

# ANNUAL REPORT 2020

TRAFFIC INJURY RESEARCH FOUNDATION



The knowledge source for safe driving

TIRF









# ROAD SAFETY IS OUR LIFELONG COMMITMENT

The overwhelming majority of deaths and injuries on our roads are preventable. The Traffic Injury Research Foundation (TIRF) has improved road safety for all Canadians by generating and providing knowledge on current and emerging issues and trends. Our work includes conducting research and sharing evidence to inform decisions and action by government, business and industry, traffic safety agencies, and non-profit organizations around the world. Our work is relevant to the areas of legislation, program and policy development, enforcement, education, and training.

## TIRF provides four core services:

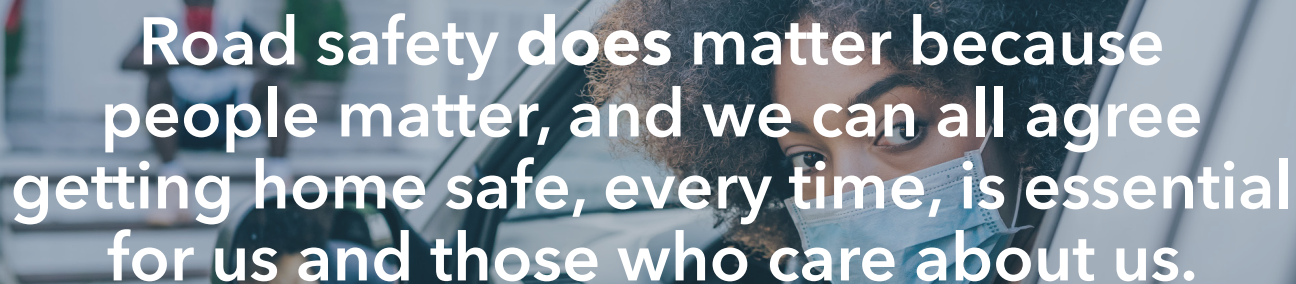
- > Research on road crashes
- > Program & policy development
- > Evaluation
- > Knowledge transfer & exchange

## The new landscape of road safety

During a challenging 2020, Canadians have proven they are resilient, compassionate, and able to adapt. This has been repeatedly underscored during the past year as we've witnessed individuals, communities, organizations, and governments respond to the coronavirus pandemic and its ongoing challenges. We worked together to adhere to considerable restrictions to protect our frontline workers, neighbours, friends and all road users. And we will continue to do so as vaccines are distributed to Canadians.

The pandemic undeniably changed the world and along with it, how roadways are or should be used. Cities reassessed the status quo to provide their community members with enhanced options for walking and cycling and this work is ongoing. It is a complex process, and in addition to community feedback, data is essential to proposing a well-informed plan. TIRF released new data about the behaviour of drivers during the pandemic and how it has affected risks on the road. This new knowledge can assist jurisdictions as they make plans for the coming year.

We share the concerns of many about what the future holds in 2021 and can assure Canadians that all of us at TIRF remain committed to adapting as necessary to the challenges and continuing to work towards increasing safe road use for all. Despite the uncertainties that lie ahead, TIRF continues to work closely with sponsors and partners to conduct research on road user behaviours, inform road safety strategies and create educational resources to help ensure community members of all ages and workers get home safely every day.



Road safety does matter because people matter, and we can all agree getting home safe, every time, is essential for us and those who care about us.



# | 2020 PUBLIC RELATIONS

## Social Engagement



**6,615**

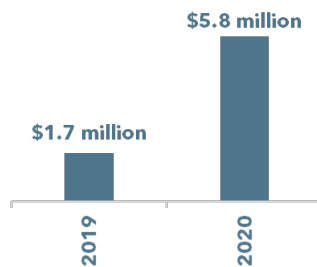
TIRF/DIAD Twitter followers

**2,792**

TIRF/DIAD Facebook likes

## Advertising Value Equivalency (AVE)

All TIRF DIAD News



**\$180,476**

All TIRF DIAD Broadcast

**9**  
Countries

**303**

National media mentions

## Media Exposure

**139**

Information & media requests



**25**

Webinars/ Presentations





Dramatic changes in road safety during the last decade pale in comparison to the impact of the coronavirus pandemic in 2020. Everyone has faced significant challenges and made major adjustments to accommodate the “new normal” and prevent the spread of COVID-19. The pandemic has also meant road safety priorities have shifted dramatically with health care resources stretched to the limit and escalating concern about the far-reaching health, safety, and financial implications.

