

DRUNK DRIVING:

It's a

WOMEN'S ISSUE TOO

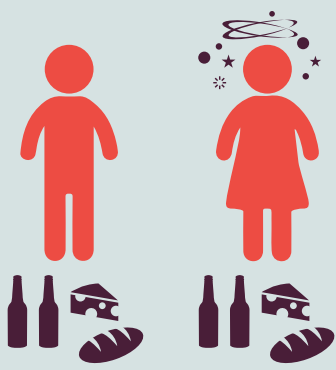
In 1986, women accounted for **1 in 13** impaired driving incidents in Canada. In 2015, it was

1 in 5



In 2013, **19%** of fatally injured drivers that tested positive for alcohol were **women**.

Traffic Injury Research Foundation asked Canadian women about their understanding of the risk factors:



Biological Differences

Some, but not all women, are aware they become **MORE IMPAIRED THAN MEN** when they consume the same amount of alcohol.



Peer Pressure

Many women report that they experience **PEER PRESSURE** from other **WOMEN** in social settings to **CONSUME MORE ALCOHOL** or to drive when they do not feel they should.



Lack of Transportation

Transportation alternatives (including **TAXIS** and **RIDE-SHARING**) are often **NOT AVAILABLE** where and **WHEN WOMEN DRINK**, leading them to **DRIVE WHILE IMPAIRED** or to accept a ride with someone who is.



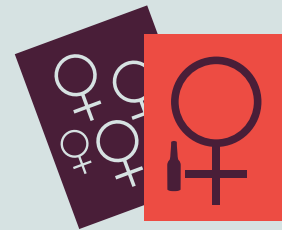
Safety Concerns

Women are concerned that **IMPAIRMENT** makes them **VULNERABLE TO ASSAULT** and may avoid **STAYING OVER** at someone's home or taking **PUBLIC TRANSPORTATION**.



Stress and Loss

Break-ups, family deaths, and even parenthood can contribute to **INCREASED USE OF ALCOHOL TO COPE**, and result in **DRIVING AFTER DRINKING**. (These factors affect men too, of course!)



Lack of Women-Centred Education

Women aren't seeing their own experiences addressed in **CAMPAIGNS AGAINST DRINKING AND DRIVING**, which are primarily focused on men.

Want to learn women-centred, impaired driving prevention strategies?

Visit changetheconversation.ca!

