



Heather Woods-Fry

Research Associate Traffic Injury Research Foundation

Heather Woods-Fry is a research associate with the Traffic Injury Research Foundation (TIRF), a charitable, independent road safety research institute. TIRF is a world leader in research, safety programs, and policy development.

Career and research highlights:

Heather conducts research in various areas of road safety, such as drug-impaired driving, driver education, older driver safety, driver fitness and cyclist safety. She is fluent in both English and French, and has liaised with stakeholders across the country. Her current projects include the development of a web-based educational tool on drug-impaired driving, and the evaluation of a mobile app using crowd-sourcing for citizen mapping of bicycle crashes, near misses, and hazards.

Before working at TIRF, Heather specialized in the area of visual psychophysics. Her work included developing a computer-based tool using various psychophysical methods to quantitatively measure visual motion perception. She has experience with programming, eye tracking, data management and quantitative statistical methods.

She also ran a three phase simulator research program that was part of a part of a nationwide longitudinal study on older driver safety. She has worked with various driving simulator software, and is proficient in data output and analysis of simulator metrics.

Academic highlights:

- > Ph.D. in Psychology from the University of Ottawa with Bilingual Certification.
- > Bachelor of Arts in Honours Psychology, with distinction from Concordia University.
- > Lectures at international conferences and published work in prestigious journals such as Accident Analysis & Prevention.
- > Research assistant for Candrive, a Canadian driving research initiative for vehicular safety in the elderly; and,
- > Teaching laboratory courses at the university level such as Human Perception and Statistics & Methodology.