Despite these challenges, many Canadians employed in transportation, health, and security sectors have continued to work countless hours at maximum capacity to keep us healthy, safe and supplied with essential goods and services. But the spread of COVID-19 has not been the only risk these workers face. While traffic volumes briefly declined as many Canadians either transitioned to work from home en masse or struggled with unemployment resulting from business shutdowns, roads did not automatically become safer. With fewer cars on the road, many communities witnessed more drivers speeding, some exceeding limits by more than 50 km/hr. And, although traffic volumes have since rebounded, large numbers of Canadians self-reported texting as well as being distracted behind the wheel, with pandemic-related concerns being a major factor in cognitive distraction.

Now more than ever, safe roads are paramount to the safety and security of our country. Many employers in transportation, health and security sectors know first-hand the impact of road crashes. These incidents are entirely preventable and tax our health care system. For this reason, not only are we committed to protecting our employees and their families, but we share a deep concern about the safety of all communities in which we live and work. As employers, we invest heavily in workplace safety programs to ensure drivers are well-trained, risk-averse, and equipped with safety technologies. We implement evidence-based policies and practices to protect our most-valued resource; our workers and their families as well as their friends, neighbours, and colleagues, who drive, walk and cycle the roads we share.

My commitment to road safety is also why I am proud to serve as Chair of the Board of the Traffic Injury Research Foundation, a registered charity and road safety research institute. I invest my time, knowledge and resources to this organization, as do my fellow Directors, because TIRF provides immense and tangible evidence and examples of practice to governments, industries, non-profits and communities alike. Their work is relevant no matter what mode of transportation you choose, where you live, or how you use our roads.

Now, more than ever, continued investment in TIRF is paramount and I invite all Canadians to learn more about the value this organization offers across so many domains. Their research into current road safety issues and the latest trends is critical to guide policymakers, transportation and health authorities, and enforcement agencies with respect to risks on the road. As restrictions are lifted and our roads return to normal, their knowledge and leadership can help us navigate this transition; safely.

The world has changed dramatically in the past year, bringing widespread recognition that our choices and actions affect everyone. But this also means we have a rare opportunity to harness that learning to accelerate behaviour change and make better choices on our roads. This practice of translating evidence into real-world change has been a hallmark of TIRF's work for more than two decades and I can't wait to see what they do next.

On behalf of the entire Board, I extend my gratitude to TIRF staff for their innovation and dedication to making change happen. It is a privilege for Directors to serve an organization whose work is so very relevant to all Canadians.

Sincerely,



Jim Thomson, Chair  
Chairman of the Board



**Jim Thomson**  
President & CEO  
Thomson Group of Companies

TIRF Bulletin Vol. 22, Iss. 1  
Special COVID-19 Edition

**Our  
gratitude  
to police  
services, health  
professionals,  
first responders,  
border services and  
those transporting  
passengers or goods  
in the supply chain.  
They rely on safe  
roads to provide  
essential services.  
Let's do our part to  
help them get  
home safe.**

**Sincerely,  
TIRF Board & Staff**







**Robyn Robertson**  
President & CEO

**Safe Road Use Remains Vital During COVID-19 Pandemic Despite Lower Traffic Volumes.**



The urgency to achieve safe roads rose to prominence as a result of the coronavirus pandemic in 2020. Awareness of the fundamental impacts of road crashes on our health care system and supply chain was deeply felt across the country. Collisions, such as those due to speed, distraction and fatigue, posed an immediate threat to essential workers, the rapid treatment of COVID-19 patients and the ability of all Canadians to access goods and services.

This unprecedented event, which has not occurred in many of our lifetimes, also brought with it clear and convincing evidence that large-scale, rapid behaviour change was not only achievable, but vital. It also underscored that behaviour change is certainly much easier when everyone makes the change with us.

So, how can we achieve that same level of commitment concerning safer roads? The answer is clear. Scientific evidence and widespread education are crucial, but alone they are insufficient. Political leadership and social cues in all walks of life are equally important to inspire commitment and reinforce safe choices.

To address this gap, in 2020, TIRF focused its efforts on the science of tracking the effects of the pandemic on driver behaviour which included greater risk-taking among some drivers, notably with respect to speeding, impairment and distraction, increases in active transportation modes such as walking and cycling, and dramatic reductions in public transportation and ride-sharing options. At the same time, we educated Canadians about common risks posed by wildlife on the road, fatigue, the move to daylight saving and back, and the importance of winter tires when temperatures begin to drop.

We also aimed to inspire political leadership through the development of Action 2 Zero, a web-based assessment tool empowering communities and decision-makers to measure road safety at local levels and develop strategic road safety plans. Finally, we have promoted the importance of social cues by calling on all employers, through the release of its Distracted Driving & Workplace Safety Policies: A Business Case for Employers, to play an active role to encourage the adoption of safe driving habits. The costs of collisions are significant and result in PTSD among first responders as well as leave communities with a tremendous sense of loss. Employers are well-positioned to both encourage and reinforce safe choices on the road through policies and day-to-day practices.

