

ANNUAL REPORT 2021

TRAFFIC INJURY RESEARCH FOUNDATION



The knowledge source for safe driving

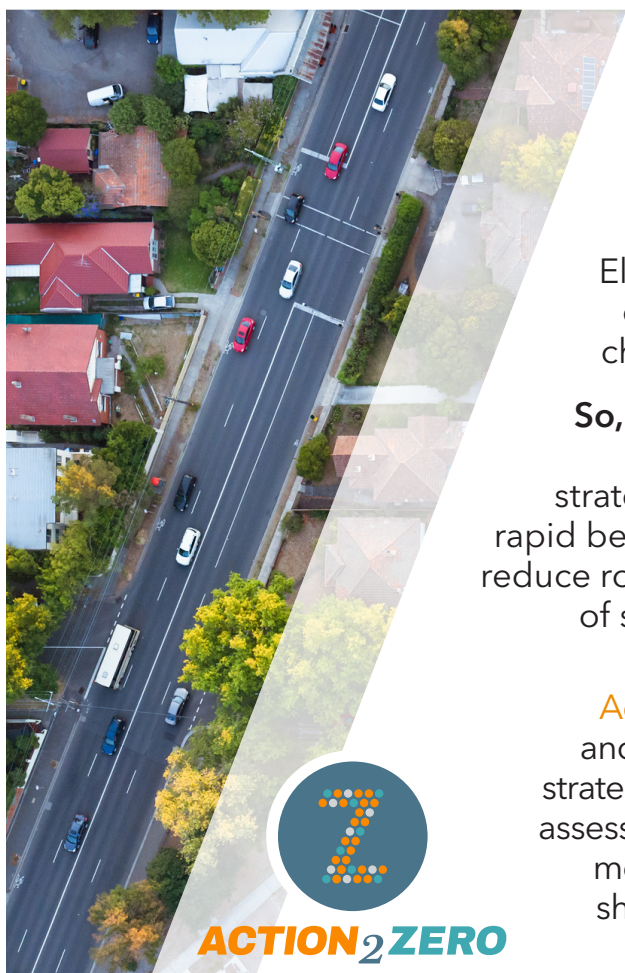
TIRF



ROAD SAFETY IS OUR LIFELONG COMMITMENT

The overwhelming majority of deaths and injuries on our roads are preventable. The Traffic Injury Research Foundation (TIRF) has improved road safety for all Canadians by generating and providing knowledge on current and emerging issues and trends. Our work includes conducting research and sharing evidence to inform decisions and action by government, business and industry, traffic safety agencies, and non-profit organizations around the world. Our work is relevant to legislation, program and policy development, enforcement, education, and training.

TIRF provides four core services



TIRF supports communities to create safe roads home

All people have the right to make it home safely every day no matter whether they drive, cycle, ride, walk or use public or shared transport. Eliminating road deaths and injuries is possible, but drivers and active road users must recognize AND choose to avoid risks by adopting safer behaviours.

So, what does it take to make this happen? Research evidence and the reinforcement of preventative strategies due to the pandemic resulted in large-scale, rapid behaviour change, demonstrating this approach can reduce road crashes. This was achieved with a combination of scientific evidence, targeted tools, leadership, and strategies to reinforce and promote safer choices.

Action2Zero was created to inspire political leadership and empower communities to develop and implement strategic road safety plans. Action2Zero contains an online assessment tool that enables communities to monitor and measure progress as well as program outcomes. It also shares knowledge and tools to help communities raise awareness of road safety issues.



ACTION₂ZERO

2021 PUBLIC RELATIONS



Social engagement

6,630

TIRF/DIAD Twitter followers

1,962

TIRF/DIAD Facebook likes



Publicity value

\$8,298,000



Media exposure

13

Countries

1,057

National media mentions



Community engagement

126

Information & media requests

17

Webinars/Presentations

Like most organizations, TIRF takes a strategic approach to tackle priority issues; in its case, that's road safety for all. Today's challenging environment where the only constant is change requires adaptability, flexibility and innovation to ensure Canadian communities have access to the knowledge and resources to make roads safe.

Ongoing two-way communication with partners and stakeholders remains vital, especially during these uncertain times. This is essential to track emerging issues and shifting priorities, share knowledge and experiences, and learn from others. Increasing TIRF's national and global networks to expand perspectives and gain insights helps inspire new ideas which in turn can accelerate progress in reducing road crashes, enabling the organization to achieve its mission. In 2021, TIRF invested heavily in this approach, cultivating new relationships with like-minded organizations, and working closely with international partners on priority issues. It also spent time and resources developing new, personally relatable communication tools for public-facing audiences including vodcasts, new social media channels, and improved websites.

