

A young woman with dark hair, wearing a blue hoodie and a dark jacket, is smiling at the camera. She is standing in front of a city street. In the background, a red and white bus is visible, along with other vehicles and buildings. The scene is brightly lit, suggesting daytime.

## 2024 highlights of donor-funded activities

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

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

Your donations support our work which enables them to spend less time looking for answers and more time developing and implementing road safety strategies.

- > Served as an expert in a Stanford University Network on Addiction Policy consultation to develop a report on Public Safety in Canada: Current trends and policy interventions.
- > Prepared final report from Route2School pilot program in Winnipeg to demonstrate the value of this web-based application to improve school safety.
- > Responded to 141 media interviews and information requests including The Globe and Mail and Forbes.com about a range of road safety topics.
- > Developed its Youth Advisor Program and published new blogs on the importance of a clean driver record for job searches, fuel-efficient driving, and impaired driving prevention.
- > Launched an impaired driving campaign in December, as part of its Sober Smart Driving education program, in partnership with Beer Canada, MADD Canada and Toronto Life magazine.
- > Released educational materials to support Passenger Safety Week, Teen Driver Safety Week, Slow Down Move Over campaigns, and the World Day of Remembrance for Road Traffic Victims.
- > Served on the Board of Directors of the Canada Safety Council.
- > Reviewed journal articles for top-ranked, peer-reviewed academic journals including Accident Analysis and Prevention, and the Journal of Safety Research.
- > Volunteered time for initiatives with the Ontario Injury Practitioners Prevention Network and shared its community-based and research activities.

- > Continued its top-ranked road safety blog series to expand public education and outreach.
- > A major Transportation Research Board report (Tackling the Road Safety Crisis: Saving Lives Through Research and Action - Special Report 354) was published in which TIRF staff provided expert testimony to the Committee on Transitioning Evidence-Based Road Safety Research into Practice.
- > Participated in a National Coalition for Road Safety for the Global Decade of Action lead by Parachute.
- > Created a virtual presentation series for its Drop It And Drive® education program.
- > Volunteered time to participate in the Cannabis sub-committee of the Grey Bruce Regional Road Safety Strategy team.
- > Interviewed by a grade 12 Social Justice student for a documentary about the rising incidences of DUI in British Columbia and Canada
- > Guests in several podcasts including Young Drivers of Canada and Toronto Police Service ASKaTrafficCOP.
- > TIRF provided support to populate Transport Canada's 2024 Road Safety Calendar and to promote key topics on social media throughout the year.

## 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 media 1,472 times in 2024, including the Forbes US, The Wall Street Journal, The Globe and Mail (Globe Drive), CTV News (Auto News), National Post, Yahoo Finance, StreetInsider.com, TVA Nouvelles, Le Journal de Québec, and Toronto Sun.
- > Media monitoring analytics reveal our work had an estimated actual reach of over 39.9 million people with an estimated ad value of more than \$64.7 million.
- > TIRF responded to more than 141 media and information requests including several from The Globe and Mail about distracted driving, turning right on red lights, photo radar and impaired driving as well as Forbes.com about snowmobile, ATV and dirt bike safety.

**HELP US MAKE THE DIFFERENCE BETWEEN GETTING BY AND GETTING BETTER.**

