

THE KNOWLEDGE SOURCE
FOR SAFE DRIVING

ANNUAL REPORT 2023

TRAFFIC INJURY RESEARCH FOUNDATION

TIRF





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



Road Safety Bulletin



TIRF's new Road Safety Bulletin describes the prevalence and recent trends in distracted driving on Canadian roads and examines changes in distracted driving penalties. It also explores the potential impact of escalating penalties on society and human behaviour using the proportionality principle. The potential of alternative strategies such as well-designed awareness and education programs to help shift attitudes and behaviours is explored along with the potential of harnessing social norms.

Download the report:

- > [Distracted Driving Policy: A Criminal Justice Perspective on Penalties](#)

Blackfeet Nation & East End District of Houston Partnership

Using the Action2Zero tool, the **Blackfeet Nation** and **East End District of Houston** successfully applied for the Safe Streets and Roads for All (SS4A) grant funds from the U.S. Department of Transportation. The application emphasized work to be done in areas Action2Zero results highlighted as needing improvement. Efforts to improve these areas are being made with funding from the SS4A grant. Further, a follow up use of Action2Zero will be used to assess progress made.



2023 Public relations



Social engagement

32.6 million

Impressions



Publicity value

\$43 million



Media exposure

15

Countries

724

National media mentions



Community engagement

154

Information & media requests

51

Webinars/Presentations



Ms. Linda Regner Dykeman Chief Marketing Officer, Canada, HUB International

The safety of Canadian roads has a direct and immediate impact on the health of all Canadians. In 2020, Transport Canada estimated the social cost of road crashes annually, including human and other costs, at \$36 billion. This translates into \$99 million every single day. Communities large and small absorb the greatest costs resulting from the deaths of family, friends, neighbours and colleagues, while first responders and health care systems struggle under the weight of these losses trying to put the pieces back together.

These harms also have substantial negative consequences for the economy as the most valuable resources for employers, in the form of skilled and knowledgeable workers, must be re-assigned, re-trained, or replaced entirely, either temporarily or permanently. Road fatalities and injuries mean lost productivity may also have ramifications for insurance costs.

For these reasons, the TIRF Board of Directors and its staff are personally committed to tackling priority road safety concerns. For more than six decades, TIRF has been instrumental in increasing understanding of road safety priorities and shaping policy and program decisions with its innovative research. Of equal importance, this registered charity has worked closely with frontline practitioners in many sectors and countries to help them leverage the latest knowledge to implement evidence-based strategies.

During the past few years, TIRF's work has continued to evolve by demonstrating the ways in which road safety is intimately linked to broader social issues such as Canada's supply chain and the driver hiring shortage, workforce health, the environment, artificial intelligence and technological innovation, the global pandemic, and immigration. In other words, today, road safety is relevant beyond traditional stakeholders and disciplines. It touches the lives of all Canadians, irrespective of age, geography, mode of transport, education, social status, employment, or beliefs.

The risks on our roads remain real as speed, distraction, fatigue, and impairment are commonplace daily along with myriad other potential threats. While substantial progress has been achieved to better protect all road users, much work remains. Of greater concern, the impact of the COVID-19 pandemic clearly demonstrated how quickly these gains can be lost.

TIRF's role in road safety transcends research and policymaking; it is a catalyst for change that impacts every Canadian's daily life. By fostering partnerships and disseminating knowledge, TIRF not only addresses immediate road safety concerns but also influences broader societal challenges. TIRF's work ensures that road safety remains a critical component of national discussions on public health, economic stability, and technological advancements. Through its commitment to innovation and collaboration, TIRF helps create safer, more resilient communities, making a tangible difference in the lives of Canadians.

The Board of Directors is proud and excited to be a part of TIRF's work because road safety is personal to all of us. This is also why TIRF has committed to expanding the availability of its French language resources, developing road safety curricula for school children, and working closely with international partners to track road safety trends and support cutting edge research initiatives in other countries. These collaborative strategies facilitate the sharing of knowledge across broader audiences which is how we can accelerate progress reducing road crashes.