Providing audiences with real-world, usable knowledge to inform decision-making is equally important in a fast-paced world filled with complex problems and conflicting messages. Government, corporate and association leaders manage many competing priorities while navigating complex systems of policies and practices. This means it's important to translate research evidence into practical implementation strategies that make sense. In this arena, TIRF has truly excelled by becoming more than a road safety research institute. TIRF has established itself as an effective knowledge broker by building broad networks and working with frontline professionals to turn research evidence into practical tools to effect change. TIRF capitalized on this approach by developing a series of user-friendly assessment tools to empower jurisdictions and communities to make informed decisions and develop strategic plans. This work is supported by TIRF technical assistance, across Canada and the United States, and each initiative enables TIRF to learn, evolve and grow.

As a testament to TIRF's leadership and the calibre of its innovative work, other organizations take inspiration from their initiatives, and this further expands TIRF's impact. In the real world, this means everyone from individuals who care about road safety for their families and communities, to those in positions with the means to effect widespread change, can more easily find and use TIRF's work. Most notably, in 2021, the US National Transportation Safety Board formed a National Distracted Driving Coalition inspired and guided by TIRF's Canadian Coalition on Distracted Driving and the completion of a pivotal five-year action plan. TIRF was honoured to be invited to help lead this exciting coalition and the Board is looking forward to seeing what they accomplish on a larger scale.

As a final note, continuing to grow and succeed in these tumultuous times requires qualified and engaged staff who can see gaps and work collaboratively to address them, as a team. This is the essence and the strength of TIRF and is the heart of its mission. In the past 18 months, several new roles have been filled at TIRF, adding to the organization's existing skills and expertise. Their new ideas and perspectives have added value to the organization's research and programs in many ways.

On behalf of the Board of Directors, we have been pleased to contribute to TIRF's strategic plans and are impressed with their accomplishments. TIRF is well-positioned to navigate our evolving world and we are proud to have been a part of its success.

The coming years will no doubt be exciting, bringing new challenges and opportunities as we collectively work towards zero road deaths.

Sincerely,



Jim Thomson, Chair
Chairman of the Board



Jim Thomson
President & CEO
Thomson Group of Companies

Drowsiness, Driving & Daylight Saving Time



TIRF #MySafeRoadHome blog
Mar 11, 2021



Robyn Robertson
President & CEO

Safe Roads for All



TIRF #MySafeRoadHome blog
Sept 2, 2021

The concerning increases in risk-taking on our roads which were first reported in 2020 remained evident in 2021. The past two years demonstrated how quickly hard-won gains in reducing road crashes can be easily lost when the focus on road safety is eroded by competing social issues. Our Road Safety Monitor series in Canada and the United States examining driver knowledge, attitudes and practices revealed similar upward trends on both sides of our border.

A small but growing proportion of drivers reported they were more likely to speed, drive distracted, impaired and fatigued in 2021 as compared to 2020. The confluence of challenging events along with lower traffic volumes and empty roadways, albeit for a relatively short period, served to encourage extreme speeding and other risk-taking. Although 2021 saw a return to somewhat normal daily life, risk-taking on our roads persisted.

But pandemic experiences have also revealed insights to help us improve road safety.

First, we witnessed firsthand that widespread behaviour change is indeed possible. This is a notable win. It can be achieved with strong leadership at all levels using consistent messaging based on research evidence to explain why change is necessary, how we get there, and what to do. This can work for road safety.

Second, our gains in road safety must be protected at all costs. Road crashes affect families, communities, first responders, employers, our health care system and our supply chain. Our elected officials must maintain a strong and consistent focus on road safety even in the face of competing social issues. Avoiding complacency and speaking up about our choices to be safe on the road matters.

Third, unintended, negative consequences during the past two years created opportunities to strengthen road safety initiatives. Improvements in working virtually has made it possible to expand collaborations with new partners and sectors. This has helped break down silos and increase sharing of knowledge, practices and expertise. It has also increased efficiencies by expanding learning and coordination across borders.

Collectively, these experiences provide a framework to guide renewed efforts and accelerate reductions in road crashes. We can make gains faster by providing communities with meaningful access to knowledge, expertise, tools and resources and empowering them to spend more time making change with less time looking for answers. This strategy can also support local stakeholders who can speak up with a collective voice to inspire road safety leadership. In 2021, TIRF partnered with [Safer Roads Alliance](#) to do just that. Three Alberta communities completed comprehensive road safety assessments using our Action2Zero learning centre, developed with sponsorship from [Desjardins](#), and initiatives are already underway.

There has also been a significant shift towards healthier and active modes of travel, like walking (up 120%) and cycling (up 150%). In response, cities altered traditional road designs to accommodate a shift to the use of other transport modes. On this front, TIRF formed a partnership with [Neuron Mobility](#) in 2021 to improve e-scooter education, helmet usage, and encourage cities to adopt safe riding rules. We also undertook a new pilot program in Manitoba to help youth identify road safety hazards as they travel to school using different modes.

