

# TRAFFIC INJURY RESEARCH FOUNDATION

## CELEBRATING

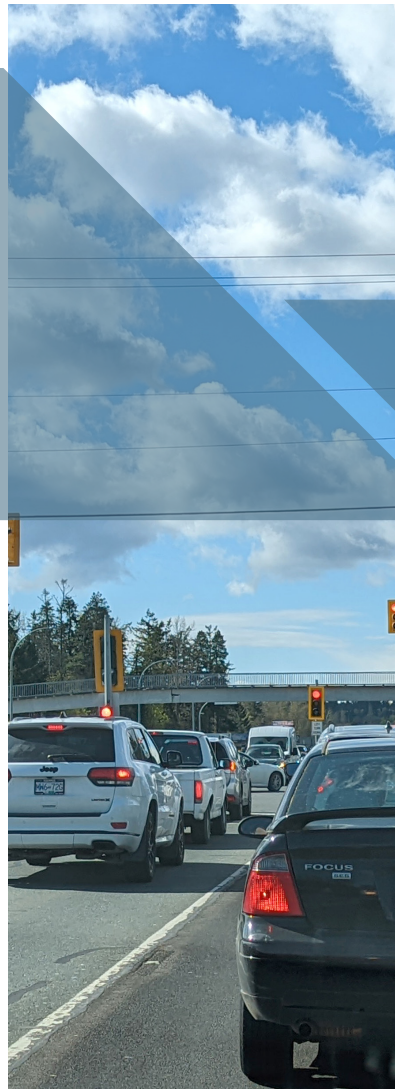
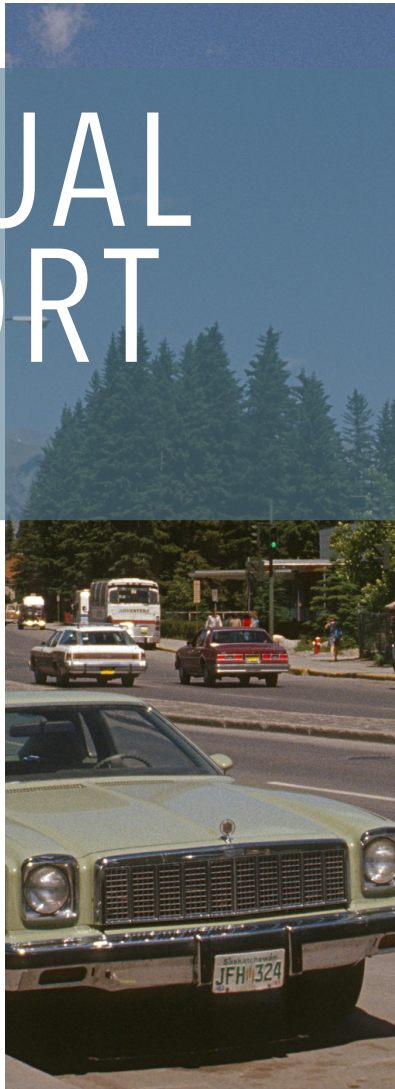
# 60

### YEARS OF ROAD SAFETY

Looking back | Moving forward

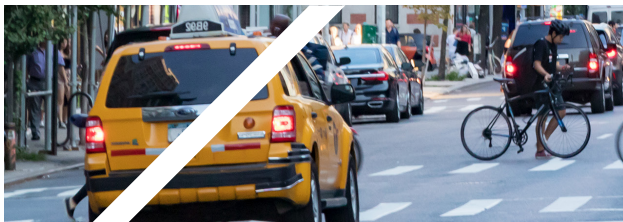


# ANNUAL REPORT 2022



The knowledge source for safe driving

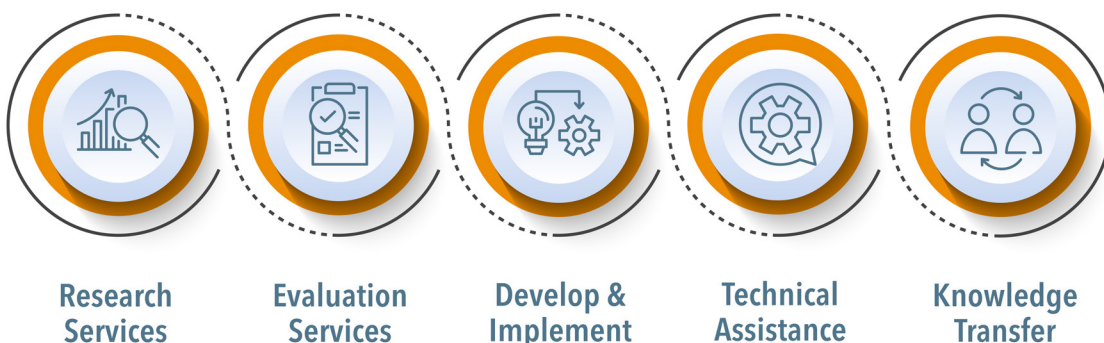




# ROAD SAFETY IS OUR LIFELONG COMMITMENT

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.

## Road Safety Solutions & Services



## TIRF launches Action2Zero Learning Centre Giving communities safe roads home

TIRF launched its [Action2Zero learning centre](#) created in partnership with [Desjardins](#). This web-based resource contains knowledge and tools to help communities assess road safety and implement a strategic road safety plan. The public health imperative behind comprehensive road safety strategies is clear: safe roads save lives, prevent injuries and encourage daily physical activity in the form of walking and biking.



Our Action2Zero learning centre supports the work of local governments and their road safety partners by helping them spend less time identifying problems and looking for solutions and more time implementing strategies to increase community safety.