I encourage industry leaders to consider how safer roads can benefit all Canadians and reach out to TIRF staff to find ways to make this happen. In the same vein, I also encourage all organizations to consider how a donation to TIRF can support its incredible work and help reduce the social costs of crashes by making a real-world difference.

Sincerely,

Linda Regner Dykeman, Chair
Chairman of the Board

Robyn Robertson

President & CEO, Traffic Injury Research Foundation



The landscape of road safety has changed tremendously in the past four decades. In the 1980s when my brother, sister and I were learning to drive, road designs were simpler, and driver education focused on a few top risks including non-use of seatbelts, speeding and alcohol impairment. Of course, growing up in Wawa, Ontario, the daily presence of moose, bear and deer meant wildlife also made the list. These issues comprised the greatest risk factors irrespective of jurisdiction and they had been studied extensively. Solutions to reduce these risks typically included the passage of laws designed to reduce risk-taking, and they were strongly enforced, often in tandem with educational campaigns.

Fast forward to 2023, and the road safety environment has changed dramatically. While non-use of seatbelts, speeding and alcohol impairment remain pressing problems, these issues now compete with other risks which are certainly prevalent, but less well-understood, including distraction, fatigue and drug impairment. In addition, vehicle types encountered on the road have changed substantially as has their size. Commercial motor vehicles carry longer and heavier loads; trucks, SUVs and more advanced vehicles are pervasive. At the other end of the spectrum, there are smaller, electric and hybrid vehicles, e-bikes, scooters, and other two-wheeled devices.

At the same time, our population and its diversity have grown, along with the number of licensed drivers and congestion on our roads. This has important implications for how we address road safety. First, police services have less time and resources to devote to individual road risks, yet enforcement of traffic laws is essential to deter risk-taking. Second, messaging about these risks is more challenging because the science of quantifying them is less clear-cut. So, not only are there more messages vying for the attention of audiences, but well-informed strategies are needed to reach adult, experienced drivers with information about emerging risks. There is no sure way to keep drivers informed about new countermeasures and technologies, or more complex road designs.

This is why the work we do at TIRF is so important. We undertake innovative projects each year to study these risks and develop tools and strategies to mitigate them. This work is then used to help fill knowledge gaps, create free and easily accessible resources and tools, and educate road users on ways to reduce risk, stay safe, and speak up about why they make these choices to positively influence others.

In 2023, we tackled a host of issues including quantifying the safety benefits of fuel-efficient driving in Canada and evaluating the effects of automated speed enforcement in Rwanda. We explored the potential benefits of digital cognitive screening tools for drivers as well as the potential risks of implementing cannabis consumption spaces in Canada. TIRF was also proud to lead a national impaired driving coalition in Canada, a national distracted driving coalition in the United States, and host an international alcohol interlock symposium in Norway. This work was completed in conjunction with many longstanding TIRF projects including collecting national fatality data and conducting an annual road safety poll on priority topics.

There is no doubt that our work has a real-world impact and affects change because we see it every day in conversations all our staff have with neighbours, employers, governments, professionals, community members and even strangers in airports. Simple conversations invariably lead to relating a personal experience and questions about how and why some behaviours are risky, and the best ways to stay safe. Whether parents are considering letting their child walk to school, a teen is learning to drive, vehicles are speeding through your local neighbourhood, or there are worries about an aging parent driving, we all share a concern for safe roads.

If you think having safe roads to ensure we all make it home isn't one of Canada's most relevant and pressing issues, I encourage you to take another look. I guarantee our work will hit home.