These and other topics were highlighted in TIRF's new #MySafeRoadHome blog, an ideal educational tool to provide Canadians with quick facts and relatable information about road safety to help start conversations.

Looking forward, TIRF will continue its work with governments, industries and communities to promote the importance of speaking up about road safety. Our attitudes and actions influence the choices of individuals we connect with every day. We will also continue to monitor the effects of the pandemic on road users and their behaviours to determine which outcomes are short-lived and identify those which may be long-lasting.

As we face the coming year, we share the hope everyone can reconnect with loved ones after so much sacrifice, and our shared concern for the safety of others can be translated into fewer road deaths through concerted action. We extend our wishes for everyone's safety during these uncertain times and, as always, safe use of our roadways.

Sincerely,

President & CEO  
Traffic Injury Research Foundation



# TIRF'S EDUCATION RESOURCES FRESH LOOK

TIRF's Sober Smart Driving website (formerly Change the Conversation), with funding provided by Beer Canada, shares knowledge and research to answer common questions about alcohol and impaired driving. Visit [SoberSmartDriving.tirf.ca](https://www.sobersmartdriving.tirf.ca).



The Working Group on DWI System Improvements, sponsored by Anheuser-Busch, has identified critical criminal justice system needs to reduce impaired driving, producing educational materials, articulating complex program and policy implementation issues and identifying solutions. Visit [www.dwiwg.tirf.ca](https://www.dwiwg.tirf.ca).



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# 2020 IN REVIEW

Since its inception in 1964, TIRF has become internationally recognized for its accomplishments in a wide range of subject areas related to identifying the causes of road crashes and developing programs and policies to effectively address them.

These are some of the reports and journal articles TIRF published in 2020.



## Road Safety Monitor 2020: Drinking & Driving in Canada (2020)

[tirf.ca/download/rsm-2020-drinking-driving-canada/](https://tirf.ca/download/rsm-2020-drinking-driving-canada/)



## Road Safety Monitor 2020: The impact of the COVID-19 Pandemic on Travel Behaviour & Road Safety (2020)

[tirf.ca/download/rsm-2020-covid-19-pandemic-road-safety/](https://tirf.ca/download/rsm-2020-covid-19-pandemic-road-safety/)



## Road Safety Monitor 2019: Distracted Driving Attitudes and Practices, 2004-2019 (2020)

[tirf.ca/RSM2019\\_Distracted\\_Driving\\_Attitudes\\_Practices\\_2004-2019](https://tirf.ca/RSM2019_Distracted_Driving_Attitudes_Practices_2004-2019)



## Road Safety Monitor 2020: Trends in Marijuana Use Among Canadian Drivers (2020)

[tirf.ca/download/rsm-2020-trends-marijuana-use-canadian-drivers/](https://tirf.ca/download/rsm-2020-trends-marijuana-use-canadian-drivers/)



## Fatigue-Related Fatal Collisions in Canada, 2000-2016 (2020)

[tirf.ca/download/fatigue\\_related\\_fatal\\_collisions\\_canada\\_2000\\_2016/](https://tirf.ca/download/fatigue_related_fatal_collisions_canada_2000_2016/)



## Marijuana Use Among Drivers in Canada, 2000-2017 (2020)

[tirf.ca/download/marijuana-use-drivers-canada-2000-2017/](https://tirf.ca/download/marijuana-use-drivers-canada-2000-2017/)



## Age and road safety performance: Focusing on elderly and young drivers (2020)

[www.sciencedirect.com](https://www.sciencedirect.com)



## Car drivers' road safety performance: A benchmark across 32 countries (2020)

[www.sciencedirect.com](https://www.sciencedirect.com)







# UPDATE ON TIRF PARTNERSHIPS & EDUCATION PROGRAMS

## New partnership with Consolidated Collision Services (CCS) & RSA Canada companies

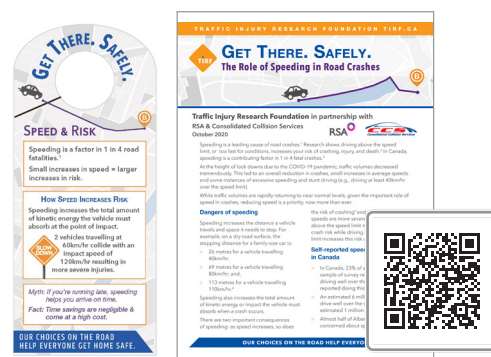


TIRF, **Consolidated Collision Services (CCS)**, and **RSA Canada** and its affiliate insurers, Canadian Northern Shield Insurance Company (CNS) and Western Assurance Company (WA), have formed a new partnership to support safe driving.