**Robyn Robertson, President & CEO**

**ACTION2ZERO.TIRF.CA**

# 2022 PUBLIC RELATIONS



## Social engagement

**6,630**

TIRF/DIAD Twitter followers

**1,132**

TIRF/DIAD LinkedIn Followers



## Publicity value

**\$11,100,000**



## Media exposure

**23**

Countries

**1,195**

National media mentions



## Community engagement

**147**

Information & media requests

**18**

Webinars/Presentations

Security in the knowledge that every time we use the roads we will make it to our destination without incident is a fundamental goal irrespective of where we live. In other words, the safety of our roads affects everyone no matter our mode of transport, age, country or economic status. Regardless of whether these trips are made for pleasure, work or simply just for exercise, no one should be deterred from doing so on the basis that it may be unsafe.

This universality of road safety means the work of the Traffic Injury Research Foundation (TIRF) is incredibly important to the health and well-being of our social fabric. This shared concern is the foundation for Board engagement to support the immense contribution of this registered charity. The celebration of our 60<sup>th</sup> year is an opportune time to look back at the diverse representation of organizations that have lent their knowledge and expertise to support the innovative work emerging from TIRF since its inception. Board membership has spanned very diverse sectors, industries and disciplines clearly demonstrating that no matter who you are or what you do, we share a concern for our families, communities and colleagues as they use the roads.

Just a few examples of the many organizations that have been represented on the TIRF Board include the Insurance Bureau of Canada, the Ontario Chief Coroner's Office, the Retail Council of Canada, Thrifty Car Rental, Maritime Ontario Freight Lines Ltd., Canada Post, Temple Scott Associates, and Bank of Montreal.

As my term as chair comes to a close in 2022, I reflect on why I stepped up to support the work of TIRF. The reality is that the safety of our roads has profound implications for me, both professionally and personally every day. My employees, many of whom are professional drivers, spend an exorbitant amount of time moving goods from point A to point B in Canada and beyond. As an employer, I take the responsibility seriously for their safety and the safety of the communities through which they travel. I do this not only because of my concern but also the concern of their families and loved ones. Moreover, I've seen firsthand the value and impact of how TIRF's work contributes to that goal of them getting home safely, whether it's their research on driver education and training, their knowledge of impaired driving risks and prevention strategies or their ability to mobilize action to prevent speeding, distraction and fatigued driving.

As such, I've been proud to share my expertise with respect to business development, policy and regulatory environment and human resources to enable this charity to evolve and adapt and retain its leadership position on road safety. Similarly, other directors have contributed expertise with respect to marketing, finance, fundraising and governance to help TIRF navigate core policy issues. In this regard, the Board serves an important function in providing oversight and strategic direction to ensure TIRF achieves its mission.

During my time on the Board, I've had the pleasure of seeing the continued innovation and development TIRF has achieved as well as its impact that has made roads safe for all. The professionalism of the team at TIRF as well as the Board is a testament to the value it contributes daily.

If you are not yet familiar with the breadth and scope of the accomplishments of TIRF, I would urge you to take a closer look because I guarantee you'll find knowledge and solutions you can apply today.

We all have a role to play and our choices every day set the stage for the outcomes that will be achieved.

Sincerely,



Jim Thomson, Chair  
Chairman of the Board



**Jim Thomson**  
President & CEO  
Thomson Group of Companies

## Sense, Nonsense & Swiss Cheese: Automated Vehicles & Safety



TIRF #MySafeRoadHome blog  
Mar 7, 2022



**Robyn Robertson**  
President & CEO

**Kelly Bill fundraiser  
in memory of her  
husband, Chris Bill.**



In today's world, charities are more important than ever. In an era when more organizations are cutting costs and doing less in response to an uncertain and unpredictable economy, this leaves a tremendous gap in our social world. In these difficult times, an increasing number of communities and individuals turn to charities to sustain essential services and to make the difference between getting by and getting better.

Since TIRF was established in 1963, we have been dependent on donations, grants and contributions from diverse organizations to conduct necessary and lifesaving research to protect Canadians. Despite some tumultuous and unpredictable turns in the economy during the past 60 years, we remained steadfast. Our enduring existence is a testament to the significance, relevance, and value of our work.

Our research is vital to not only understand why problems exist (or persist) but also to the identification of solutions to prevent them. Our primary focus since our inception through to the 1990s has been high-quality and innovative research providing a fresh perspective on established road safety priorities. Some of our earliest work included the establishment of TIRF's National Fatality Database and our seminal publication on the Young Driver Paradox which set the stage for critical advances in impaired driving and young driver research. But research alone does not save lives.

Joining TIRF as a Research Assistant in 1999, I conducted a groundbreaking research series investigating gaps in the criminal justice system that enabled persistent impaired drivers to avoid detection, prosecution, sanctioning and supervision. As a criminologist, I valued the opportunity to work with thousands of US criminal justice professionals. This experience underscored the gap that existed between research and implementation. Upon appointment as President & CEO in 2006, I committed to the importance of engaging end users of our research to ensure it had a real-world impact.

During the past 23 years, I've had the pleasure of working with people who are motivated, dedicated, and passionate about making the world better. These individuals are crucial because they inspire others and bring skills, expertise and influence to put ideas in motion. This is not only how change happens but how it can be sustained, particularly in a world of competing problems and declining resources. At TIRF, we get to do this every day and the secret of our success is having the patience and tenacity to find the right people because they do exist in every organization.

