



PREVENTING ALCOHOL-RELATED MOTOR VEHICLE COLLISIONS

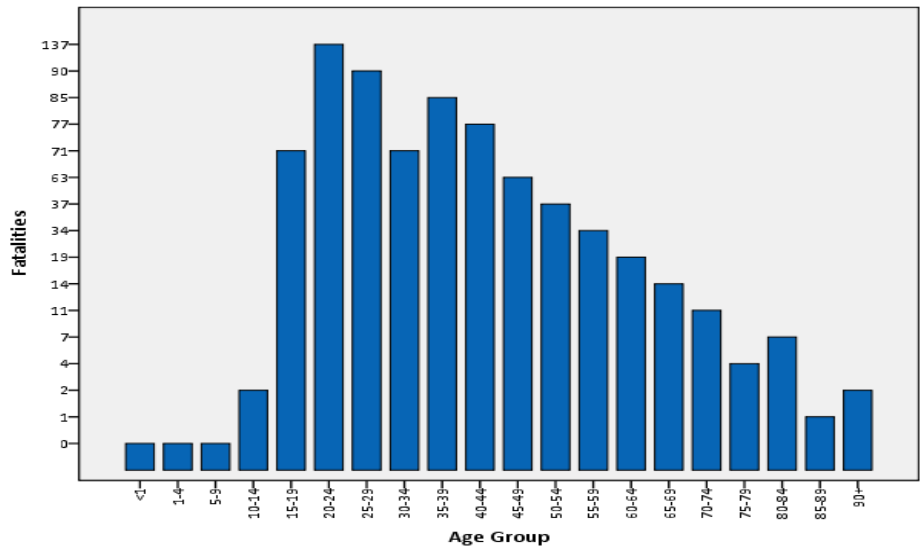
Did you know in an average year...?

- Motor vehicle collisions make up 22% of all alcohol-related deaths in British Columbia
- 25% of traffic deaths and 10% of traffic injuries still involve alcohol
- Police attend approximately 5,100 motor vehicle collisions/yr where alcohol is involved
- An average of 104 British Columbians are killed each year due to alcohol-related motor vehicle collisions
- 81.5% of alcohol-related motor vehicle collision fatalities are males
- British Columbians aged 20-24 years have the highest number of fatalities, accounting for 19% of all alcohol-related motor vehicle collision fatalities
- British Columbians aged 16-25 account for the highest number of impaired drivers (34%)
- 6.8% of impaired drivers are under the legal drinking age of 19 years
- Seat belts reduce the chance of fatal injury by 50% in passenger cars
- 65% of impaired drivers aren't wearing a seatbelt

Unbelted impaired drivers are at:

- 5 times higher risk of injury
- 9.4 times higher risk of concussion
- 11 times higher risk of fracture and related injury
- 7.5 times higher risk of death

Alcohol-Related Motor Vehicle Collision Fatalities, BC Vital Statistics, 2001-2007



Who is dying?

How can deaths and injuries from impaired driving be prevented?

Effective measures include:

- Aggressively enforcing existing Blood Alcohol Concentration (BAC) laws (0.08%), minimum legal drinking age laws, and zero tolerance laws for young drivers
- Reducing the legal BAC limit to 0.05%
- Promptly revoking the driver's licences of people who drive while intoxicated
- Using sobriety checkpoints extensively
- Implementing health promotion efforts that use an ecological framework to influence economic, organizational, policy, and school/community action
- Using multi-faceted community-based approaches to alcohol control and impaired driving prevention
- Requiring mandatory substance abuse assessment and treatment for impaired driving offenders
- Raising alcohol excise taxes
- Implementing compulsory blood alcohol testing when traffic crashes result in injury or death

Successful programs involve:

- 24 hour prohibition
- Administrative driving prohibition
- Indefinite license suspension
- Blood alcohol concentration laws
- Lower blood alcohol concentration limit laws for new drivers
- Minimum legal drinking age laws
- Random roadside breathalyzer testing
- Ignition interlock devices
- Responsible driver programs
- Server training programs
- Public information and media campaigns
- Mandatory substance abuse assessment and treatment for offenders

Quotes from experts and tragic cases

"Drinking and driving starts with your first drink"
(ICBC, Drinking Driving Counter Attack)

"At least once every 3 days, a physician in BC has to tell family members that their mother, father, son or daughter has been killed in an impaired driving crash" (Dr. Roy Pursell, Vancouver Sun, Dec. 10th, 2009). "Drivers underestimate how little it takes to be impaired or they don't care" (Dr. Roy Pursell, Vancouver Sun, Dec. 10th, 2009)

According to MADD Canada President Margaret Miller, campaigns targeting young people have been working. It's the older generations that think they can make it home safe after a few glasses of wine. "The most resistance is coming from an age group that has been drinking and driving for 20, 30, maybe 40 years -- and don't think that anybody has any right to tell them to change." (Margaret Miller, News 1130, Dec. 11, 2009)

"I was at the scene that day of Alexa's death," reading from a prepared statement. "Everyone that was at that scene knows that Mrs. **** is responsible for the death of our child." "I just really wonder where the accountability is," (Laurel Middelaer, The Province, May 23rd, 2009)

Useful Resources in British Columbia:

- Al Anon (www.bcyukon-al-anon.org/)
- Alcoholics Anonymous (www.bcyukonaa.org)
- BCAA Traffic Safety Foundation (www.tsfbcaa.com)
- BC Coroners Service (www.pssg.gov.bc.ca/coroners)
- BC Injury Research & Prevention Unit (www.injuryresearch.bc.ca)
- BC Medical Association (www.bcma.org)
- BC Mental Health and Addiction Services (www.bcmhas.ca/default.htm)
- DriveSmart BC (www.drivesmartbc.ca)
- ICBC (www.icbc.com)
- MADD (www.madd.ca/english/volunteer/bc.htm)
- Ministry of Public Safety and the Solicitor General (www.gov.bc.ca/pssg)
- Ministry of Transportation (www.gov.bc.ca/tran)
- Office of the Superintendent of Motor Vehicles (www.pssg.gov.bc.ca/osmv)
- Operation Red Nose (www.operationnezrouge.com/en)
- RCMP in BC (www.rcmp-grc.gc.ca/index-eng.htm)
- Vancouver Island Safety Council (www.visafetycouncil.com)

BC INJURY research and prevention unit

For more information, visit us at
www.injuryresearch.bc.ca