Finally, it is also clear that new technologies can increase the capacity of police services to enforce road safety laws. Red-light, speed and distracted driving cameras, as well as alcohol-sensing and safety equipment in vehicles can play an important role in creating more consistent, less resource-intensive, and more equitable deterrence tools necessary to curb risk-taking. TIRF also continued its work on this front by working with police services and practitioners to guide effective implementation.

TIRF staff remain committed to working with governments, industries and communities to promote road safety and encourage all Canadians to speak up about their choices on the road. I invite you to join us in committing to making a difference.

"Great things are done by a series of small things brought together." – Vincent van Gogh

Sincerely,

President & CEO
Traffic Injury Research Foundation



TIRF'S NEW TEAM MEMBERS

Welcome to TIRF

Tho (Bella) Dinh-Zarr, PhD, MPH, Senior Advisor, Public Health & Transportation,
with the support of the FIA Foundation

Bella has 25 years of executive and technical experience in government, non-profit, corporate, philanthropic, and academic settings, most recently acting as an independent advisor on public health and transportation issues. From 2015 to 2019, she served as Vice Chairman, Acting Chairman, and Board Member of the U.S. National Transportation Safety Board, an independent U.S. government safety agency which investigates transportation disasters (aviation, maritime, road, rail, and pipeline/hazardous materials) and makes safety recommendations.



Sarah Simmons, Ph.D., Research Scientist

Sarah has been involved in transportation safety research since 2013. From 2013 to 2014, she was employed at the University of Saskatchewan as the Site Manager for the Virginia Tech Transportation Institute's Canada Naturalistic Driving Study (CNDS) in Saskatoon, Saskatchewan. From 2014 to 2020, she was a member of the Cognitive Ergonomics Research Laboratory in the Department of Psychology at the University of Calgary.



Milad Delavary, M.A., Research Associate

Milad is a road safety statistician and passionate about data analysis. He is also pursuing his Ph.D. at the University of Québec. His doctoral thesis topic is about analyzing paramedics' road collision dataset on the Island of Montreal. He obtained his Master's degree in Highway and Transportation Engineering from Ferdowsi University of Mashhad, Iran in 2018. His Master's thesis was on the application of time series models to evaluate the impact of law enforcement on gender-specific incidence rates of road traffic injuries and mortalities in Iran.



Board of Directors

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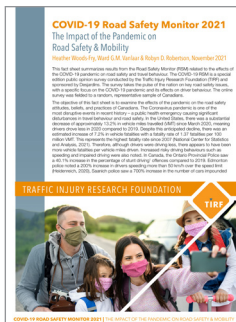
| 2021 IN REVIEW

Since its inception in 1964, TIRF has become internationally recognized for its accomplishments on a wide range of subject areas related to identifying the causes of road crashes and developing programs and policies to effectively address them.

These are some of the reports and journal articles TIRF published in 2021.



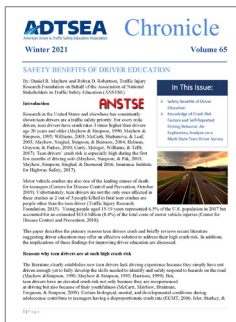
Road Safety Monitor 2021: Drinking & Driving in Canada (2021)
tirf.ca/download/rsm2021-drinking-driving-canada



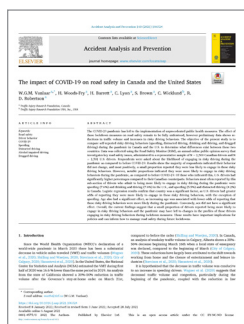
COVID-19 Road Safety Monitor 2021: The Impact of the Pandemic on Road Safety and Mobility (2021)
tirf.ca/download/covid19-rsm2021-impact-road-safety-mobility



The Future of Driver Education (2021)
www.movemag.org/the-future-of-driver-education/



Safety Benefits of Driver Education (2021)
www.adtsea.org/webfiles/fnitoools/documents/2021_winter_chronicle



The impact of COVID-19 on road safety in Canada and the United States (2021)
Accident Analysis & Prevention



Driver attitudes towards vehicle automation. International comparison based on ESRA2 data from 32 countries (2021)
www.esranet.eu



Prevalence and trends of distracted driving in Canada (2021)
www.sciencedirect.com



Impaired Driving: A New Perspective on a Perennial Problem (2021)
ndaa.org/wp-content/uploads/Jan-2021-BTL-Vol-29-No-1-Updated.pdf





UPDATE ON TIRF PARTNERSHIPS & EDUCATION PROGRAMS

New partnership with Neuron Mobility

Neuron Mobility, Canada's fastest-growing e-scooter operator, has announced a partnership TIRF, which will lead the way in best practices for shared e-scooter programs and safety across the country.



This partnership marks an important step forward to ensure shared e-scooter programs are matched with rigorous user education, particularly as more Canadian cities adopt this new mode of transport.