Partnerships have been a hallmark of our work throughout our history but most notably in the past two decades. Examples of the incredible work accomplished include the learning made possible by our National Fatality Database with sponsorship from Desjardins and in collaboration with CCMTA, the completion of the five-year national action plan on distracted driving made possible with funding from Co-operators, as well as the kick-off of a new national action plan on impaired driving funded by Diageo North America. We joined forces with SGI most recently to spotlight distracted driving during a week of events with diverse groups demonstrating the power of collaboration.

Our work also transcends borders. TIRF teamed with Hasselt University in Belgium, Manitoba schools, with support from Urban Systems and Green Action Centre, to pilot Route2School, a crowdsourced app helping kids travel safely to school.

Across Canadian and US communities, we've brought together key stakeholders to build tools and tactics to implement the Safe System Approach and design road safety strategies with support from Desjardins and Anheuser-Busch. Communities suffer the greatest loss from road crashes. And while the economy surges and wanes, donations from organizations and individuals wanting to ensure their loss has meaning and prevent further harm are perennial. This tells us our work is not yet complete.

Our gratitude to all who have joined and supported us in our mission.

Sincerely,

*Robyn Robertson*

President & CEO  
Traffic Injury Research Foundation

# THE TIRF TEAM

## How do you produce so much good work across so many road safety issues?

The answer is simple, we have a terrific team environment where collaboration is key. I'm proud of all of our team members who each play a critical role in producing the high quality work that comes out of our organization each year.



## Board of Directors

### Chair

Mr. Jim Thomson  
President & CEO  
Thomson Group of Companies

### Vice Chair

Ms. Linda Regner Dykeman  
Chief Marketing Officer  
Canada at Hub International

### Past Chair

Mr. John O'Brien  
Chief Total Rewards Officer  
BMO Financial Group

### Treasurer

Mr. Luke Harford  
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Molson Coors

### Secretary

Ms. Robyn Robertson  
President & CEO  
Traffic Injury Research Foundation  
  
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Managing Partner & CEO  
CorbinPartners Inc.

Mr. Tim Shearman  
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Canadian Automobile Association

Mr. Drew E. Collier  
President, Corporate Services  
LGM Financial Services Inc.

Mr. David C. Adams  
President & CEO  
Global Automakers of Canada  
Toronto, ON

# TIRF DECADES ON THE ROAD

## Letters Patent:

Dated February 21, 1964  
Recorded March 3, 1964  
Reference No. 174982

1960s

TIRF Milestones: In 1963, TIRF was formed by the College of Physicians and Surgeons in response to the large number of patients coming to emergency rooms as a result of road crash involvement.

TIRF REPORTS

FEBRUARY 1977

ANALYSIS OF FATAL TRAFFIC CRASHES IN CANADA, 1974-1975  
FOCUS: THE IMPAIRED DRIVER

1970s

In 1973, TIRF created its National Fatality Database with funding from Health Canada to collect data from medical examiners and coroners and create a national picture of contributing factors in road crash fatalities, especially on the role of alcohol-impaired driving. It is a reliable source of information on the magnitude of the alcohol and drug fatal crash problem.

## AWARD OF MERIT

Is Hereby Presented to

Research Foundation of Canada, Or

and this 14th Day of November 1983, at San Juan, Pr

President, International Commi

1980s

In the 1980s, TIRF was recognized as a preeminent road safety research institute in Canada and globally.

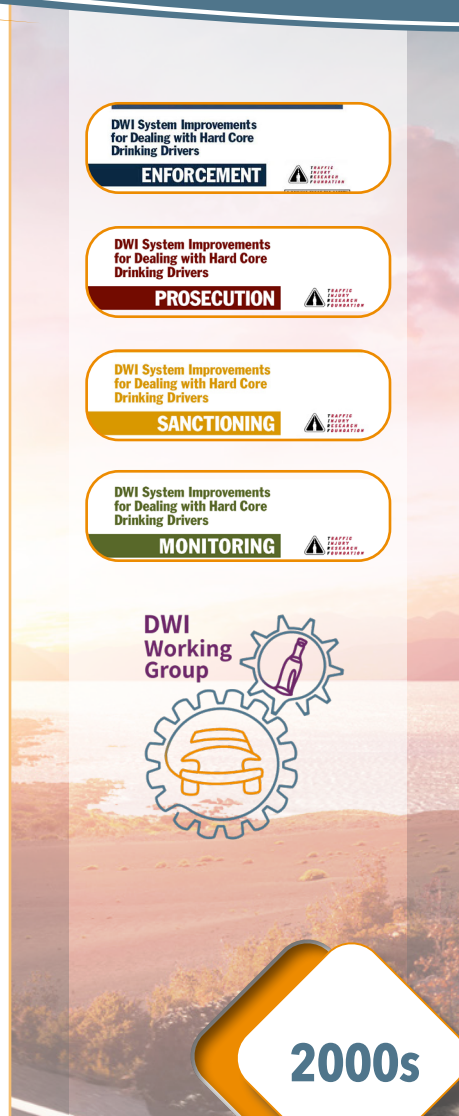
Our work on impaired drivers received an Award of Merit from the International Council on Alcohol, Drugs & Traffic Safety, and we conducted pioneering research on graduated driver licensing to reduce youth crash risk.

Notably, TIRF convened two pivotal international symposia on these issues in 1981 & 1983.