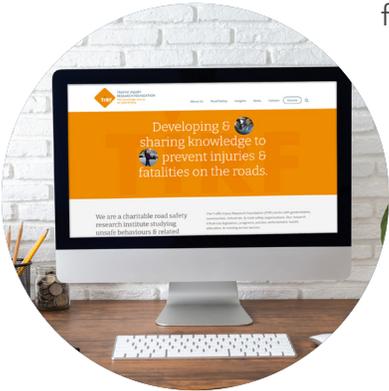
Sincerely,

A handwritten signature in blue ink that reads "Robyn Robertson". The signature is fluid and cursive.

President & CEO
Traffic Injury Research Foundation



TIRF launched a redesigned website, with more intuitive navigation. It is now easier for Canadians, communities and stakeholders to find topics and resources to make roads safe. Highlights include:



The new **Road Safety** main menu section organizes issues under major topics including Road Users, Behaviours and Solutions.

TIRF's #MySafeRoadHome blog posts, #MyDrivingMatters vodcasts, #TPStrafficeJAM shows featuring TIRF and our episodes are all located in the new **Insights** section.

TIRF's award-winning Drop It And Drive® education program for workplaces, youth and communities is now housed within TIRF.ca and can also be accessed using DroplItAndDrive.com, DroplItAndDrive.org or diad.tirf.ca.

Welcome to TIRF

Ousseynou Tall, M.Sc, Director, Community Partnerships

Ousseynou earned his Master's and bachelor's degrees in Geography and Urban Planning from the faculty of Human Science of the Université de Provence Aix-Marseille I in France. He also has a post-graduate Diploma in Territorial Planning from the faculty of Human Science at the Université du Québec in Montréal.

Ousseynou has extensive experience in the transportation sector, including infrastructure planning and road building inspection as well as railway projects.



Board of Directors

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Global Automakers of Canada

Mr. CJ Hélie
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Beer Canada



Action2Zero



Action vers Zéro is live!

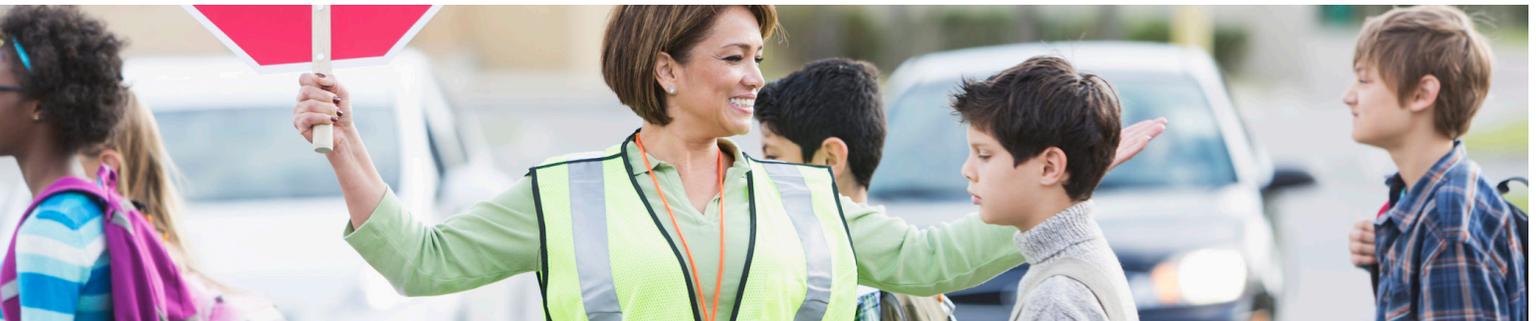
TIRF's **Action2Zero Learning Centre**, in partnership with Desjardins, is now fully bilingual. The entire website and the community safety assessment tools are available in **English** and **French**.

actionverszero.ca

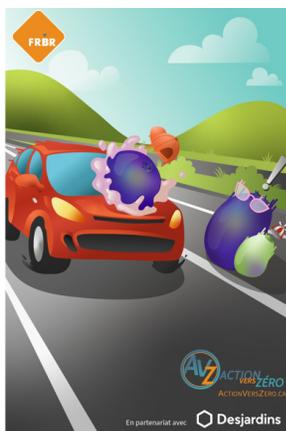


TIRF's visit with Lanoraie, Quebec

In October of 2023 TIRF's staff worked with the local government of Lanoraie, Quebec to talk to young people of all ages as well as crossing guards about the fundamentals of road safety as part of their Action2Zero program, funded by Desjardins.