As part of the partnership, TIRF is collaborating with Neuron and co-developing campaigns and activities to promote rider safety in Canada. They are also reviewing and providing input on Neuron's rider education materials as well as analyzing Neuron's safety data. Together, the partners will co-launch safety campaigns built on these activities.



TIRF, RSA & CCS celebrate partnership



To help educate the public and encourage safe driving, **Consolidated Collision Services (CCS)** is donating more than \$5,000 to TIRF to fund road safety education. The donation is part of the partnership between CCS, TIRF and **Royal & Sun Alliance Insurance Company of Canada (RSA Canada)** and its affiliate insurers, **Canadian Northern Shield Insurance Company (CNS)** and **Western Assurance Company (WA)**.



Over the last year, TIRF developed educational factsheet and published a blog on the **over-reliance on Advanced Driver Assistance Systems (ADAS)**.

Vehicle Safety features Still Need Safe Drivers: turf.ca/download/vehicle-safety-features-need-safe-drivers



*RSA, RSA & Design and related words and logos are trademarks and the property of RSA Insurance Group plc, licensed for use by Royal & Sun Alliance Insurance Company of Canada.

Equitability: Road Safety for all through Vision Zero and Sustainable Safety

The Canadian Association of Road Safety Professionals (CARSP) / Prévention Routière Internationale (PRI), in partnership with TIRF and platinum sponsor Desjardins, hosted CARSP/PRI 2021 Joint Virtual International Road Safety Conference. The conference featured plenary sessions, panel discussions, paper sessions, opportunities to connect with colleagues and was aimed at road safety practitioners from many disciplines.



The Student Support Program sponsored by TIRF and Desjardins offered complimentary registrations for Canadian and international students who are registered full-time at a university or college.

ESRA2 Webinar Series

TIRF in partnership with E-Survey of Road Users' Attitudes (ESRA) partners across the world hosted a six-part ESRA2 Webinar Series: Measuring Global Traffic Safety Cultures to Support Effective Road Safety Policy Development. The two webinars to place in 2021 with recordings available:



> Young road users + Subjective safety and risk perception

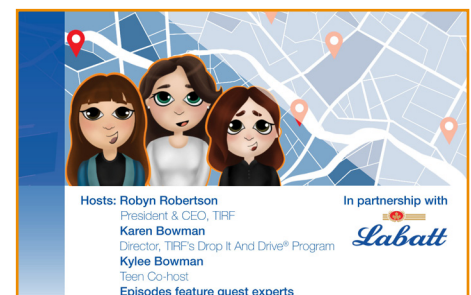
> Vehicle automation + Road Safety culture in Africa + Current developments and planned further activities for ESRA

Stay tuned for #MyDrivingMatters 2.0 Vodcast Series



TIRF in partnership with Labatt produced a vodcast series that is conversational, engaging, and relatable to Canadians from diverse backgrounds and across all ages. Each

episode features at least one guest expert sharing their knowledge and experience on several road safety topics including social norms, alcohol & cannabis, distraction, speed, sharing the road and workplace safety policies. The series is set to be released in 2022.



New National Podcast Series



TIRF in partnership with The Co-operators produced a national podcast series answering top questions from teens and their parents about learning to drive. The series is hosted by a teen/parent duo, along with special

guests. In June 2021, TIRF invited teens and parents to submit questions they always wanted to ask about learning to drive, the rules of the road, how to prepare for those unexpected events, and the benefits of young driver programs. The series is set to be released in 2022.

turf.ca/news/canadian-teens-parents-invited-to-submit-their-burning-questions-about-driving

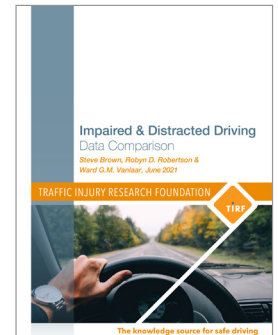




TIRF released a new report *Impaired & Distracted Driving: Data Comparison*, with financial support provided by **The Co-operators**.

Almost as many persons died in distraction-related crashes as alcohol-related crashes in Canada in 2017, both in terms of the number and percentage killed. This report contains data related to fatal and serious injury collisions, convictions, and self-reported behaviour which have historically been used to measure progress in reducing drinking and driving. Analyzing data regarding the magnitude and characteristics of this issue compared to distracted driving provides important context to understand the risk posed which can help inform legislation and education efforts.

tirf.ca/download/impaired-distracted-driving-data-comparison



Sober Smart Driving



TIRF's education program Sober Smart Driving released a new educational factsheet, *Alcohol, Marijuana & Driving Risk*, sponsored by **Beer Canada**. It reviews research regarding

the effects of alcohol and marijuana on crash risk, as well as the effects of those substances combined. In concert with this release, TIRF relaunched its impaired driving education program, Sober Smart Driving, also with funding provided by Beer Canada and in partnership with **arrive alive DRIVE SOBER®**. The program shares knowledge and research to answer common questions about alcohol and impaired driving.

