

B4Udrink EDUCATOR

GET THE
FACTS!

Please visit www.b4udrink.org to learn more about the B4UDrink Educator.

Learn How Alcohol Affects Your BAC Right at Your Computer or On Your Mobile Device.

B4UDrink is an interactive program which educates the user about how alcohol consumption affects an individual's Blood Alcohol Concentration (BAC). B4UDrink is available in two easy to use formats: in English and Spanish as an interactive virtual bar at B4UDrink.Org, or as a simple program accessible on your mobile device at B4UDrink.Mobi. By entering your gender, weight, and the number and type of drinks you plan to consume, you can quickly learn how alcohol affects your BAC. The Virtual Bar also provides information regarding the user's state laws for drinking and driving, the effects of alcohol at various BAC levels, how food impacts BAC levels, how long it will take the user's BAC to return to .00, and how alcohol affects friends differently.



A Visit to the B4UDrink Educator Will Increase Your BAC Knowledge.

The Century Council commissioned a national survey to gauge the public's awareness of drinking and driving laws in their state. Seven out of ten American adults did not know the BAC limit for driving in their own state. Only 30 percent of the general public could correctly identify their state's BAC level for driving. An independent evaluation of the B4UDrink Educator conducted in 2001 found that the program successfully increases the user's knowledge of BAC limits, and increases the awareness of the impact of food and gender differences on an individual's BAC level.

The B4UDrink Educator Program is Based on Scientific Data.

B4UDrink has been reviewed by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) which has found it to be consistent with the latest research findings.

The following organizations have endorsed the program:

- National Alcohol Beverage Control Association (NABCA)
- National Commission Against Drunk Driving (NCADD)
- International Association of Chiefs of Police (IACP)
- Governors Highway Safety Association (GHSA)
- American Association of Motor Vehicle Administrators (AAMVA)
- Distilled Spirits Council of the United States (DISCUS)
- MetLife
- GEICO
- AIG



The Century Council is a leader in the fight to eliminate drunk driving and underage drinking and promotes responsible decision making regarding beverage alcohol. Founded in 1991 and funded by distillers, we are a national, independent, not-for-profit organization headquartered in Arlington, Virginia, chaired by the Honorable Susan Molinari. An independent National Advisory Board comprised of distinguished leaders in education, medicine, government, business, and other relevant disciplines assists us in the development of programs and policies.

THE
CENTURY COUNCIL

DISTILLERS FIGHTING DRUNK DRIVING & UNDERAGE DRINKING

www.centurycouncil.org