Action vers Zéro partners with Lanoraie, Quebec for blueberry farm road safety campaign



Following TIRF's successful visit to Lanoraie, Quebec, for Action vers Zéro, TIRF's support was sought for a road safety campaign in partnership with a blueberry farm alongside the highway. The municipality of Lanoraie has a busy blueberry farm which is frequented by guests speaking a multitude of languages. So, the signage needed to be visual only (no text), engaging and with a clear safety message for drivers travelling on the highway adjacent to the blueberry farm to watch for pedestrians and to remind blueberry pickers to cross the highway safely.

We engaged the artistic talents of TIRF's Youth Advisor Program Lead, **Kylee Bowman**, to produce the design. Lanoraie is a progressive community and enthusiastically decided on this design which best demonstrates the risks when drivers aren't paying attention and also encourages the blueberry pickers to be extra vigilant.

Update on TIRF partnerships & education programs

Study with Natural Resources Canada

TIRF released **Effects of Eco-driving on Commercial Motor Vehicle Driver Collision Risk**, reporting the results from a 2022 study conducted with funding from **Natural Resources Canada**. The study explored whether adopting an eco-driving style reduces crash risk and leads to savings in the operational costs of transportation companies.



Natural Resources
Canada

Ressources naturelles
Canada



Four commercial companies participated in the study which included 2,604 drivers and 341,391,038 kilometres of driving exposure. Most companies in the study utilized in-vehicle technology to measure driver performance. The literature reviewed in the study showed that eco-driving can lead to fuel cost savings of up to 15%. Additionally, the use of an in-vehicle monitoring system which provides real-time feedback to drivers can significantly reduce the risk of traffic collisions.

Visit the project page to download *Effects of Eco-driving on Commercial Motor Vehicle Driver Collision Risk* and *Quantifying the Benefits of Eco-Driving for Transportation Employers*, available in English & French: turf.ca/projects/fuel-efficient-driving-collision-risk

Study with Ministry of Transportation in Ontario

TIRF on behalf of the **Ministry of Transportation in Ontario (MTO)** conducted a study to examine a digital cognitive screening tool that may be used in existing MTO programs to improve road safety in Ontario.



TIRF hosted the Alcohol Interlock Symposium in Oslo, Norway

The theme of the symposium was *Technology Saving Lives*. Primarily focused on Europe, panel discussions addressed the latest developments on the priorities of practitioners in relation to program development, new research, technological advances, including a look at the current environment surrounding interlock legislation and policy.



Impaired Driving Coalition of Canada resources



TIRF's **Impaired Driving Coalition of Canada (IDCC)** in partnership with **Diageo North America** released new fact sheets that offer targeted information and strategies to address impaired driving, with a focus on raising awareness. Individuals, communities, and organizations across Canada can utilize these resources to make informed decisions and contribute to the collective effort to prevent impaired driving.

Download the fact sheets:

- > **Fatal Collision Review Committee Overview**
- > **10-step Guide to Form a Fatal Collision Review Committee**
- > **Using Social Media to Strengthen Initiatives**
- > **Using Technology to Increase Community Awareness About Impaired Driving**



IDCC educational vodcast series

Hosted by PC Sean Shapiro, Toronto Police Service, members of the Impaired Driving Coalition of Canada, sponsored by **Diageo Canada**, participated in a Q&A vodcast to answer common questions and bust some myths about impaired driving guest expert sharing their knowledge and experience on several road safety.