tirf.ca/download/alcohol-marijuana-driving-risk



New TIRF factsheet



TIRF released a new fact sheet, *Drug & Fatigue-Related Fatal Collisions in Canada | 2000-2018*, sponsored by **Desjardins**. Data from TIRF's National Fatality Database

were used to prepare this fact sheet which explores trends in the role of drug use and fatigue among fatally injured road traffic victims. Other topics examined include characteristics of drug-related and fatigue-related crashes resulting in fatalities.

tirf.ca/download/drug-fatigue-related-fatal-collisions-canada-2000-2018



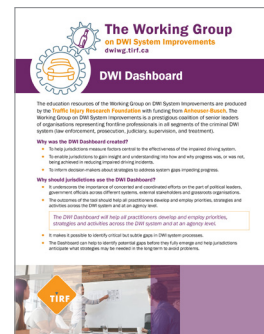
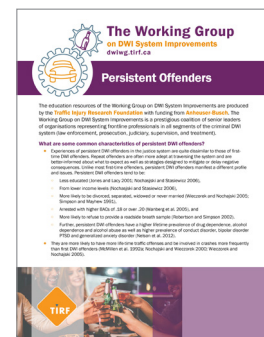
Working Group on DWI System Improvements



In 2021, the DWI Working Group's meeting examined the use of medication-assisted treatment (MAT) in the criminal justice system. After receiving a presentation on MAT, the members discussed ways to increase awareness as well as the importance of utilizing and expanding MAT in the criminal justice system. The need for remedial programs for polysubstance impaired drivers was discussed and the appropriateness of alcohol programs for drug-impaired drivers and mixing of offender populations with different substance abuse issues was debated. Lastly, the Working Group heard the results of a survey of judges, prosecutors and defense counsel related to their experiences with speeding violation cases.

The Working Group on DWI System Improvements, sponsored by Anheuser-Busch, has identified critical criminal justice system needs to reduce impaired driving, producing educational materials, articulating complex program and policy implementation issues and identifying solutions. Visit www.dwiwg.tirf.ca.

- > Impaired Drivers & The Criminal Justice System
tirf.ca/download/dwiwg-impaired-drivers-criminal-justice-system
- > First Offenders
tirf.ca/download/dwiwg-first-offenders
- > Persistent Offenders
tirf.ca/download/dwiwg-persistent-offenders
- > Understanding Impaired Driving & Priorities
tirf.ca/download/dwiwg-understanding-impaired-driving-priorities
- > Impaired Driving Countermeasures
tirf.ca/download/dwiwg-impaired-driving-countermeasures
- > Steps to a Strategic Review of the DWI System
tirf.ca/download/dwiwg-steps-strategic-review-dwi-system
- > Performance Measures for Impaired Driving Programs
tirf.ca/download/dwiwg-performance-measures-impaired-driving-programs
- > Impaired driving Program Funding
tirf.ca/download/dwiwg-impaired-driving-program-funding
- > DWI Dashboard
tirf.ca/download/dwiwg-dwi-dashboard
- > Data Collection, Management and Use
tirf.ca/download/dwiwg-data-collection-management-use
- > Agency Communication & Cooperation
tirf.ca/download/dwiwg-agency-communication-cooperation
- > Special Topics
dwiwg.tirf.ca/topics/special-topics



In early 2021, TIRF's Drop It And Drive® education program delivered its message through donor-sponsored youth presentations. When the pandemic temporarily suspended in-person presentations, the team began work on developing virtual youth and workplace webinars.



- > Delivered a virtual youth Drop It And Drive® presentation to the Commonwealth Catholic Charities, Richmond, VA.
- > Presented a new virtual, interactive Drop It And Drive® workplace safety webinar, Working together for safer workplaces & communities, to the Coalition for Safer Alberta Roads.
- > DIAD speakers from Vancouver Island, BC and Langley, BC, co-presented a virtual youth presentation for the Commonwealth Catholic Charities, Foster Care Independent Living based in Richmond, Virginia.

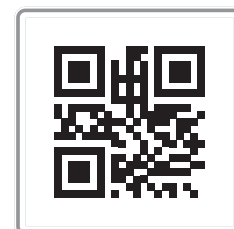
#MySafeRoadHome blog

TIRF's #MySafeRoadHome blog published 8 posts in 2021 which featured the latest research to help Canadians understand the risks associated with unsafe driving practices using real-life situations. These posts highlighted strategies to reduce risk and help protect all road users:

- > Drowsiness, Driving & Daylight Saving Time
- > Vehicle Safety Features Still Need Safe Drivers
- > Les dispositifs de sécurité du véhicule ont encore besoin de conducteurs prudents
- > You're ready to explore Canada this summer, but can your tires handle the pressure?
- > Avoid the weakest link in ladies' night
- > Road Safety: Taming the Wild Road
- > Safe Roads for All
- > Drowsiness, Driving & Changing from Daylight Saving to Standard Time



