



Professional memberships

Member and previous editorial committee member of the Canadian Association of Road Safety Professionals (CARSP/ACPSER)

Member of the Canadian Global Road Safety Committee (CGRSC)

The [Traffic Injury Research Foundation \(TIRF\)](http://www.tirf.ca) mission is to be the knowledge source for safe road users and a world leader in research, program and policy development, evaluation, and knowledge transfer. TIRF is a registered charity and depends on grants, awards, and donations to provide services for the public.

Visit www.tirf.ca

Karen Bowman is Director, Communications & Programs.

Career and research highlights:

Karen has worked in both public and private sectors in British Columbia and Ontario for over 30 years, successfully managing her own small business for more than a decade. Karen combined her background in business administration and consulting, project management, marketing and communications with personal experiences to develop several successful road safety education programs offered through the Drop It And Drive® (DIAD) program which began operating under the auspices of TIRF in January 2017. Since 2010, DIAD has delivered its effective, interactive education programs to more than 60,000 workplace and school-based audiences across North America. DIAD corporate clients value the individual customization of each seminar which ensures they are tailored to meet and exceed corporate workplace safety and social responsibility goals while helping support individual corporate safety cultures. The DIAD school programs are tailored to meet the needs of a wide range of ages and include practical information on personal safety choices about distracted driving and distracted walking while empowering their young audiences to share life-saving information with their families.

The interactive style of the DIAD program helps achieve behavioural change through imparting knowledge, science, and practical, usable tools in a highly efficient and engaging manner. DIAD programs are well-known across multiple sectors and industries for their current content, expertise in road safety issues, both within the workplace and the communities in which they travel, as well as practical implementation strategies to address distraction-related workplace risks from an occupational health and safety perspective. She actively tracks new research, knowledge and initiatives related to road safety, with an emphasis on distracted driving, through her network of contacts across several countries.

Karen is a regular speaker at industry and national safety conferences and is frequently called on by the media for comment on issues related to distracted driving and road safety.

Visit www.diad.tirf.ca for more information about workplace safety and youth programs offered.



For more information about TIRF visit www.tirf.ca

TIRF Educational Resources

Academic Highlights

- > Writing for Children and Teenagers Diploma, Institute of Children's Literature

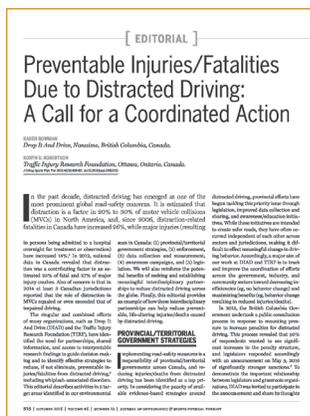
Award highlights:

- > Recipient of the BC Ministry of Justice Community Safety & Crime Prevention Award for DIAD's road safety work in 2012
- > Recognized by the Insurance Bureau of British Columbia for dedication to road safety and the prevention of distracted driving in 2012
- > Recipient of the Safer Roads Ottawa Champions Award for DIAD's national road safety education efforts
- > 2008 Women of Excellence Award in the category of Women of Vision, City of Langley

Selected bibliography:

Preventable Injuries/Fatalities Due to Distracted Driving: A Call for a Coordinated Action (2016)

Journal of Orthopaedic & Sports Physical Therapy



The Impact of Road Crashes on First Responders & Communities: Post-Traumatic Stress Disorder & Critical Incident Stress (2020)

Traffic Injury Research Foundation



Action2Zero action2zero.tirf.ca

Alcohol Ignition Interlock Curriculum for Practitioners aic.tirf.ca

Brain on Board brainonboard.ca

Community-Based Toolkit for Road Safety Campaigns tirf.ca/projects/community-based-toolkit-road-safety-campaigns

Drop It And Drive® diad.tirf.ca

Drug-Impaired Driving Learning Centre (DIDL) druggeddriving.tirf.ca

GDL Framework Safety Center gdlframework.tirf.ca

Sober Smart Driving sobersmartdriving.tirf.ca

Wildlife Roadsharing Resource Centre (WRR) wildliferoadsharing.tirf.ca

Young and New Driver Resource Centre yndrc.tirf.ca

Karen manages TIRF's **#MySafeRoadHome Blog** and co-authors many posts.

TIRF blogs feature the latest research to help Canadians understand the risks associated with unsafe driving practices using real-life situations. It highlights strategies to reduce risk and help protect all road users.

- > **Vehicle Size Matters: Staying focused when sharing the road with large trucks**
- > **Safeguarding the Road: Tips to Avoid Wildlife Collisions in Fall & Winter**