As part of the partnership, CCS is donating \$5 to TIRF for each RSA Canada, CNS, and WA customer auto repair over three years to support ongoing educational resource development and research around traffic fatalities, key risks, and causes. The donations are being made based on the number of repairs completed at CCS locations in the provinces where the company operates (Ontario, Alberta and Nova Scotia).

To further contribute to road safety, TIRF develop an educational factsheet and mirror hanger focusing on preventable collisions and some of the factors contributing to collisions that drivers can avoid.

The Role of Speeding in Road Crashes: [turf.ca/download/role-speeding-road-crashes](https://turf.ca/download/role-speeding-road-crashes)



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## Sober Smart Driving



The Change the Conversation education program has been rebranded to Sober Smart Driving, with funding provided by **Beer Canada**. The rebrand spans across its website [sobersmartdriving.turf.ca](https://sobersmartdriving.turf.ca), logo, graphics and communications to reflect TIRF's vision of sharing knowledge and research to answer common questions about alcohol and impaired driving. It contains facts to help Canadians speak up about the risks associated with drinking and driving and why they choose not to drink and drive. Topics include:



- > **Drinking & Its Effects on Driving**
- > **Magnitude & Characteristics of Drinking & Driving**
- > **Myths & Misconceptions**
- > **Basics of the Impaired Driving System**
- > **Impaired Driver Programs & Penalties**
- > **Alcohol, Marijuana & Driving**
- > **Road Safety Monitors on Drinking & Driving**
- > **Drinking & Driving Among Women**
- > **Status of Alcohol-Impaired Driving in Canada**





## ESRA2 Webinar Series

TIRF in partnership with E-Survey of Road Users' Attitudes (ESRA) partners across the world hosted a six-part ESRA2 Webinar Series: Measuring Global Traffic Safety Cultures to Support Effective Road Safety Policy Development. The first four took place in late 2020 with recordings available:



- > **Enforcement and traffic violations + Seat belt & Child restraint systems**
- > **Senior road users + Support for policy measures**
- > **Pedestrians + Cyclists**
- > **Moped drivers and motorcyclists + Gender issues**

## CARSP/PRI/TIRF Webinar Series

The Canadian Association of Road Safety Professionals (CARSP) / Prévention Routière Internationale (PRI), in partnership with TIRF and platinum sponsor Desjardins, organized a free six-part webinar series. The webinars were divided into seven themes:



- > traffic engineering
- > safety of vulnerable road users
- > driving while impaired by alcohol and drugs
- > road safety plans and creation of a road safety culture
- > advanced design of vehicles
- > autonomous and connected vehicles
- > driver training



## BikeMaps



TIRF in partnership with the University of Victoria and with funding from the Public Health Agency of Canada (PHAC), released a new report, BikeMaps.org – *Final report on the evaluation of a crowdsourced tool to compile, analyze and communicate data about cycling safety*. This publicly provided data help supplement official collision data sources

and is analyzed in conjunction to identify hotspots with higher incidents. For more information visit the BikeMaps.org website: [bikemaps.org/about](https://bikemaps.org/about).

[turf.ca/download/bikemapsorg\\_final\\_report\\_tool\\_cycling\\_safety](https://turf.ca/download/bikemapsorg_final_report_tool_cycling_safety)



## Safe Winter Driving Starts with Winter Tires Infographic



With many Canadian snowbirds unable to travel south for the winter, TIRF, in partnership with the Tire and Rubber Association of Canada, produced an educational infographic on winter tires. This infographic comes following eight years of our winter tire report maintaining its place as one of our most downloaded documents around this time every year. It answers some of the common questions about why winter driving requires winter tires and most importantly, why winter tires will help you get home safely.



[turf.ca/download/safe-winter-driving-winter-tires](https://turf.ca/download/safe-winter-driving-winter-tires)  
**Switch to winter tires when the temperature drops to +7°C for superior performance.**





# Canadian Coalition on Distracted Driving

The **Canadian Coalition on Distracted Driving (CCDD)** in collaboration with **The Co-operators** & **Drop It And Drive®** released a new report, two new workplace safety tools for employers and two new factsheets.



Distracted Driving & Workplace Safety Policies: A Business Case for Employers, was developed in consultation with, the trucking industry, and workplace health and safety representatives. This report underscores the importance of distracted driving policies in the workplace to protect employees. Preventing distraction-related crashes on the road and in the workplace remains a priority for Canadian employers.



