

# Tho (Bella) Dinh-Zarr, PhD, MPH

## Senior Advisor, Public Health & Transportation

The logo for the Traffic Injury Research Foundation (TIRF) is an orange diamond shape with the letters "TIRF" in white, bold, sans-serif font inside.

### Professional memberships affiliations & volunteer work

AIP Foundation, Advisory Committee Member

05 Saves Lives Coalition, Co-Founder

Vision Zero Network, Advisory Committee Member

FIA Foundation, U.S. Advisory Group Member

American Public Health Association, Member & Past Chair of Injury Control and Emergency Health Services Section

### 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)

Tho (Bella) Dinh-Zarr joined TIRF in 2021. Bella focuses on the intersection of public health, transportation, and good governance with the goal of safe, clean, and fair transportation for all. Her work at TIRF includes international transportation governance activities with the FIA Foundation, a registered UK charity conducting innovative global road safety philanthropy and strategic advocacy.

### Career and research highlights:

Bella has 25 years of executive and technical experience in government, non-profit, corporate, philanthropic, and academic settings, most recently acting as an independent advisor on public health and transportation issues. From 2015 to 2019, she served as Vice Chairman, Acting Chairman, and Board Member of the U.S. National Transportation Safety Board, an independent U.S. government safety agency which investigates transportation disasters (aviation, maritime, road, rail, and pipeline/hazardous materials) and makes safety recommendations.

Previously, she was the North American Director and United Nations NGO Representative for the FIA Foundation. Bella co-chaired the UN NGO Committee on Sustainable Development and worked on the first UN Decade of Action for Road Safety. She has held positions at the Texas A&M Transportation Institute (TTI), American Automobile Association (AAA), the National Highway Traffic Safety Administration (NHTSA), and the U.S. Centers for Disease Control and Prevention (CDC), where she authored the U.S. Guide to Community Preventive Services Seatbelt Section. Bella worked on innovative safe mobility solutions for older people and conducted the first systematic reviews on seat belt use (The Community Guide) and on problem drinking interventions to prevent injuries (The Cochrane Collaboration).

### Academic highlights:

Bella has a Master of Public Health (MPH) and a PhD degree from the University of Texas School of Public Health, majoring in health policy/management and minoring in injury epidemiology and health economics. She held fellowships with the U.S. Community Preventive Services Task Force and the University College London/Institute of Child Health. She has an undergraduate degree (BA) from Rice University in Spanish.



**TIRF**

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

## Safe Roads for All

Traffic Injury Research Foundation



## 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 (WRRRC)  
[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)