View vodcasts with special guests:

- > **Mike Millian | President, Private Motor Truck Council of Canada**
- > **CJ Hélie | President, Beer Canada**
- > **Ariel Simms | Traffic Safety Coordinator, Saskatchewan Government Insurance**
- > **Robert Ghiz | President & CEO, Canadian Telecommunications Association**
- > **Jodi Rumble | General Manager, Diageo Canada**
- > **Michael Stewart | Community Relations Consultant, CAA**

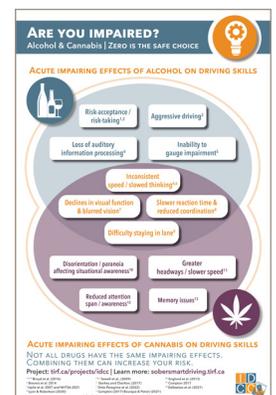


IDCC fact sheet & poster

The Impaired Driving Coalition of Canada (IDCC) released a new fact sheet and poster to increase public awareness about the different impairing effects of alcohol and cannabis and summarizing the impaired driving risks specifically for younger drivers.

Download the fact sheet & poster:

- > **Alcohol, Other Drugs & Driving: Know the Facts**
- > **Are you impaired? Zero is the safe choice poster**



TIRF released, *Road Safety Monitor 2023: Drinking & Driving in Canada*, with sponsorship from Beer Canada and **Desjardins Insurance**. This new fact sheet examines current beliefs, attitudes and practices related to drinking and driving in Canada. It considers them in the context of recent trends in alcohol-related fatal crashes using TIRF's National Fatality Database which is current up to 2021; the most recent year for which data are available.



Download report:

- > [Road Safety Monitor 2023: Drinking & Driving in Canada](#)
- > [Sondage sur la sécurité routière 2023 : L'alcool au volant au Canada](#)

TIRF fact sheets

TIRF released *Drug Use in Fatal Collisions | 2000 - 2020 & Distraction-Related Fatal Collisions | 2000-2020* with sponsorship from **Desjardins**. Both fact sheets examine the magnitude and trends associated with drugs and distraction, respectively, in motor vehicle fatalities in Canada from 2000 to 2020.



Download the reports:

- > [Drug Use in Fatal Collisions: 2000-2020](#)
- > [Collisions mortelles liées à la consommation de drogues : 2000-2020](#)
- > [Distraction-Related Fatal Collisions: 2000-2020](#)
- > [Collisions mortelles causées par la distraction : 2000-2020](#)



Wildlife-vehicle collisions fact sheet

TIRF released *Wildlife-Vehicle Collisions in Canada, 2000-2020* made possible by sponsorship from **Desjardins Insurance**. It examines the magnitude, characteristics and trends related to motor vehicle fatalities involving wildlife collisions in Canada from 2000 to 2020.



Download fact sheet:

- > [Wildlife-Vehicle Collisions in Canada | 2000-2020](#)
- > [Les collisions entre véhicules et animaux sauvages au Canada | 2000-2020](#)



Working Group on DWI System Improvements



TIRF released a new publication from the 19th Annual Meeting of the Working Group on DWI System Improvements, funded by **Anheuser-Busch**. This fact sheet was developed to help communities collect and analyze data and information to guide decision-making about impaired driving strategies aligned with the Safe System Approach (SSA). Visit www.dwiwg.tirf.ca

Download: **Using Data to Build Road Safety Strategies Impaired Driving & the Safe System Approach Webinar**



This webinar aims to help criminal justice professionals orient their work in the impaired driving system and understand how their priorities fit within a road safety strategy based on the SSA.

