



## HIGHLIGHTS OF 2021 DONOR-FUNDED ACTIVITIES

### TIRF's research and educational tools support the work of communities across Canada.

Each year, thousands of parents, health care workers, teachers, employers, police services, journalists and advocacy organizations download and use our products to support road safety initiatives. They also contact us directly to request guidance and expertise to implement solutions. Our metrics speak for themselves.

Your donations and our work enables them to spend less time looking for answers and more time developing and implementing road safety strategies. Activities made possible by your donations in 2021 include:

- > Organized a pilot test of a Route2School phone application at Winnipeg schools in partnership with Green Action Centre and Urban Systems.
- > Served on the Advisory Board of Partners for Automated Vehicle Education (PAVE) and facilitated introductions to Canadian road safety partners
- > Collaborated with Consolidated Collision Services and RSA Canada to create educational content in English and French about automated vehicle technology.
- > Worked with the Tire and Rubber Association of Canada to create an RV highway safety blog featuring the *Be Tire Smart* education initiative in response to information requests.
- > Presented an overview of TIRF's current research and priority issues to inform projects being developed by Manitoba Public Insurance staff.
- > Presented virtually to Structure, Tower & Antenna Council. (STAC) *Driving on the Job: Workplace Driving Safety & Awareness*.
- > Participated in Parachute's *Change for Good* Roads Advisory Board consultation initiative.
- > Served as an expert witness to assist a University of Ottawa law student with a constitutional law assignment, and shared research methods to assist a Ph.D. student from an Australian University to inform the development of her Ph.D. thesis.
- > Shared expertise from international experts with Toronto Police Service regarding a health proposal to legalize small amounts of recreational drugs and gathered experience from other jurisdictions
- > Presented *Screening for Cognitive Impairment: Ontario's Enhanced Road Test* as part of the Private Motor Truck Council of Canada (PMTCC) virtual webinar series, sponsored by Canadian Truck Warranty and Fleetmetrica.
- > Presented to Transportation Association of Canada and Coalition for Safer Alberta Roads about TIRF, speed, Action2Zero community assessments and road safety indicators to guide strategic planning.
- > Presented *Alcohol & Drug Use Among Drivers in Canada* at the hybrid virtual & in-person arrive alive/DRIVE SOBER conference in Ottawa, ON.

- > Developed and presented a new virtual, interactive Drop It And Drive® workplace safety webinar to members of the Coalition for Safer Alberta Roads.
- > Published three journal articles on vehicle automation, the impact of the pandemic on road safety in Canada and the US, and, distracted driving.
- > Published seven #MySafeRoadHome blogs on the pandemic and road safety, fatigued driving, vehicle safety features, tire safety, impaired driving, wildlife roadsharing and how to achieve safe roads for all.
- > Provided a letter of support for Tire and Rubber Association of Canada's Be Tire Smart campaign for Initiative of the Year, Road Safety Achievement Awards.
- > TIRF was invited to be a guest on #TPSTrafficJAM road safety vodcast & podcast episodes with Toronto Police Service.
- > Delivered several presentations to key stakeholders and schools to support Distracted Driving awareness week in Saskatchewan in partnership with SGI.
- > Presented to 3 Fleet Safety Council chapters in Ontario and the Maritime region.

## Media

- > Our ability to reach Canadians is augmented through our long-standing relationships with media, police services and community, provincial and national road safety stakeholders.
- > TIRF was mentioned in the news (print & online) and broadcast media 1,057 times in 2021, including Global News, The Globe and Mail, National Post, Toronto Sun, Driving.ca, The Ottawa Sun, The Edmonton Sun, The Calgary Sun, The Financial Post, Ottawa Citizen, London Free Press, The Province, The Windsor Star, The Winnipeg Sun, North Bay Nugget, Truck News, The Owen Sound Sun Times, Le Léopard, The Castlegar Source, CBC, City News 1130, Global Calgary, Global Halifax, Newfoundland TV, Talk Radio AM640, and Newstalk 770 CHQR.
- > Media monitoring analytics reveal our work had a potential reach of 987 million people with an estimated ad value of more than \$8.298 million. The industry standard to calculate likely actual reach is 2.5% which translates to more than an estimated 22 million people reached.
- > TIRF responded to more than 126 media and information requests.

**EVERYONE HAS THE POWER TO MAKE ROADS SAFER.**



**WWW.TIRF.CA**