

Kylee Bowman | Youth Advisor Program Lead

The logo for the Traffic Injury Research Foundation (TIRF), featuring the letters "TIRF" in white on an orange diamond-shaped background.

Highlights

Dean's List, Vancouver Island University

Two-time winner, Nanaimo Street Banner Design Program

Dry Grad Logo Design winner, Dover Bay Secondary School

Sculpture selected for display, The View Gallery, Nanaimo, BC (100 & 200 Level Exhibition)

The **Traffic Injury Research Foundation (TIRF)** 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

Kylee Bowman, BA, leads the Youth Advisor Program at the Traffic Injury Research Foundation (TIRF), with support and guidance from senior staff. TIRF is a charitable, independent road safety institute and a world leader in research, safety programs, and policy development.

TIRF's Youth Advisor Program (TIRF YAP) is designed to tap into the views, experiences and attitudes of young road users and help TIRF develop educational strategies and communicate risks in ways that are relatable and engaging for young audiences. Another objective of this program is to give voice to young road users to positively influence road safety policies and practices.

Kylee is an award-winning artist and graduated from the Vancouver Island University with a Bachelor in Visual Arts with distinction in 2024. Kylee was recognized on the Dean's List each year (2020-2024). She launched her own business, **Mildly Mad Graphics**, in 2019 and works in a variety of mediums including:

- > Concept design for websites, brands and logos, education campaigns Digital media & graphic design
- > Paint including oil, acrylic & watercolours on canvas in several styles including abstract, realism and miniatures to large-scale
- > Charcoal & pencil sketches
- > Portraits & memorials
- > Mix-media sculptures



TIRF Youth Advisor Program Logo

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Career and research highlights:

Kylee was crash-involved as an 8-year-old, and since 2011, she has been part of TIRF's **Drop It And Drive®** education program.

As TIRF's Youth Advisor Program Lead, Kylee plays a key role in building a cadre of young road users who contribute to meetings with key TIRF sponsors and provide input and guidance and ensure Canada's youth are well-represented at the road safety table. In addition, TIRF senior staff work closely with Kylee to develop educational, public-facing resources for youth from elementary to post-secondary, and to create youth-focused prevention materials for TIRF's Sober Smart Driving program. Most recently, Kylee has also appeared in TIRF's two new vodcast series: #MyDrivingMatters on young drivers & #MyDrivingMatters 2.0 focused on priority road safety issues. She has provided graphic design and brand development services to support several TIRF projects and websites in the past three years.

For more information about TIRF visit www.tirf.ca

Kylee earned her first paid commission as an artist at the age of 13, painting three unique mixed-media works which were auctioned off to raise funds for Surrey Urban Mission Society. She designed a new logo for the Surrey Firefighters Pipes and Drums and won a competition to design a logo for a *Dry Grad*. She was also selected to showcase her art at the Port Theatre on multiple occasions.

Kylee designed the logos and branding for several of TIRF's educational resources: Action2Zero, Brain on Board, Sober Smart Driving, Wildlife Roadsharing Resource Centre, the Working Group on DWI System Improvements, and the Alcohol Interlock Curriculum for Practitioners.

Upon graduation from Vancouver Island University in 2024, Kylee was awarded the top honour in Visual Arts for her graduating piece by the Nanaimo Art Gallery.

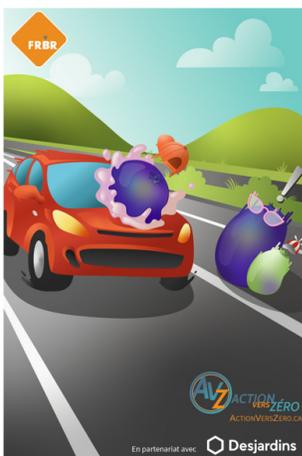
Kylee's digital artwork was also featured as part of TIRF's release of a new fact sheet, *The Impact of Road Crashes on First Responders*, from TIRF's *Canadian Coalition on Distracted Driving*. This piece, entitled *The Road*, depicts her post-crash journey with PTSD.

Our #MyDrivingMatters 2.0 vodcast series is sponsored by Labatt with TIRF co-hosts, Robyn Robertson, Karen Bowman and her daughter, Kylee Bowman, a young driver. Episodes are conversational, engaging, and relatable to Canadians from diverse backgrounds and of all ages. www.tirf.ca/blog



Action2Zero poster for the community of Lanoraie, Quebec

© Kylee Bowman 2023, Poster



The Road

© Kylee Bowman 2020, Digital art

TIRF Educational Resources

Action2Zero
action2zero.tirf.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

Brain on Board
brainonboard.ca

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

Sober Smart Driving
sobersmartdriving.tirf.ca

Alcohol Ignition Interlock Curriculum for Practitioners
aic.tirf.ca