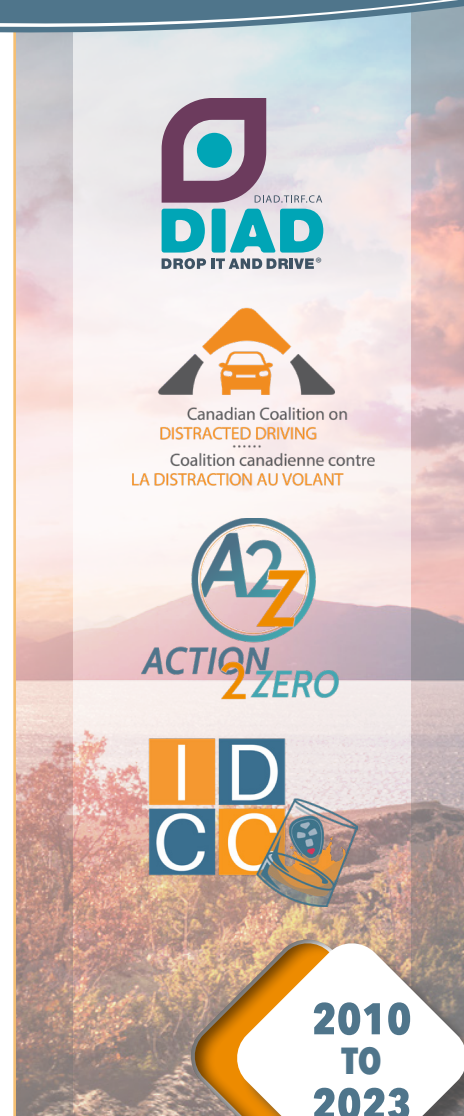
1990s

In the 1990s, TIRF's research identified the hard-core drunk driver profile and quantified their over-representation in crashes. It received an institutional Widmark Award for Outstanding Sustained and Meritorious Contribution to the field of alcohol, drugs and traffic safety that led to international standing and respect. TIRF also became recognized internationally for its research on graduated driver licensing, an important countermeasure to reduce young driver crashes.



2000s

TIRF conducted the first of its kind comprehensive, national review of the criminal justice system and the processing of persistent impaired drivers. The culmination of this series of reports resulted in the creation of TIRF's Working Group on DWI System Improvements.



2010  
TO  
2023

In the past 13 years, TIRF has focused heavily on sharing technical expertise to help organizations apply research in the real world. This has resulted in diverse partnerships that have expanded TIRF's impact across governments, industry, communities and other diverse sectors.

# CELEBRATING 60 YEARS OF PARTNERSHIP SUCCESS



ADEPT DRIVER®  
THE SCIENCE OF DRIVING



CCMTA • CCATM  
CANADIAN COUNCIL OF MOTOR TRANSPORT ADMINISTRATORS  
CONSEIL CANADIEN DES ADMINISTRATEURS EN TRANSPORT MOTORISÉ

  
*Anheuser-Busch*

neuron



ACS   
ALCOHOL COUNTERMEASURE SYSTEMS



Ontario   
MINISTRY OF TRANSPORTATION



 Natural Resources Canada

 BEER CANADA

 Transports Canada    Transport Canada



SGI 

 Manitoba Public Insurance    Société d'assurance publique du Manitoba

National Highway Traffic Safety Administration (NHTSA)



Sharing a common goal to make sure everyone gets home safely every day.

Thank you for your support.



## TIRF JOINS THE GLOBAL ALLIANCE OF NGOS FOR ROAD SAFETY

TIRF Canada is honoured to join over 300 member NGOs from more than 100 countries around the world. With fewer than 3,000 days left in the Decade of Action for Road Safety 2021-2030, every day is an opportunity to **REMEMBER. SUPPORT. ACT.**

**MEMBER OF THE**



**WWW.ROADSAFETYNGOS.ORG**

THANK YOU TO **HYDRO ONE & ITS EMPLOYEES** FOR THEIR SUPPORT OF RESEARCH & EDUCATIONAL PROGRAMS TO MAKE ROADS SAFER.



Your donations make it possible for TIRF to share road safety research and knowledge to encourage the implementation of proven strategies and prevent deaths and injuries on Canadian roads.



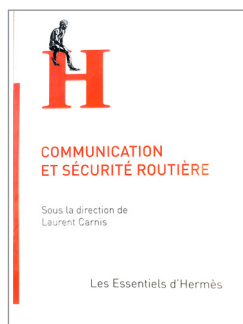
# | 2022 IN REVIEW

Since its inception in 1963, 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 2022.



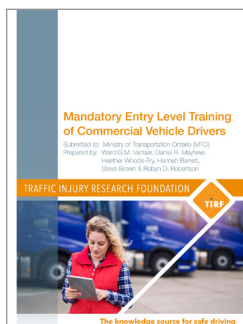
Road Safety Monitor 2021: Distracted Driving Attitudes & Practices (2022)  
[tirf.ca/download/rsm2021-distracted-driving-attitudes-practices-2004-2021](https://tirf.ca/download/rsm2021-distracted-driving-attitudes-practices-2004-2021)



Stratégie de communication sur les risques du cannabis (2021)  
 Communication et Sécurité Routière  
 Sous la direction de Laurent Carnis.  
 Les Essentiels d'Hermès. Paris



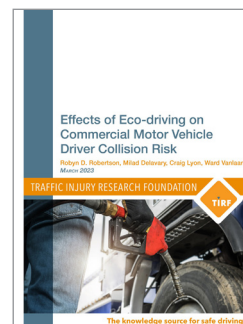
Road Safety Monitor 2022: Drinking & Driving in Canada (2022)  
[tirf.ca/download/rsm2022-drinking-driving-canada-2](https://tirf.ca/download/rsm2022-drinking-driving-canada-2)



Mandatory Entry Level Training of Commercial Vehicle Drivers (2023)  
[tirf.ca/projects/tirf-newly-licensed-elt-driver-final-survey](https://tirf.ca/projects/tirf-newly-licensed-elt-driver-final-survey)