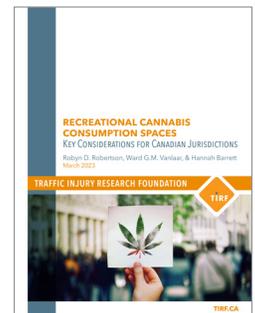
Report on recreational cannabis consumption spaces

This report, with support from the **Canada Safety Council** and **arrive alive DRIVE SOBER®**, summarizes important public safety risks that warrant careful consideration to inform decision-making as this issue emerges. It describes needed measures to mitigate foreseeable harms and ensure adequate training and prevention strategies are developed and operationalized in advance of moving forward, even in a limited fashion.



Download the report:

> **Recreational Cannabis Consumption Spaces: Key Considerations for Canadian Jurisdictions**



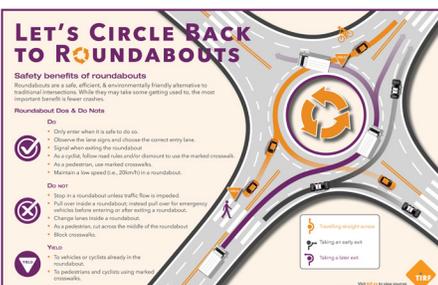
TIRF & the Toronto Police Service partnered to create TIRF TiPS

The TIRF TiPS vodcast/podcast series with host PC Sean Shapiro featured TIRF's President & CEO or senior staff discussing current trends, tips to stay safe on the road and answering common traffic safety questions.



- > **April 12, 2023 | TIRF TiPS - Why Are Young People Waiting Longer to Get Their Licence? with Toronto Police Constable Sean Shapiro and Robyn Robertson, President & CEO, TIRF**
- > **June 14, 2023 | TIRF TiPS episode 3 - Roundabouts with Toronto Police Constable Sean Shapiro and Craig Lyon, Director, Road Safety Engineering, TIRF**
- > **Sept 27, 2023 | TIRF TiPS episode 4 - Back-to-School and Back-to-Basics with Toronto Police Constable Sean Shapiro and Robyn Robertson, President & CEO, TIRF**

Educational infographic on roundabouts



Download infographic: **Let's circle back & discuss roundabouts**

Despite their many advantages, roundabouts can take some getting used to, and there are some common misconceptions about how they work. Overall, roundabouts are a safe, efficient, and environmentally friendly alternative to traditional intersections and are likely to become increasingly common as traffic planners continue to prioritize safety and sustainability in their designs.

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.
- > Compiled feedback from youth to begin development of a new curriculum for school-aged audiences, in collaboration with TIRF's Lead, Youth Advisor Program.

#MySafeRoadHome blog

TIRF's 2023 **#MySafeRoadHome blog** posts 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:

- > **Safeguarding the Road: Tips to Avoid Wildlife Collisions in Fall & Winter**
- > **Remember. Support. Act. on World Day of Remembrance for Road Traffic Victims ... and every day**
- > **Vehicle Size Matters: Staying focused when sharing the road with large trucks**
- > **Back to school means back to basics whether you walk, ride, cycle or drive**
- > **Let's Make our Supply Chain Cheaper & Safer**
- > **Let's circle back & discuss roundabouts**
- > **Is getting your driver's licence still a rite of passage for new generations of young drivers?**

TIRF's **#MySafeRoadHome blog** ranked 3rd in the **Top 15 Driving Safety Blogs and Websites to Follow** in 2023. blog.feedspot.com/driving_safety_blogs