TIRF's #MySafeRoadHome blog ranked 4th in the Top 15 Driving Safety Blogs and Websites to Follow in 2021.
blog.feedspot.com/driving_safety_blogs



tirf.ca/blog

PROJECT PARTNERS & SPONSORS



TIRF acknowledges the support received in the form of project grants and contracts from the following organizations:

Government



Parks
Canada

Parcs
Canada



Public Health
Agency of Canada

Agence de la santé
publique du Canada



MINISTRY OF TRANSPORTATION

National Highway Traffic Safety
Administration (NHTSA)



Natural Resources
Canada

Corporate



DIAGEO

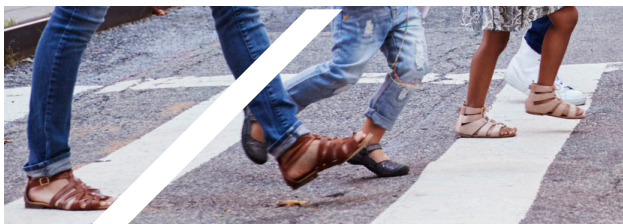


Associations & NFPs



ASSOCIATION OF IGNITION INTERLOCK
PROGRAM ADMINISTRATORS





YOUR DONATIONS MAKE REAL WORLD IMPACT

Contributions supported TIRF's charitable services in 2021

- > Formed a partnership with Green Action Centre to pilot a Route2School phone application to improve safety around Winnipeg schools.
- > Joined the Advisory Board of Partners for Automated Vehicle Education (PAVE) and facilitated introductions to Canadian road safety partners.
- > Partnered with Consolidated Collision Services and RSA Canada to create educational content in English and French about automated vehicle technology.
- > Presented TIRF's current research and priority issues to inform projects being developed by Manitoba Public Insurance staff.
- > Participated in Parachute's Change for Good Roads Advisory Board consultation initiative.
- > Presented to Structure, Tower & Antenna Council. (STAC) Driving on the Job: Workplace Driving Safety & Awareness.
- > Expert witness for a University of Ottawa student's constitutional law project, and shared research methods with an Australian Ph.D. student to inform the development of her thesis.
- > Partnered with Tire and Rubber Association of Canada to create an RV highway safety blog.
- > Shared international expertise with Toronto Police Service about a health proposal to legalize small amounts of recreational drugs and coordinated with other jurisdictions.
- > Presented Screening for Cognitive Impairment: Ontario's Enhanced Road Test to Private Motor Truck Council of Canada.

Donors

TIRF gratefully acknowledges the many concerned companies, associations and governments whose contributions in 2021 supported the Foundation's efforts to reduce the losses that occur from road crashes. We also acknowledge with gratitude the private, individual donations and memorial donations received from individuals across Canada.

Diamond



Gold



Anheuser-Busch



Silver



Manitoba
Public Insurance

Société d'assurance
publique du Manitoba

Bronze

The Beer Institute
Smart Start Inc.
Wawanesa Insurance
Consolidated
Dealers Co-Op Inc.

We wish to extend personal thanks to our many private donors.

* Note: charitable donations are not used for travel expenses.

TIRF USA UPDATE



Road Safety Monitor: Alcohol-Impaired Driving & COVID-19 in the United States, 2021

TIRF USA, in partnership with TIRF in Canada and with sponsorship from the [Anheuser-Busch Foundation](#), released the seventh annual Road Safety Monitor (RSM) on alcohol-impaired driving. The survey takes the nation's pulse regarding the alcohol-impaired driving issue through an online survey of a random, representative sample of U.S. drivers aged 21 years or older. A total of 1,498 drivers completed the poll in September 2021. This fact sheet



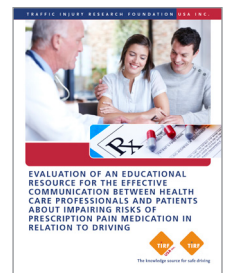
summarizes key findings regarding the prevalence of alcohol-impaired driving, reasons for engaging in this behavior and characteristics of these drivers. Survey results are compared to data from previous years. In response to the COVID-19 pandemic, this RSM also describes the effects of the pandemic on risky driving behaviors. turf.us/download/turf-usa-road-safety-monitor-2021-alcohol-impaired-driving-covid-19-in-the-united-states

Projects & sponsors

TIRF USA acknowledges the support received in the form of project grants and contracts from the following organizations: US Food and Drug Administration, Association of Ignition Interlock Program Administrators & Anheuser-Busch.