Road Safety Monitor 2021: Micromobility in Canada (2022)  
[tirf.ca/download/rsm2021-micromobility-canada](https://tirf.ca/download/rsm2021-micromobility-canada)



Effects of Eco-driving on Commercial Motor Vehicle Driver Collision Risk (2023)  
<https://tirf.ca/download/eco-driving-cmv-driver-collision-risk>



# UPDATE ON TIRF PARTNERSHIPS & EDUCATION PROGRAMS

## New Road Safety Engineering Program

TIRF has launched a new engineering program led by Craig Lyon who serves as Director, Road Safety Engineering. Craig's research focus is on the application of advanced statistical analysis methods to investigate the effects of road infrastructure, drivers and administrative policies on safety, using both crash data and surrogate measures of safety. His work is well-known in Canada and the US, and he has worked for diverse governments and associations. Along with expanding TIRF's Action2Zero program to include an engineering component, the new program will assist agencies with guidance on implementing the Highway Safety Manual (HSM) methods for roadway safety management, supporting Vision Zero plans, and incorporating safety into long-range transportation system planning, programming, and policy development.



- > Highway Safety Manual | Guidance on implementing the Highway Safety Manual (HSM).
- > Vision Zero Emphasis Areas | Supporting Vision Zero plans by scientifically identifying the crash types to target and appropriate strategies to do so.
- > Safety Performance Functions (SPFs) | Development and validation of local SPFs or calibration of existing SPFs.
- > Network Screening | Identifying locations where crashes could be reduced through some intervention by applying the best methodology for the type, amount, and quality of data available.
- > Countermeasures | Diagnosis of contributing factors and appropriate countermeasures considering all modes of travel.
- > Countermeasure Evaluation | Evaluations of countermeasures considering all modes of travel, including active road users.
- > Identification of Site-Specific Expert Reviews | Critical reviews of research and educating diverse audiences.
- > Consideration of Safety in Planning | Incorporating safety prediction into long-range transportation system planning, programming, and policy development.

## New Road Safety Coalition

TIRF partnered with Diageo North America to establish the Impaired Driving Coalition of Canada (IDCC). The IDCC combines the knowledge and expertise of 22 member organizations, along with innovative educational resources to guide the development of a national action plan aimed at preventing impaired driving. An IDCC priority is to increase public awareness and help drivers recognize the risks associated with driving after drinking. The IDCC hosted its inaugural meeting in June and was followed by a hybrid in-person and virtual meeting hosted at Diageo Toronto headquarters in July. The IDCC developed a National Action Plan aimed at preventing impaired driving.



<https://tirf.ca/download/idcc-national-action-plan>

## DIAGEO



## New #MyDrivingMatters Parent/Teen Vodcast Series



TIRF in partnership with The Co-operators produced a national #MyDrivingMatters 'That was CLOSE!' vodcast series. Episodes

are conversational, engaging, and relatable to Canadian teens and their parents. Each episode features at least one guest expert sharing their knowledge and experience on several road safety topics. View the entire series on YouTube.

- > Speed & Distraction
- > Driver Education During a Pandemic
- > Keys to Success - Parental Involvement
- > Passing the Knowledge Test
- > Are you Ready to Drive?



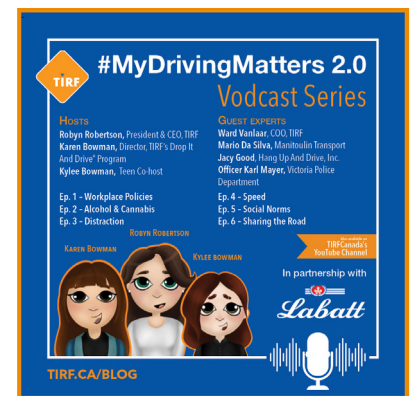
## New #MyDrivingMatters 2.0 Vodcast Series



TIRF in partnership with Labatt produced a six-part #MyDrivingMatters 2.0 vodcast series. Episodes in the series are structured to be 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. View the entire series on YouTube.

- > Workplace Policies
- > Alcohol & Cannabis
- > Distraction
- > Speed
- > Social Norms
- > Sharing the Road



## Ford Canada Driving Skills for Life Partnership



The 2022 Driving Skills for Life (DSFL) Canada program returned after being on hold for 2 years due to the pandemic. DSFL events were executed in Windsor (September 24-25) at the WFCU Centre and in Calgary (October 29-30) at the Calgary Police & Fire Training Facility.

The Ford program returned in 2022 with three behind-the-wheel driving modules through which newly-licensed drivers were taught essential driving skills in several key areas. Topics included hazard recognition/speed and space management, distracted driving and simulated impaired driving. Both events were 2-day programs with 2 sessions each day in Calgary and Windsor which were very well received. Feedback forms from participants showed they believed the program was informative, eye-opening and commented how much they have learned, even parents who had years of experience driving.

## Special Guests on Toronto Police Service Traffic Jam

The #TPSTrafficJAM vodcast/podcast with host PC Sean Shapiro featured TIRF discussing current trends, tips to stay safe on the road and answering questions.