Project partners & sponsors

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

Government



Blackfeet Nation

East End District of Houston

Corporate



Associations & NFPs



The World Bank





Your donations
make real world impact

Contributions supported TIRF's charitable services in 2023

- > Presented TIRF's Knowledge Transfer Model and experiences with implementation science to the Transportation Research Board for the National Academy of Sciences, Committee on Transitioning Evidenced-Based Road Safety Research into Practice
- > Summarized research about advanced exit tests for young drivers in response to a proposal from Alberta Transportation to eliminate exit tests. This work was shared with the Alberta Advanced Road Test for the Association of Alberta Registry Agents & RoadSafetyBC.
- > Reviewed a policy research paper about alcohol policies in Canada for the Stanford Network for Addiction.
- > Served on the Impairment & Driving Committee for the Transportation Research Board.
- > TIRF staff was a member of an investigation into e-bike fatalities led by the Fatal Collision Review Committee in Ottawa, Ontario & shared national fatality data involving e-bikes as well as research and expert opinions from other countries.
- > Served as an Associate Editor for Accident Analysis & Prevention (AAP), a leading, internationally recognized road safety journal.
- > TIRF presented *Lessons Learned in Driver Safety: Pandemic Effects on the Roads* at the Annual Structure, Tower & Antenna Council Conference (STAC) to company workers in Niagara Falls, Ontario in 2023.
- > Prepared an article on Alcohol- and Drug-Impaired Driving in Canada for The Ottawa Hospital.

Donors

TIRF gratefully acknowledges the many concerned companies, associations and governments whose contributions in 2023 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

The Beer Institute
Smart Start Inc.
BMO Financial Group

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

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

TIRF USA update



TIRF USA Road Safety Monitor 2022 Alcohol-impaired driving & COVID-19 in the United States

The Traffic Injury Research Foundation USA, Inc. (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..

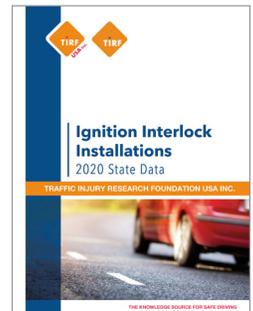


Download the report:

- > [TIRF USA Road Safety Monitor 2022: Alcohol-impaired driving & COVID-19 in the United States](#)

TIRF USA Ignition Interlock Installation Reports: United States

TIRF USA in partnership with the **Association of Ignition Interlock Program Administrators (AIIPA)**, and TIRF Canada released *Ignition Interlock Installations: 2020 State Data*. The report shows a general decline in growth in the use of interlocks as the COVID-19 pandemic was a year of unprecedented challenges. It also adversely affected agency staffing and the ability of many states to collect and report 2020 data.

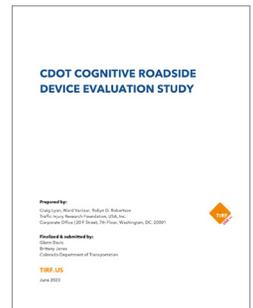


Download the report:

- > [Ignition Interlock Installations | 2020 State Data](#)

CDOT Cognitive Roadside Device Evaluation Study

TIRF USA completed the CDOT Cognitive Roadside Device Evaluation Study and released CDOT Cognitive Roadside Device Evaluation Study. To address drug-impaired driving following the legalization of recreational cannabis and explore the potential viability of new detection tools, the Colorado Department of Transportation worked with the Traffic Injury Research Foundation, USA, Inc. to undertake a pilot project. The purpose of this project was to pilot test a methodology to evaluate the viability of a device capable of assessing cognitive and physical impairment of motorists due to drugs other than alcohol during roadside sobriety investigations. The outcomes of this study are detailed in the final report, which is available below.



Download the report:

- > [CDOT Cognitive Roadside Device Evaluation Study](#)



TIRF Canada's global reach



Estimated potential impressions of the number of people who have seen our content during 2023: **1.6 billion**



Estimated actual reach of the number of people who have seen our content during 2023: **40,000,000**



The industry standard to calculate estimated actual impressions is **2.5%**

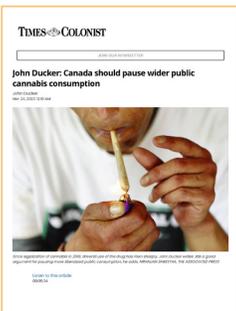


Print, online and broadcast news

TIRF was mentioned in the news and broadcast media **724** times in 2023.

