



**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 our province — 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 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 are 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.

Designated driver 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 excellent information on planning parties and the risks 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.
- 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 years of age.
- 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.



Frequently Asked Questions

Isn't it okay for people to 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 and visual function; your ability to steer, track moving objects, brake appropriately; and ability to control your speed and lane position.

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

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

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 considered an average drink?

A 1.5 ounce of distilled spirits, a five-ounce glass of table wine or a 12-ounce glass of regular 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?

Police-reported data (2004 – 2008) shows that 62 per cent of all alcohol-related crashes occur on a Friday, Saturday or Sunday. *

* Police (TAS) Traffic Accident Data

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

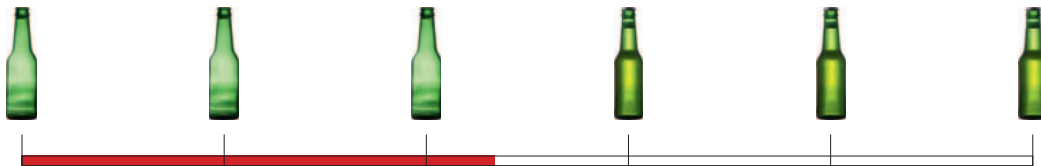
No. Despite what most people think, blowing .08 per cent or higher on a breath alcohol test is only ONE of three ways you can be charged with impaired driving under the Criminal Code of Canada.

You can also be charged if:

- 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 are driving with a BAC over .08 per cent, or
- you refuse a test for alcohol.

Find out more detailed information on penalties under both the Criminal Code of Canada and the British Columbia Motor Vehicle Act in our brochure *Drinking and driving penalties*, or go to icbc.com.

DRINKING AND DRIVING STARTS WITH YOUR FIRST DRINK.



Note: Tougher laws, harsher penalties. Effective fall 2010, B.C. will have the toughest drinking-driving laws in Canada.



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The information in this publication is intended to provide general information only and is not intended to provide legal or professional advice. We have used plain language to summarize some of the terms of the policy that is the topic of this publication or help readers understand some of the laws affecting the topic of this publication at the date it was written. You should follow the more detailed wording and requirements of current applicable statutes and regulations or policy, even if they contradict the wording and requirements set out in this publication.