New educational resource for prescribing health care professionals (HCPs) talking to patients about the impairing effects of prescribed pain medication and driving risks

TIRF USA in partnership with TIRF in Canada, with funding from the [US Food and Drug Administration \(FDA\)](#), developed and evaluated an educational resource to help prescribing health care professionals (HCPs) talk to patients about the impairing effects of prescribed pain medication and the risks associated with driving. Focus groups with prescribing HCPs from Washington University medical campus and with pain medication patients at the Rehabilitation Institute of St. Louis (TRISL) were held. turf.us/download/evaluation-educational-resource-for-the-effective-communication-between-hcps-and-patients_12



New TIRF USA website

The TIRF USA website has a new, modern look with an intuitive design for easy navigation. Visit turf.us



TIRF Canada's global reach



Estimated potential reach of the number of people who have seen our content during 2021: 987,000,000



Estimated actual reach of the number of people who have seen our content during 2021: 22,000,000



The industry standard to calculate estimated actual reach is 2.5%



Print, online and broadcast news

TIRF was mentioned in the news and broadcast media 1,057 times in 2021.

Real world impact

Councillor driven to pitch 40km/h speed limit on Collingwood roads May 27, 2021



Excerpt: The Globe and Mail quoted the president and CEO of the Traffic Injury Research Foundation, Robyn Robertson, saying a car travelling 20 km/h over the speed limit is six times more likely to get in a crash, and that a one km/h increase in vehicle speed results in a three per cent increase in the risk of a crash that could cause injury. Those statistics set the wheels in motion for Hamlin's decision to pitch a town-wide speed reduction.

www.collingwoodtoday.ca/local-news/councillor-driven-to-pitch-40kmh-speed-limit-on-collingwood-roads-3815382

Your distracted driving is deadly. What will make you stop? December 6, 2021



Excerpt: The troubling fact is that TIRF research comparing impaired to distracted uncovered a far more troubling number: In Canada in 2017, of 300 pedestrian deaths, 10 were related to alcohol and 80 were due to a distracted driver. 80. These are not drivers doing 100 km/h; these are drivers engaged with their phones or screens at urban speeds.

driving.ca/column/lorraine/your-distracted-driving-is-deadly-what-will-make-you-stop

EDUCATIONAL RESOURCES

TIRF is an independent, evidence-based source of research and education materials on a wide range of road safety issues. Accurate and timely information is provided through its professional staff, extensive library, and international network. TIRF communication and information services include:

- > brochures
- > infographics
- > fact sheets
- > press releases and conferences
- > websites and educational resources

TIRF's #MySafeRoadHome series provides readers with quick facts about road safety in a fun & relatable educational blog tailored to all road users.



Action2Zero learning centre supports communities with the latest research to help plan, build and implement road safety strategies. Road safety planning at the local level is essential to engage the community, reduce road trauma, and work towards achieving 5-star community status.

action2zero.tirf.ca



Drop It And Drive® (DIAD) is an award-winning distracted driving education program for youth, schools, and provides workplace safety programs for public and private sectors across Canada and the US. A dedicated E-hub provides access to free tools, education, research, data and new technologies.

diad.tirf.ca



Drug-Impaired Driving Learning Centre (DIDLC) is a fully bilingual, web-based free educational resource that contains answers to many common questions. It includes factsheets describing the size of the drugged driving problem, characteristics of drivers, effects of drugs on driving, legislation and penalties, and, tools and technologies.

druggeddriving.tirf.ca



Brain on Board describes the functioning of active and passive vehicle safety features and explains how driver behaviours play an important role to increase the effectiveness of safety features. This web-based resource includes free posters and PSAs, flashcards and fact sheets about vehicle safety features that are standard on most vehicles, and how they can prevent crashes and injuries when combined with safe driving practices.

brainonboard.ca



Wildlife Roadsharing Resource Centre (WRRC) provides free access to downloadable fact sheets, educational flashcards, and practical strategies. It addresses the most common myths and misconceptions to increase awareness of ways to prevent and avoid wildlife-vehicle collisions, including mitigation measures and prevention strategies.

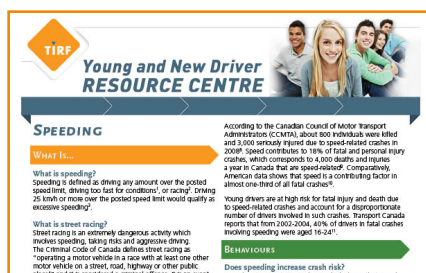
wildliferoadsharing.tirf.ca

Brand re-fresh
is underway



Sober Smart Driving is a free education program that contains answers to the most common questions about alcohol and impaired driving. It includes free impaired driving posters/brochures, flashcards and other resources that agencies can use to educate people of all ages and promote solutions.

sobersmartdriving.tirf.ca



Young and New Driver Resource Centre shares the latest research about young driver crashes, strategies to prevent them, and the requirements of Graduated Driver Licensing (GDL) programs as well as Canadian driver education programs. Download free PowerPoint presentations and fact sheets focused on fatigue, distraction, speeding, alcohol and drug impairment, brain development, parental involvement and more.

yndrc.tirf.ca



Brand refresh underway.