Real-world impact

John Ducker: Canada should pause wider public cannabis consumption Mar 24, 2023



Excerpt: A just-released study by the Traffic Injury Research Foundation (TIRF) now gives us some hard evidence, and I would say we should pause before we go any further with big-time changes to allow more liberalized public consumption. The March 2023 report focuses on the potential effects of expanding safe consumption areas, warning it's essential to have both our policy and enforcement machinery up and running well beforehand.

www.timescolonist.com/driving/john-ducker-canada-should-pause-wider-public-cannabis-consumption-67509592

States Identify Effective Ignition Interlock Countermeasures to Fight DUIs February 6, 2023



Excerpt: While all states have passed IID laws, the focus has shifted to addressing gaps in state interlock laws and enforcement efforts that can be a major obstacle to their effectiveness and use, as there is still a relatively low installation rate among eligible offenders, according to the Traffic Injury Research Foundation. To address some of these challenges, states have amended their laws through interventions.

www.ncsl.org/transportation/states-identify-effective-ignition-interlock-countermeasures-to-fight-duis#.Y-KjTH0LtIE.linkedin

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



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



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



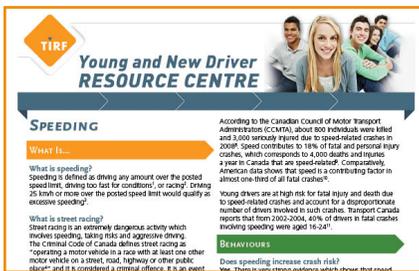
Drug-Impaired Driving Learning Centre (DIDLC) is a fully bilingual, web-based free educational resource that contains answers to many common questions. It includes factsheets describing the size of the drugged driving problem, characteristics of drivers, effects of drugs on driving, legislation and penalties,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

brainonboard.ca



Young and New Driver Resource Centre **Brand refresh underway.**

shares the latest research on 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



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



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, 2023
- > 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, 2023 (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, May 31st, 2024

Traffic Injury Research Foundation

Summary Statement of Financial Position December 31, 2023, with comparative information for 2022

	2023	2022
Assets		
Current assets:		
Cash	\$ 634,448	\$ 881,596
Accounts receivable	338,520	439,652
Prepaid expenses	57,216	96,599
	1,030,184	1,417,847
 Tangible capital and intangible assets	 39,903	 59,852
	\$ 1,070,087	\$ 1,477,699
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$72,151	\$231,932
Deferred revenue	13,669	232,735
Current portion of obligations under capital lease	5,800	5,800
	91,620	470,467
 Obligations under capital lease	 1,450	 7,250
Bank loan payable	40,000	36,909
Due to related party	7,711	6,641
	140,781	521,267
Net assets:		
Unrestricted	653,112	712,394
Internally restricted research reserve fund	243,541	197,236
Invested in tangible capital and intangible assets	32,653	46,802
	929,306	956,432
	\$ 1,070,087	\$ 1,477,699

See accompanying notes to summary financial statements.

Traffic Injury Research Foundation

Summary Statement of Operations and Net Assets Year ended December 31, 2023, with comparative information for 2022

	2023	2022
Revenue		
Project contributions	\$ 1,916,800	\$ 1,964,143
Donations:		
Industry	17,091	44,714
Associations	33,552	33,552
Other	4,480	44,315
Fees and honoraria	19,274	3,441
Government grants	25,000	30,000
Other income	63,154	79,108
	2,079,351	2,199,273
Expenses		
Research:		
Project	994,720	925,412
Development	258,637	157,428
Administration	583,764	572,354
Promotion	269,356	262,659
	2,106,477	1,917,853
Excess of revenue over expenses	(27,126)	281,420
Net assets, beginning of year	956,432	675,012
Net assets, end of year	\$ 929,306	\$ 956,432

See accompanying notes to summary financial statements.

Traffic Injury Research Foundation

Notes to Summary Financial Statements Year ended December 31, 2023

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, 2023.

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

