



## Professional memberships

Past President & current member of the Canadian Association of Road Safety Professionals (CARSP/ACPSER)

Founding member and past Chair of the Transportation Association of Canada's (TAC) Road Safety Standing Committee

Immediate past-member of TRB's technical safety committee for SHRP2

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](http://www.tirf.ca)

Mavis Johnson is a Community Development Advisor with the Traffic Injury Research Foundation (TIRF). Her role is to enhance and promote the Community Centre, a key component of the Action2Zero program. This program includes a suite of community-based educational resources and practical tools that enhance other TIRF educational programs and services.

## Career and research highlights:

Mavis Johnson is a road safety specialist with over 50 years of road safety experience worldwide who has been recognized internationally for her work in community development and engagement and strategic road safety planning.

She continues to take a leadership role in road safety across Canada and has been actively involved in developing integrated road safety strategies in several cities and provinces.

Her major focus is in strategic road safety planning and the implementation of the Safe System Approach. Mavis has knowledge and expertise in all areas within the Global Plan for the Decade of Action for road safety and understands the importance of all the components working harmoniously to deliver positive road safety outcomes.

She has been the lead consultant in the development, management, and monitoring and evaluation of many multi-disciplinary road safety programs and developed strategic road safety plans in many countries.

She also has a lifetime of experience in community development and mobilization, starting with her role as a Police Officer in Traffic and Accident prevention in the UK.

Mavis is an innovator, demonstrated through the introduction and leadership of the highly successful Road Improvement Program at the Insurance Corporation of BC (ICBC), and the development and delivery of Road Safety101 – a comprehensive introductory course in road safety.

For more information about  
TIRF visit [www.tirf.ca](http://www.tirf.ca)

### Award highlights:

- > 2023 TAC Committee of Excellence Award for the Vision Zero/Safe System sub-committee
- > 2019 CARSP Lifetime Achievement Award
- > 2009 Canadian Transportation Awards program Award of Excellence for leadership in road safety;
- > 2008 Minister's Award for Excellence for Process Innovation for developing the Community Mobilization Strategy for Alberta's Office of Traffic Safety;
- > 2003 ITE H. Robert Burton Distinguished Service Award;
- > 2002 and 2016 Prince Michael of Kent International Road Safety Award (UK);
- > 2002 CITE Lifetime Achievement Award.

### Bibliography:

Johnson, M. (2012) Assessing a Country's Drink Driving Situation: An Overview of the Method Used in 6 Low- and Middle-Income Countries, Traffic Injury Prevention, 13:2, 96-100, DOI: 10.1080/15389588.2011.636409.

Johnson, M., Road safety vision 2010, Canadian Electronic Library. Canada. Retrieved from <https://policycommons.net/artifacts/1185945/road-safety-vision-2010/1739069/> on 18 May 2023. CID: 20.500.12592/xm689f.

## TIRF Educational Resources

Action2Zero  
[action2zero.tirf.ca](http://action2zero.tirf.ca)

Community-Based Toolkit  
for Road Safety Campaigns  
[tirf.ca/projects/  
community-based-  
toolkit-road-safety-  
campaigns](http://tirf.ca/projects/community-based-toolkit-road-safety-campaigns)

Drug-Impaired Driving  
Learning Centre (DIDLC)  
[druggeddriving.tirf.ca](http://druggeddriving.tirf.ca)

GDL Framework Safety  
Center  
[gdlframework.tirf.ca](http://gdlframework.tirf.ca)

Brain on Board  
[brainonboard.ca](http://brainonboard.ca)

Wildlife Roadsharing  
Resource Centre (WRRC)  
[wildliferoadsharing.tirf.ca](http://wildliferoadsharing.tirf.ca)

Sober Smart Driving  
[sobersmartdriving.tirf.ca](http://sobersmartdriving.tirf.ca)

Young and New Driver  
Resource Centre  
[yndrc.tirf.ca](http://yndrc.tirf.ca)

Alcohol Ignition Interlock  
Curriculum for Practitioners  
[aic.tirf.ca](http://aic.tirf.ca)



Co-author on **My Safe Road Home Blog**  
**Is faster really better when it comes to driving?**

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