Alcohol Interlock Curriculum for Practitioners is a training tool that enables criminal justice, health and transportation professionals, as well as advocates and community members to educate colleagues about alcohol ignition interlocks. It provides access to instructional and train-the-trainer materials on research, technology, implementation, legal concerns and vendors/service providers, device certification and calibration practices.

aicp.tirf.ca

NEW
LOGO



GDL Framework Safety Center contains the latest research and a suite of free tools to help states and provinces identify gaps in young driver safety strategies, and implement improvements related to graduated driver licensing, driver education, license testing and in-vehicle monitoring technologies.

gdlframework.tirf.ca



FINANCIAL STATEMENTS

Report of the independent auditors on the summary financial statements

To the Members of Traffic Injury Research Foundation of Canada

Opinion

The summary financial statements of Traffic Injury Research Foundation of Canada (the Entity), which comprise:

- > The summary financial position as at end of December 31, 2021
- > the summary statement of operations and net assets for the year then ended
- > and related notes

are derived from the audited financial statements of Traffic Injury Research Foundation of Canada as at and for the year ended December 31, 2021 (audited financial statements).

In our opinion, the accompanying summary financial statements are consistent, in all material respects, with the audited financial statements, in accordance with the criteria disclosed in note 1 in the summary financial statements.

Summary Financial Statements

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the Entity's audited financial statements and the auditor's report thereon.

The summary financial statements and the audited financial statements do not reflect the effects of events that occurred subsequent to the date of our report on the audited financial statements.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements in accordance with the criteria disclosed in note 1 in the summary financial statements.

Auditors' Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are consistent, in all material respects, the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standards 810, Engagements to Report on Summary Financial Statements.

Chartered Professional Accountants, Licensed Public Accountants

Ottawa, Canada, March 20th, 2022



Traffic Injury Research Foundation

Summary Statement of Financial Position December 31, 2021, with comparative information for 2020

	2021	2020
Assets		
Current assets:		
Cash	\$ 648,672	\$ 505,572
Accounts receivable	362,945	262,859
Prepaid expenses	31,891	31,617
	1,043,508	800,048
 Tangible capital and intangible assets	 39,926	 45,407
	\$ 1,083,434	\$ 845,455
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$78,329	\$115,669
Deferred revenue	241,850	115,477
Current portion of obligations under capital lease	5,800	5,800
Funds held in trust	32,484	77,049
	358,463	313,995
 Obligations under capital lease	 13,050	 18,850
Long term debt	35,049	26,909
Deferred government grant	1,860	3,091
	408,422	362,845
 Net assets:		
Unrestricted	505,602	335,564
Internally restricted research reserve fund	148,334	126,289
Invested in tangible capital and intangible assets	21,076	20,757
	675,012	482,610
	\$ 1,083,434	\$ 845,455

See accompanying notes to summary financial statements.

Traffic Injury Research Foundation

Summary Statement of Operations and Net Assets Year ended December 31, 2021, with comparative information for 2020

	2021	2020
Revenue		
Project contributions	\$ 1,546,215	\$ 1,581,871
Government grants	45,000	26,200
Donations:		
Industry	53,477	55,272
Associations	26,000	6,000
Other	3,611	3,167
Fees and honoraria	1,125	9,177
Other Income	45,849	43,259
	1,721,277	1,724,946
Expenses		
Research:		
Project	811,377	928,936
Development	139,326	152,947
Administration	427,230	406,056
Promotion	150,942	146,618
	1,528,875	1,634,557
Excess of revenue over expenses	192,402	90,389
Net assets, beginning of year	482,610	392,221
Net assets, end of year	\$ 675,012	\$ 482,610

See accompanying notes to summary financial statements.

Traffic Injury Research Foundation

Notes to Summary Financial Statements Year ended December 31, 2021

The Traffic Injury Research Foundation of Canada (the “Foundation”) is incorporated without share capital under the Canada Corporations Act. Effective September 9, 2013, the Foundation continued their articles of incorporation from the Canada Corporations Act to the Canada Not-for-Profit Corporations Act. The Foundation is registered with Canada Revenue Agency as a charitable organization and is tax exempt under the Income Tax Act (Canada).

1. Summary financial statements:

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations in Part III of the CPA Canada Handbook – Accounting, as at and for the year ended December 31, 2021.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in the summary financial statements so that they are consistent, in all material respects, with or represent a fair summary of the audited financial statements.

These summarized financial statements have been prepared by management using the following criteria:

- a. whether information in the summarized financial statements is in agreement with the related information in the complete audited financial statements; and
- b. whether, in all material respects, the summarized financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including the notes thereto.

Management determined that the statement of changes in net assets and the statement of cash flows do not provide additional useful information and as such has not included them as part of the summary financial statements.

The complete audited financial statements of Traffic Injury Research Foundation of Canada are available upon request by contacting the Foundation.

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TRAFFIC INJURY RESEARCH FOUNDATION



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