[tirf.ca/download/distracted-driving-workplace-safety-policies-a-business-case-for-employers](http://tirf.ca/download/distracted-driving-workplace-safety-policies-a-business-case-for-employers)



To commemorate National Day of Remembrance for Road Crash Victims TIRF provided employers with two free workplace safety tools:

- > Distracted Driving & Workplace Safety Form  
[tirf.ca/download/ccdd-distracted-driving-workplace-safety-form](http://tirf.ca/download/ccdd-distracted-driving-workplace-safety-form)
- > Distracted Driving & Workplace Safety Checklist  
[tirf.ca/download/ccdd-distracted-driving-workplace-safety-checklist](http://tirf.ca/download/ccdd-distracted-driving-workplace-safety-checklist)



These resources provide employers with free, real-world tools to support distracted driving workplace safety policies. The Distracted Driving & Workplace Safety Form engages employees through education, best practices, and prevention strategies to reduce distraction. The accompanying Checklist is an agreement between employer and employee to make road safety a priority at, or after work.

In acknowledgement of National First Responders Day two new fact sheets were developed to raise awareness about the toll preventable collisions have on first responders, as well as victims and communities, and to share insider knowledge of crash scene management with the public to help keep first responders safe while on the job.

- > Anatomy of a Road Crash  
[tirf.ca/download/ccdd-anatomy-road-crash](http://tirf.ca/download/ccdd-anatomy-road-crash)
- > The Impact of Road Crashes on First Responders & Communities: Post-Traumatic Stress Disorder & Critical Incident Stress  
[tirf.ca/download/ccdd-impact-road-crashes-first-responders-communities-ptsd-cis](http://tirf.ca/download/ccdd-impact-road-crashes-first-responders-communities-ptsd-cis)



The 5<sup>th</sup> annual CCDD meeting was hosted as a virtual webinar series with participants attending from across Canada. The completion of the **15-point action plan** was announced and work on this important initiative continues.

Stay tuned for our next road safety project in partnership with The Co-operators.





## Working Group on DWI System Improvements



In 2020, the DWI Working Group's meeting examined the link between impaired driving and other high-risk behaviours, such as speeding and distraction. The effects of the coronavirus pandemic on impaired driving behaviours across the U.S. was explored in conjunction with the effects of the pandemic on the criminal justice system and the processing of offenders. Prioritizing road safety strategies, particularly in the wake of recent events, remains a top priority. More work is needed to inspire political leadership and empower communities to take ownership of road safety issues.

Discussion and outcomes emerging from the DWI Working Group meeting will be used to develop a suite of resources to address these gaps.

- > Impaired Driving Technologies to Guide Supervision & Treatment  
[tirf.ca/download/impaired-driving-technologies-to-guide-supervision-treatment](https://tirf.ca/download/impaired-driving-technologies-to-guide-supervision-treatment)
- > Impaired Driving Technologies & Critical Implementation Issues  
[tirf.ca/download/impaired-driving-technologies-critical-implementation-issues](https://tirf.ca/download/impaired-driving-technologies-critical-implementation-issues)
- > Impaired Driving Technologies & Benefits  
[tirf.ca/download/impaired-driving-technologies-benefits](https://tirf.ca/download/impaired-driving-technologies-benefits)
- > Alcohol Interlocks Myths & Facts (infographic)  
[https://tirf.ca/download/alcohol\\_interlock\\_myths\\_facts\\_infographic\\_dwiwg2018](https://tirf.ca/download/alcohol_interlock_myths_facts_infographic_dwiwg2018)
- > Steer Clear of Impairment (infographic)  
[tirf.ca/download/dwi\\_steer\\_clear\\_impairment\\_infographic\\_dwiwg2018/](https://tirf.ca/download/dwi_steer_clear_impairment_infographic_dwiwg2018/)

## Wildlife Roadsharing Resource Centre

TIRF's Wildlife Roadsharing Resource Centre has a new look & improved website navigation to help visitors more easily find the resources they need.

Explore the WRRRC to learn more about safely sharing our roads with wildlife: [wildliferoadsharing.tirf.ca](https://wildliferoadsharing.tirf.ca)

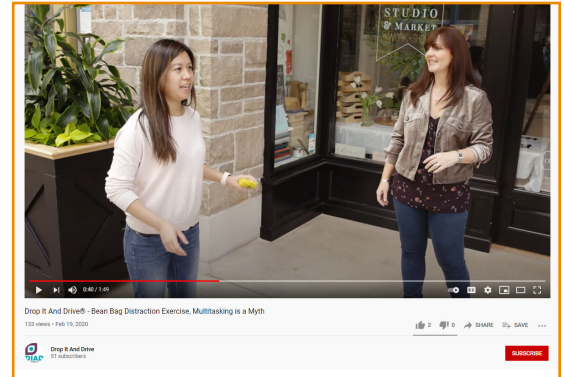






In early 2020, TIRF's Drop It And Drive® education program delivered its message through donor-sponsored youth presentations. When the pandemic temporarily suspended in-person presentations, the team began work on developing virtual youth and workplace webinars.

