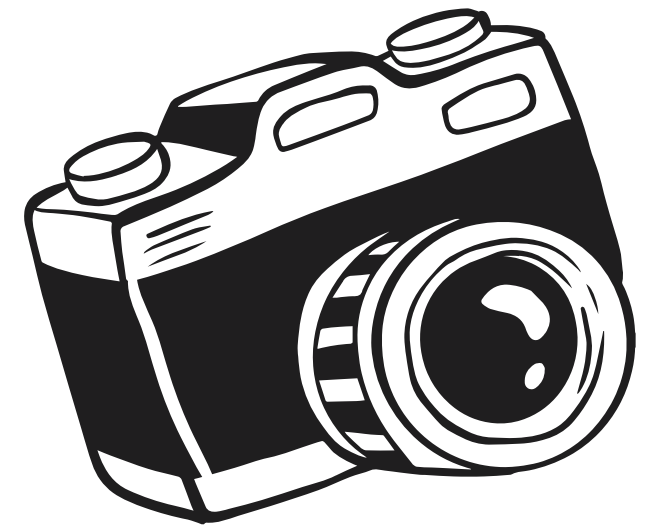


# .05 BAC PSA Contest

## What?

A video public service announcement (PSA) contest for students in 6th-12<sup>th</sup> grades. The purpose of your PSA is to educate your community on .05 Blood Alcohol Content (BAC) and how lowering the limit from .08 to .05\* will reduce alcohol traffic crashes, injuries, and deaths. **Video deadline is March 30<sup>th</sup>, 2026. Your entry must be submitted by this date.**



*\*Note: .08 is the current BAC limit for adults. The BAC limit for people under age 21 is .02.*

## The Facts:

- In 2023, 27% of crashes in Michigan were alcohol-involved crashes
- 100,000 more people will die in the next 10 years if .08 is maintained
- 18,000 lives will be saved if .05 BAC is adopted across U.S

Linked below are fact sheets about .05's impacts and effects. Students are required to use information from one or both of these briefs in their video.

### [.05 Saves Lives Document Brief](#)

- Drunk driving is the No. 1 cause of traffic deaths in Michigan
- People with a BAC of .05-.079% are 7-21x more likely to die in a single-car crash than unimpaired drivers.
- The National Transportation Safety Board has recommended that states adopt a BAC limit of .05% since 2013.

### [.05 Safety Briefing Facts 2023](#)

- Alcohol, both alone and in combination with other drugs, continues to be the drug with the most detrimental impact on traffic safety.
- .05 does not necessarily increase arrests
- Approximately 100 countries have some type of .05 or lower BAC laws

**For detailed contest rules/guidelines, contest prizes, judging criteria and timeline, click the QR Code below.**