March 28, 2022 | #TPSTrafficJAM S01E01 speaking with Robyn and Karen from TIRF.ca

April 1, 2022 | #TPSTrafficJAM S01E02 Distracted Driving with Robyn & Karen from TIRF.ca

July 23, 2022 | #TPSTrafficJAM S01E08 with TIRF Canada discussing Impaired Driving

November 14, 2022 | #TPSTrafficJAM S01E14 with TIRF Canada and the Private Motor Truck Council of Canada



The Traffic Services Unit of the Toronto Police Service is responsible for investigating collisions and enforcing the Highway Traffic Act all over the City of Toronto. They host livestreams and interviews with traffic safety partners which are seen on YouTube and other platforms but will be sharing audio only versions of our content here so that you can safely listen while you drive. Also available on Website, Apple Podcasts Pocket Casts, Castro, Overcast & RSS

## #MySafeRoadHome blog

TIRF's #MySafeRoadHome blog published posts in 2022 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:

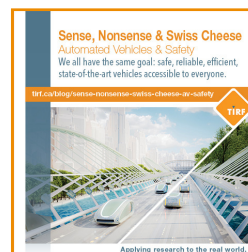
- > Sense, Nonsense & Swiss Cheese: Automated Vehicles & Safety
- > Don't let your treats trick you out of staying safe this Halloween
- > Driving in Canada
- > World Day of Remembrance for Road Traffic Victims - November 2022

[tirf.ca/blog](https://tirf.ca/blog)



TIRF's #MySafeRoadHome blog ranked 4<sup>th</sup> in the Top 20 Driving Safety Blogs and Websites to Follow in 2022.

[blog.feedspot.com/driving\\_safety\\_blogs](https://blog.feedspot.com/driving_safety_blogs)



# New Automated Vehicle (AV) Curriculum



TIRF partnered with Desjardins to create a series of educational fact sheets, available in English & French, answering important questions about automated vehicles, designed to inform educational efforts by many organizations and educational institutions. They were created based on the findings from two national surveys conducted by TIRF exploring the knowledge, attitudes, and practices of Canadians with respect to advanced driver assistance systems as well as semi- and fully automated vehicles. TIRF greatly appreciates the technical expertise shared by the [Global Automakers of Canada](#) to help inform these materials.

Fact sheet topics covered in the curriculum are:

- > Introduction to the Use of Automation in Vehicles
- > Overview of Automated Vehicle Technology
- > State of Automotive Vehicle Technology
- > Myths & Misconceptions About Automated Vehicles
- > Cybersecurity & Automated Vehicles
- > Essential vs Non-Essential ADAS
- > The Hand-Over Concept
- > Implications of Automated Vehicle Technology
- > Potential Benefits & Limitations of Automated Vehicles

[brainonboard.ca/av-curriculum](http://brainonboard.ca/av-curriculum)



# Working Group on DWI System Improvements

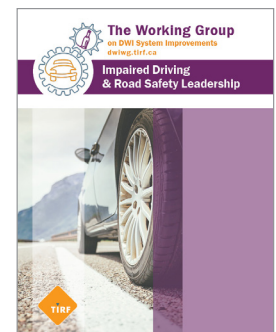


TIRF released the proceedings *Impaired Driving & Road Safety Leadership* from the 17th and 18th Annual Meetings of the DWI Working Group on System Improvements, Impaired Driving & Road Safety Leadership. The objective of these meetings was to explore the link between impaired driving and other high-risk driving behaviors. It also examines the potential implications that the COVID-19 pandemic, combined with continuing declines in traffic enforcement, may have on road safety. Key topics discussed during these meetings included perceived challenges related to:

- > the prevention of road fatalities and injuries;
- > the equitable enforcement of traffic laws; and,
- > justice system responses to those violations.

These proceedings describe strategies to help refocus and reprioritize enforcement, prevention, and intervention initiatives with a particular emphasis on impaired driving and related risks. This report was created to inspire and renew political and agency leadership at all levels to address risky and impaired driving. More generally, this report also supports NHTSA's National Roadway Safety Strategy to eliminate fatal and serious traffic injuries.. Visit [www.dwiwg.tirf.ca](http://www.dwiwg.tirf.ca).

[tirf.ca/download/dwiwg-2020-impaired-driving-road-safety-leadership](http://tirf.ca/download/dwiwg-2020-impaired-driving-road-safety-leadership)



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 youth Drop It And Drive® presentations across Ottawa for National Teen Driver Safety Week, in partnership with Safer Roads Ottawa along with special guest PC Sean Shapiro, [Toronto Police Service](#) (@VoiceOverCop & @TrafficServices).
- > In partnership with [Saskatchewan Government Insurance](#) and with support and participation from [Toronto Police Service](#), delivered a series of Drop It And Drive® youth, community and workplace presentations and events during Distracted Driving Awareness Week, across Regina and Saskatoon. The presentation team included Karen Bowman, TIRF Director, Communications & Programs; Kylee Bowman, TIRF Lead, Youth Advisor Program; Cst. Sean Shapiro, [Toronto Police Service](#) (@VoiceoverCop) & Robyn Robertson, TIRF President & CEO.



## New Educational Factsheets

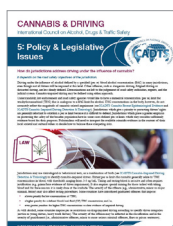
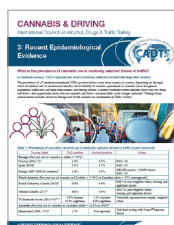
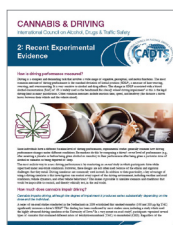
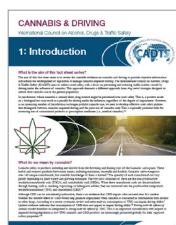


TIRF co-chaired an International Council on Alcohol, Drugs & Traffic Safety (ICADTS) working group in partnership with Maastricht University and Swinburne

University to create a series of factsheets summarizing the latest research about cannabis-impaired driving to help inform policymakers across countries.