- > DIAD celebrated 10 years of road safety.
- > TIRF and its Drop It And Drive® youth, corporate & community education program teamed up with The Co-operators to help drivers understand the effects of distraction on the road. The DIAD Bean Bag Distraction Exercise, Multitasking is a Myth video was released on our YouTube channel: <https://www.youtube.com/watch?v=12yKJlqi3ZY&t=2s>
- > Delivered four youth presentations, at three schools in three cities in British Columbia to over 900 students.
- > New interactive DIAD virtual webinars create opportunities to reach even more communities, youth & workplaces.



## #MySafeRoadHome blog

TIRF's **#MySafeRoadHome blog** published 11 posts in 2020 which featured the latest research to help Canadians understand the risks associated with unsafe driving practices using real-life situations. These posts highlighted strategies to reduce risk and help protect all road users:

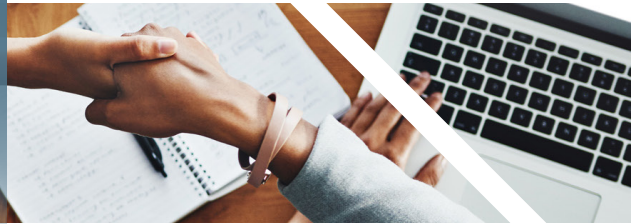
- > **Keeping yourself safe when faced with distracted drivers on the road or in the workplace**
- > **Is the COVID-19 pandemic the tipping point to save lives on the road?**
- > **Is faster really better when it comes to driving?**
- > **The cold, hard facts about winter tires & what snowbirds need to know to stay safe while wintering in Canada**
- > **Tips to steer clear of impairment and reduce crash risk**
- > **Teen driver training, licensing & testing during COVID-19: How parents can help**
- > **The new landscape of bike-vehicle roadsharing during & after COVID-19**
- > **Essential wildlife roadsharing safety tips as restrictions are lifted & more drivers return to the roads**
- > **Raise your hand if you're a safe driver**
- > **You are not invincible**
- > **Safe road use remains vital during COVID-19 pandemic despite lower traffic volumes**



[tirf.ca/blog](https://www.tirf.ca/blog)



# PROJECT PARTNERS & SPONSORS



TIRF acknowledges the support received in the form of project grants and contracts from the following organizations:

## Government



National Highway Traffic Safety  
Administration (NHTSA)



MINISTRY OF TRANSPORTATION

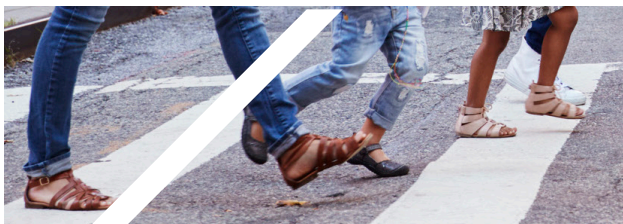
## Corporate



## Associations & NFPs







## YOUR DONATIONS MAKE REAL WORLD IMPACT

### Contributions supported TIRF's charitable services in 2020

- > Presented in the opening plenary for the Transportation Association of Canada 2020 Online Conference & Exhibition, The Journey to Safer Roads.
- > Presented Impact of COVID-19 on Road Safety at the 2020 Global Be(er) Responsible Day for Labatt employees across Canada.
- > Co-presented Marijuana Use Among Drivers in Canada with Ken Lindhardsen, Vice-President of Accident Benefits and Bodily Injury Claims for Desjardins General Insurance Group as part of the CARSP, PRI, TIRF & Desjardins webinar series.
- > Participated in The Daily Drive presented by Ford Driving Skills for Life as a special guest discussing the future of driver education as part of their virtual series.
- > Co-authored a Transportation Research Board paper titled "*The Effect of Culture on Gender Differences in Driver Risk Behavior through Comparative Analysis of 32 Countries.*"
- > TIRF contributed to the review of drafts of an AV Cyber Security Policy developed by Transport Canada.

### Donors

TIRF gratefully acknowledges the many concerned companies, associations and governments whose contributions in 2020 supported the Foundation's efforts to reduce the losses that occur from road crashes. We also acknowledge with gratitude the private, individual donations and memorial donations received from individuals across Canada.

#### Platinum



Manitoba  
Public Insurance

Société d'assurance  
publique du Manitoba



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The Beer Institute  
Smart Start Inc.  
Wawanesa Insurance

#### Silver

Hydro One  
Alberta Transportation  
Consolidated Dealers Co-Op Inc.

*We wish to extend personal thanks to our many private donors.*

\* Note: charitable donations are not used for travel expenses.



