

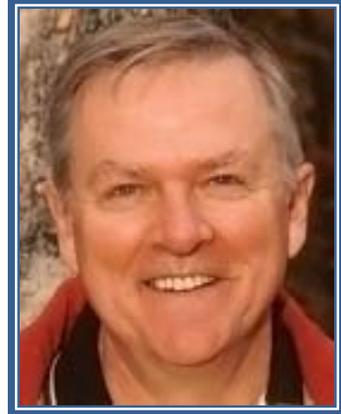


In Memoriam

HERBERT M. SIMPSON, Ph.D.

Dr. Herb Simpson, Senior Research and Policy Consultant with the Traffic Injury Research Foundation, died peacefully and surrounded by family on Monday, April 25th, following complications from multiple myeloma.

Herb was a deeply cherished friend, mentor and colleague to TIRF staff and to countless researchers, officials and professionals in the road safety field. A well known and highly regarded leader in traffic safety, Herb willingly shared his expertise, energy and enthusiasm to pursue innovative research, encourage collaborative partnerships, and to help develop the careers of many researchers and practitioners throughout his 36 years in the field. He was a role model and inspiration to the many individuals who had the pleasure of knowing him and working with him. His dedication to the field, intellectual curiosity, and positive character were demonstrated by his continuing service to TIRF over the past few years and months in the face of serious health challenges. Herb will be greatly missed by his friends and colleagues around the world.



Herb began his career in 1966 when he received his Ph.D. in Psychology from the University of Western Ontario after completing his undergraduate and Masters degrees at the University of British Columbia. After working as a psychologist in the B.C. Penitentiary Service, Herb became an associate professor at Carleton University from 1970-75.

Herb served as President and CEO of TIRF from 1975 to 2006. During his tenure at TIRF, he successfully transformed the organization from a small secretariat into an internationally recognized road safety research institute, best known for its objectivity and independence and whose expertise is sought after by governments and industries around the world.

Herb Simpson served as the principal investigator or co-principal investigator on over 250 projects and published several hundred reports and journal articles while at TIRF. He made outstanding contributions to the field of traffic safety in relation to hard core drunk drivers and young drivers, and his pioneering research contributed to the development of effective programs, such as graduated driver licensing. His research expertise spanned a broad range of issues including impairment, novice drivers, distracted driving, motorcycles, commercial vehicles, elderly drivers, high risk drivers, relative risk, lifestyle factors, driver licensing, improvement, and assessment, program and policy development, and evaluation. Herb was instrumental in the development of Canada's National Fatality and Serious Injury Databases, and hosted a number of innovative and influential international conferences and expert workshops on emerging traffic safety issues throughout his career.

Herb was the recipient of several awards, including the prestigious "Widmark Award" from the International Council on Alcohol, Drugs and Traffic Safety (1992) for distinguished long



term contributions to the field of alcohol, drugs and traffic safety. Under his leadership and landmark research on impaired driving, TIRF also received the “Widmark Institutional Award”. For his contributions to the understanding of crashes involving young drivers, Herb received the "Award of Merit" from the Association for the Advancement of Automotive Medicine (1993). And in 2003, he was awarded the “Humanitarian Award” from the National Commission Against Drunk Driving for his contributions to reduce drunk driving.

Herb was the Past President and a long-standing member of the International Council on Alcohol, Drugs and Traffic Safety. He was also the Canadian delegate to the World Health Organization on Elderly Road Users, and a Scientific Advisor to the Canadian Society of Forensic Sciences Committee on Drugs and Driving. He also served as a Board member of the Alcohol Beverage Medical Research Foundation, and was a member of the National Safety Council, the Association for the Advancement of Automotive Medicine, and the Transportation Research Board. He served on the Editorial Board of several prominent journals as well as serving as a grant referee and journal reviewer.

In lieu of flowers, the family has requested a contribution be made to the Traffic Injury Research Foundation (TIRF) or to the Ottawa Hospital Foundation in support of Dr. Harry Atkins research. Condolences may be forwarded to his wife, Ann, and family at 11 Bellwood Avenue, Ottawa, ON K1S 1S6.