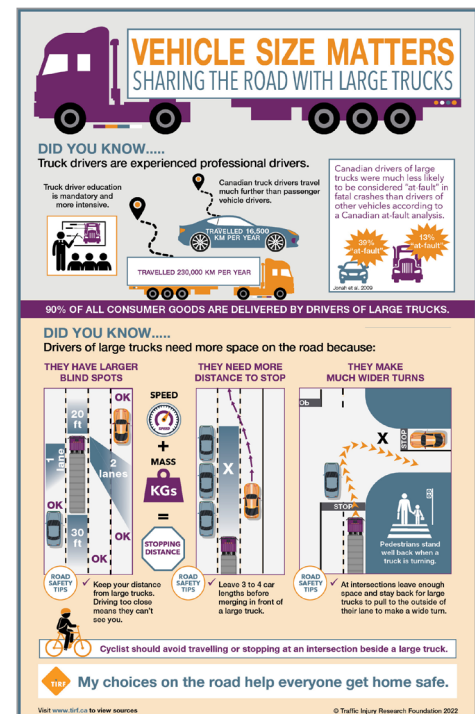
- 1 | Introduction
- 2 | Recent Experimental Evidence
- 3 | Recent Epidemiological Evidence
- 4 | Impaired Driving Detection & Toxicology
- 5 | Policy and Legislative Issues
- 6 | Medicinal Cannabis & Novel Psychoactive Substances

[www.icadtsinternational.com/Fact-Sheets](http://www.icadtsinternational.com/Fact-Sheets)



## New Educational Infographic

Vehicle Size Matters - Sharing the Road with Large Trucks Infographic



[tirf.ca/download/sharing-road-large-trucks-infographic](http://tirf.ca/download/sharing-road-large-trucks-infographic)

# 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



ALCOHOL COUNTERMEASURE SYSTEMS



Anheuser-Busch

SMART  
START®



Intoxalock®  
IGNITION INTERLOCK

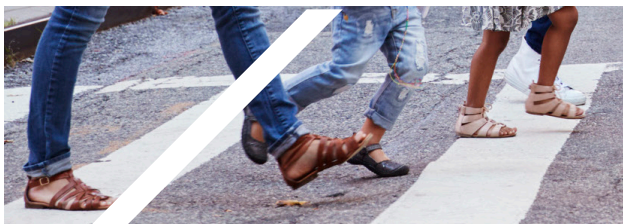
co-operators®  
Investing in your future. Together.™

## Associations & NFPs



CCMTA • CCATM  
CANADIAN COUNCIL OF MOTOR TRANSPORT ADMINISTRATORS  
CONSEIL CANADIEN DES ADMINISTRATEURS EN TRANSPORT MOTORISÉ





## YOUR DONATIONS MAKE REAL WORLD IMPACT

### Contributions supported TIRF's charitable services in 2022

- > TIRF staff presented its Action2Zero community assessment program to the Transportation Association of Canada (TAC) to showcase how engineers and road safety planners can collaborate with other community stakeholders to develop strategic road safety plans.
- > TIRF summarized the research literature regarding the effectiveness of advanced exit tests for young driver programs to assist the Association of Alberta Registry Agents in providing input into proposed changes to eliminate the exit test in Alberta.
- > TIRF & DIAD participated in a young driver podcast with Anne Marie Hays, Teens Learn to Drive podcast. [#MyDrivingMatters](#) | [That was CLOSE! Passing the Knowledge Test.](#)
- > TIRF's Drop It And Drive® program was delivered to key stakeholders in Regina and Saskatoon during a weeklong Distracted Driving Awareness week organized with support from Saskatchewan Government Insurance. Audiences reached included primary, elementary, secondary and post-secondary schools, police and prosecution services, policymakers, and the trucking industry.
- > The TIRF website was redesigned and re-launched with a modern, intuitive design to help users locate relevant content more efficiently and to enhance the visibility and accessibility of TIRF's research and programs.
- > TIRF staff was a member of an investigation into e-bike fatalities lead by the Fatal Collision Review Committee in Ottawa, Ontario.

### Donors

TIRF gratefully acknowledges the many concerned companies, associations and governments whose contributions in 2022 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



#### Silver



#### Bronze

BMO Financial Group

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



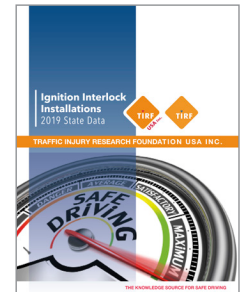
## New TIRF USA study on ignition interlocks in the United States



TIRF USA in partnership with the Association of Ignition Interlock Program Administrators (AIIPA), and TIRF Canada released Ignition Interlock Installations: 2019 State Data. This study is based on 2019 interlock installation data collected from state agencies

in the US. It provides a benchmark for state ignition interlock program administrators and impaired driving stakeholders to measure interlock usage and growth in interlock programs.

[turf.us/download/ignition-interlock-installations-2019-state-data](https://turf.us/download/ignition-interlock-installations-2019-state-data)



## Road Safety Monitor: Alcohol-Impaired Driving & COVID-19 in the United States, 2022



TIRF USA, in partnership with TIRF in Canada and with sponsorship from the [Anheuser-Busch Foundation](#), released the eighth annual Road Safety Monitor (RSM) on alcohol-impaired driving. The percentage of respondents reporting driving when they thought they were over the legal limit in the last 12 months decreased from

22.5% in 2021 to 19.6% in 2022. In addition, persons reporting driving impaired often or very often also decreased significantly in 2022 to 9.7% compared to 12.3% in 2021. This decline is promising and suggests a similar decrease in alcohol-related fatalities may potentially follow it.