# TIRF USA UPDATE



## Road Safety Monitor: Alcohol-Impaired Driving & Risky Driving During COVID-19 in the United States, 2020

TIRF USA, in partnership with TIRF in Canada and with sponsorship from the **Anheuser-Busch Foundation**, released the sixth annual Road Safety Monitor (RSM) on alcohol-impaired driving. The survey takes the pulse of the nation regarding the alcohol-impaired driving issue by means of an online survey of a random, representative sample of U.S. drivers aged 21 years or older. A total of 1,501 drivers in the U.S. completed the poll in September 2020. This



fact sheet summarizes key findings regarding the prevalence of alcohol-impaired driving, reasons for engaging in this behavior and characteristics of these drivers. Survey results are compared to data from previous years. In response to the COVID-19 pandemic, this RSM also describes the effects of the pandemic on risky driving behaviors. [turf.us/US-RSM2020-Alcohol-Impaired-Driving-COVID19](https://turf.us/US-RSM2020-Alcohol-Impaired-Driving-COVID19)



**ANHEUSER-BUSCH  
FOUNDATION**

## Projects & sponsors

TIRF USA acknowledges the support received in the form of project grants and contracts from the following organizations: US Food and Drug Administration, Association of Ignition Interlock Program Administrators & Anheuser-Busch.

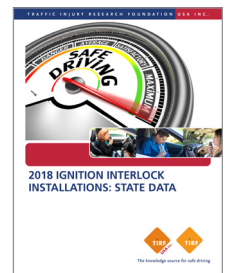
## New TIRF USA study on ignition interlocks in the United States

**TIRF USA** in partnership with the **Association of Ignition Interlock Program Administrators (AIIPA)**, and TIRF Canada released 2018 Ignition Interlock



Installations: State Data. This study is based on 2018 interlock installation data collected from state agencies in the US. It provides a benchmark for state ignition interlock program administrators and impaired driving stakeholders to measure interlock usage and growth in interlock programs.

[turf.us/wp-content/uploads/2020/08/2018-AIIPA-TIRFUSA-AnnualInterlockInst-StateData-22.pdf](https://turf.us/wp-content/uploads/2020/08/2018-AIIPA-TIRFUSA-AnnualInterlockInst-StateData-22.pdf)

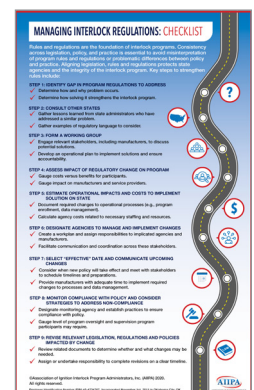


## AIIPA Seventh Annual Conference Proceedings 2019

As part of the 2019 AIIPA proceedings, four fact sheets were created to highlight the content shared at the annual conference. These fact sheets contain an overview of interlocks in the context of the criminal justice system, regulation changes, technology, and recent research. The fact sheets are available for download AIIPA website:

<https://www.aiipaonline.org/resources/conference-documents>

- > **Alcohol Ignition Interlocks and the Criminal Justice System**
- > **Alcohol Ignition Interlock: Technology Update**
- > **Alcohol Interlocks: Research Update**
- > **Managing Interlock Regulation Changes: Checklist**







## TIRF CANADA'S GLOBAL REACH

In 2020, through print, online and broadcast media, TIRF's work had an estimated potential reach of over 119 million people in Canada with advertising value equivalency of more than \$1.1 million. The top sources in print, online and broadcast media were CBC.CA News, National Post, CTV News, THE STAR, La Tribune, CBC Prince Edward Island, Le Journal de Montréal, CBC Sudbury, TVA Nouvelles, CTV British Columbia, Le Soleil, Le Journal de Québec, Driving.ca, Calgary Herald, Today's Parent, Financial Post, CTV Toronto News, Edmonton Journal (Print Edition), The Loop, Omny.fm (Vancouver), The Hamilton Spectator, 680 NEWS, 660 NEWS, Le Droit, Citynews1130, La Voix de l'Est, Vancouver Province (Print Edition), The Chronicle Herald, Le Quotidien, The Guardian, Edmonton Sun, St. Catharines Standard, Wheels.ca (Toronto Star), Winnipeg Journal and The Telegram.

### Driving in a pandemic... November 13, 2020

COO Ward Vanlaar appeared on The Lynda Steele Show and shared information about TIRF's latest Road Safety Monitor 2020: The Impact of the COVID-19 Pandemic on Travel Behaviour & Road Safety.

<https://omny.fm/shows/steele-drex/driving-in-a-pandemic?t=8m6s>

### Distracted Driving on the Rise September 1, 2020

President & CEO Robyn Robertson appeared on CTV Ottawa Morning Live, with host Leslie Roberts, sharing the latest on the alarming trend of distracted driving on provincial roads.

