterAttack community program. Drinking and driving remains one of the major causes of crashes in B.C. — but through partnerships with event organizers, community groups, and businesses like yours, we can prevent further tragedy.

## Why should you support the CounterAttack community program?

By getting out the CounterAttack message, you can help prevent drinking and driving crashes, reduce alcohol-related incidents at your event, and improve crowd control.

If you're a person, community group or business that organizes an event where alcohol is being served, you have a personal and legal responsibility for the safety and well-being of your guests and attendees. (Caring for the safety of persons on your premises is covered by the Liquor Control and Licensing Act.)

## How can you help?

- Order our free CounterAttack community kit, or borrow a banner, by calling 604-982-4612 (Lower Mainland) or 250-729-3505 (outside the Lower Mainland).
- Provide solutions for those patrons and guests arriving at your event who don't have a plan to get home safely — such as not having taxi or bus fare.
- Display CounterAttack materials where you're serving alcohol.

## What's in a community kit?

**Posters** for beer gardens, wine tastings and any other events where alcohol is being served, reminding everyone that, "Drinking and driving starts with your first drink."

**Tent cards** with reminder message for table tops and bar tops.

**Stickers for designated drivers** to wear so they can be easily identified.

**Brochures** such as *Planning a party?* and *Drinking and driving penalties* that provide information on planning parties and the penalties associated with driving after drinking.



## What else can you do?

- Remind your patrons/guests that drinking and driving starts with their first drink. Encourage them to make a smart choice — designate a driver, set aside money for a cab or transit, stay overnight or hire a limo.
- Reward designated drivers by giving them free, non-alcoholic drinks. Remember a true designated driver is a person who has no alcohol to drink. Period. So help your guests choose their designated driver before the first drinks are poured.
- Talk to your site manager to determine the best location for the licensed area. Obtain a liquor licence.
- Ask for ID from any purchaser who appears to be under 19.
- Hire a certified "Serving it Right" bartender.
- Cordon off the licensed area with snow fencing; have a controlled entrance if outdoors.
- Offer food services.
- Hire security.

Effective September 2010 the B.C. government introduced tougher laws and harsher penalties. B.C.'s drinking and driving laws are now the toughest in Canada. For more information go to [www.pssg.gov.bc.ca/osmv](http://www.pssg.gov.bc.ca/osmv).

## Frequently asked questions

### Can't people have a few drinks before they're impaired?

No. Impairment starts with the first drink. And the risk of crashing increases with each alcoholic drink consumed. Alcohol affects your:

- judgment
- reaction time
- coordination
- visual function
- ability to steer, track moving objects, brake appropriately
- ability to control your speed and lane position.

### What affects a person's blood alcohol content (BAC)?

Each person is unique so alcohol affects the human body to a greater or lesser degree depending on a variety of factors:

- amount of alcohol consumed
- experience using alcohol
- rate of consumption — how quickly the alcohol is consumed, absorbed and eliminated.
- body weight, gender, age
- fatigue
- medications or drugs — including prescriptions, over-the-counter medications, and/or illegal drugs.

### Doesn't food, coffee, exercise or a cold shower help?

No. Contrary to popular belief — food, coffee, cold showers or exercise doesn't speed up the elimination of alcohol from your system. Only time can sober you up or lower your BAC.

Transport Canada states that with a BAC of .08 it takes about six hours to completely process that alcohol and return to a BAC of zero.

### Isn't alcohol a stimulant?

No. Alcohol is actually a depressant. Initially it causes a release of inhibitions which appears to stimulate the drinker.

### What's an average drink?

A 1.5 ounce of hard liquor, a five-ounce glass of wine or a 12-ounce glass of beer will all have the same effect on the body.

### How can you tell if someone's intoxicated?

Sometimes it's hard to tell. Some of the signals are a release of inhibitions, slurred speech and/or loss of eye/hand coordination.

### When do most alcohol-related crashes occur?

62 per cent occur on a Friday, Saturday or Sunday. \*

\* Police (TAS) Traffic Accident Data (2004 to 2009)

### Doesn't someone have to blow .08 per cent or higher to be charged with drinking and driving?

No. Despite what most people think, blowing .08 or higher is only ONE of three ways you can be charged with impaired driving under the Criminal Code of Canada:

- a police officer has reasonable and probable grounds to believe your ability to drive is impaired by drugs or alcohol (no matter what your BAC is)
- you're driving with a BAC over .08, or
- you refuse a test for alcohol.

### Do tougher penalties now start at .05 BAC?

Yes. B.C.'s new laws include immediate roadside driving prohibitions, longer vehicle impoundments and higher financial penalties. You'll lose your driver's licence on the spot and can count on fines and penalties adding up to between \$600 and \$4,060, depending on your BAC and whether you've been caught before. While you're prohibited from driving, your vehicle may be impounded and you'll have to pay vehicle towing and storage fees to get your car back.



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