[turf.us/download/turfusa-rsm-2022-alcohol-impaired-driving-covid-19](https://turf.us/download/turfusa-rsm-2022-alcohol-impaired-driving-covid-19)



## Nevada Technical Assistance

In 2022 as part of the cooperative agreement with NHTSA, TIRF USA provided technical assistance to Nevada. TIRF joined the Nevada Consortium on DUI Curriculum to provide assistance in reviewing and improving their first time DUI offender education curriculum. Best practices from other states were examined for curriculum selection and efficacy, standards for education providers, remote access, access issues (i.e., affordability), and instructor training certification.

## Jurisdictional Grants

TIRF, with funding from NHTSA, provided grants to 11 states that allowed them to make improvements to their ignition interlock (IID) efforts. Individual grants were used to enhance information systems, improve responses to impaired driving offenders, increase the use of IIDs, and provide training to system professionals. The project was successful although challenged by responses to COVID-19.



Estimated actual reach of the number of people who have seen our content during 2022: 30,030,000



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 1,195 times in 2022.

## Real world impact

### Why Isn't There a Canadian Traffic Safety Crisis July 1, 2022



Excerpt: Robyn Robertson is the CEO of the Ottawa-based Traffic Injury Research Foundation, and she has worked on traffic safety issues on both sides of the US-Canada border. She noticed a sharp split in the two countries' attitudes toward camera enforcement: "The pushback is much stronger in the US than in Canada," she said. "If you look at the survey data, in Canada there is a lot of support."

[www.bloomberg.com/news/articles/2022-07-01/why-canada-isn-t-having-a-traffic-safety-crisis](https://www.bloomberg.com/news/articles/2022-07-01/why-canada-isn-t-having-a-traffic-safety-crisis)

### With times a little tight, are winter tires worth it? November 21, 2022



Excerpt: At normal driving speeds, a car with winter tires needs about 6.4 metres to stop compared with 12.1 metres for a car with all-season tires, according to the Traffic Injury Research Foundation (TIRF), an Ottawa-based not-for-profit focused on road safety.

[www.theglobeandmail.com/drive/culture/article-with-times-a-little-tight-are-winter-tires-worth-it/](https://www.theglobeandmail.com/drive/culture/article-with-times-a-little-tight-are-winter-tires-worth-it/)

# 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](http://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.

[tirf.ca/diad](http://tirf.ca/diad)



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](http://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](http://brainonboard.ca)



Wildlife Roadsharing  
Resource Centre

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.

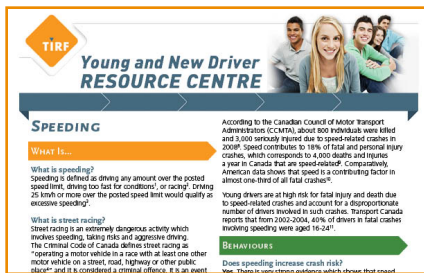
[wildliferoadsharing.tirf.ca](http://wildliferoadsharing.tirf.ca)



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](http://sobersmartdriving.tirf.ca)

## Brand refresh underway



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](http://yndrc.tirf.ca)



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](http://aicp.tirf.ca)



GDL Framework  
Safety Center

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](http://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, 2022
- > 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, 2022 (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, June 23<sup>rd</sup>, 2023

# Traffic Injury Research Foundation

## Summary Statement of Financial Position December 31, 2022, with comparative information for 2021

	2022	2021
<b>Assets</b>		
Current assets:		
Cash	\$ 881,596	\$ 648,672
Accounts receivable	439,652	362,945
Prepaid expenses	96,599	31,891
	1,417,847	1,043,508
Capital assets	28,947	31,786
Intangible assets	30,905	8,140
	<b>\$ 1,477,699</b>	<b>\$ 1,083,434</b>
<b>Liabilities and Net Assets</b>		
Current liabilities:		
Accounts payable and accrued liabilities	\$248,572	\$78,329
Deferred revenue	222,735	241,850
Current portion of obligations under capital lease	5,800	5,800
Current portion of long-term debt	36,909	35,049
Funds held in trust		32,484
	514,016	393,512
Obligations under capital lease	7,250	13,050
Deferred government grant		1,860
	521,266	408,422
Net assets:		
Unrestricted	683,221	505,602
Internally restricted research reserve fund	226,410	148,334
Invested in tangible capital and intangible assets	46,802	21,076
	956,433	675,012
	<b>\$ 1,477,699</b>	<b>\$ 1,083,434</b>

See accompanying notes to summary financial statements.

# Traffic Injury Research Foundation

## Summary Statement of Operations and Net Assets Year ended December 31, 2022, with comparative information for 2021

	2022	2021
<b>Revenue</b>		
Project contributions	\$ 1,964,143	\$ 1,546,215
Government grants	30,000	45,000
Donations:		
Industry	44,714	53,477
Associations	33,552	26,000
Other	44,315	3,611
Fees and honoraria	3,441	1,125
Other Income	79,108	45,849
	<b>2,199,273</b>	<b>1,721,277</b>
<b>Expenses</b>		
Research:		
Project	925,411	811,377
Development	157,428	139,326
Administration	572,354	427,230
Promotion	262,659	150,942
	<b>1,917,852</b>	<b>1,528,875</b>
Excess of revenue over expenses	281,421	192,402
Net assets, beginning of year	675,012	482,610
<b>Net assets, end of year</b>	<b>\$ 956,433</b>	<b>\$ 675,012</b>

See accompanying notes to summary financial statements.

# Traffic Injury Research Foundation

## Notes to Summary Financial Statements Year ended December 31, 2022

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, 2022.

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.

# TRAFFIC INJURY RESEARCH FOUNDATION

## CELEBRATING

# 60

## YEARS OF ROAD SAFETY

Looking back | Moving forward



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