<https://ottawa.ctvnews.ca/video?clipId=2026048>



**Canada: 139,220,304**

**United States:**  
**493,284,864**

**Germany: 6,173,641**

**United Kingdom:**  
**1,339,400**

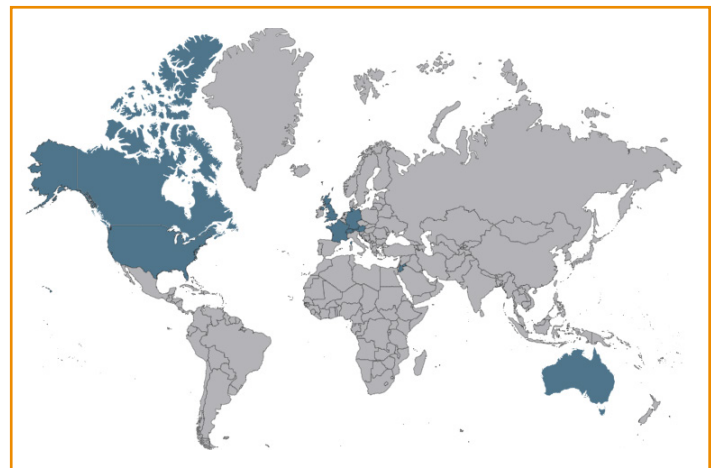
**Switzerland: 8,924,933**

**France: 4,581,135**

**Jordan: 1,537,919**

**Austria: 239,008**

**Australia: 410,843**



### Why you need to get winter tires Nov. 9, 2020

Excerpt: Winter tire design not only improves handling in cold weather, but also shorter stopping distances, even on dry pavement. According to a 2012 study published by the Ottawa-based Traffic Injury Research Foundation, stopping distance for vehicles equipped with all-season tires on dry pavement at temperatures just below freezing is 30 per cent longer than those shod in winter tires.

<https://www.thestar.com/autos/2020/11/09/why-you-need-to-get-winter-tires.html>



# EDUCATIONAL RESOURCES

TIRF is an independent, evidence-based source of research and education materials on a wide range of road safety issues. Accurate and timely information is provided through its professional staff, extensive library, and international network. TIRF communication and information services include:

- > brochures
- > infographics
- > fact sheets
- > press releases and conferences
- > websites and educational resources



TIRF's **#MySafeRoadHome** series provides readers with quick facts about road safety in a fun & relatable educational blog tailored to all road users.



**Action2Zero** learning centre supports communities with the latest research to help plan, build and implement road safety strategies. Road safety planning at the local level is essential to engage the community, reduce road trauma, and work towards achieving 5-star community status.

[act2zero.tirf.ca](http://act2zero.tirf.ca)



**Drop It And Drive® (DIAD)** is an award-winning distracted driving education program for youth, school, and provides workplace safety programs for public and private sectors across Canada and the US. A dedicated **E-hub** provides access to free tools, education, research, data and new technologies.

[diad.tirf.ca](http://diad.tirf.ca)



**Drug-Impaired Driving Learning Centre (DIDLC)** is a fully bilingual, web-based free educational resource that contains answers to many common questions. It includes factsheets describing the size of the drugged driving problem, characteristics of drivers, effects of drugs on driving, legislation and penalties, and, tools and technologies.

[druggeddriving.tirf.ca](http://druggeddriving.tirf.ca)



**GDL Framework Safety Center** contains the latest research and a suite of free tools to help states and provinces identify gaps in young driver safety strategies, and implement improvements related to graduated driver licensing, driver education, license testing and in-vehicle monitoring technologies.

[gdlframework.tirf.ca](http://gdlframework.tirf.ca)





**Brain on Board** describes the functioning of active and passive vehicle safety features and explains how driver behaviours play an important role to increase the effectiveness of safety features. This web-resource includes free posters and PSAs, flashcards and fact sheets about vehicle safety features that are standard on most vehicles, and how they can prevent crashes and injuries when combined with safe driving practices.

[brainonboard.ca](http://brainonboard.ca)

Brand re-fresh  
is underway



**Wildlife Roadsharing Resource Centre (WRRC)** provides free access to downloadable fact sheets, educational flashcards, and practical strategies. It addresses the most common myths and misconceptions to increase awareness of ways to prevent and avoid wildlife-vehicle collisions, including mitigation measures and prevention strategies.

[wildliferoadsharing.tirf.ca](http://wildliferoadsharing.tirf.ca)



**Sober Smart Driving** is a free education program that contains answers to the most common questions about alcohol and impaired driving. It includes free impaired driving posters/brochures, flashcards and other resources that agencies can use to educate people of all ages and promote solutions.

[sobersmartdriving.tirf.ca](http://sobersmartdriving.tirf.ca)



**Young and New Driver Resource Centre** shares the latest research about young driver crashes, strategies to prevent them, and the requirements of Graduated Driver Licensing (GDL) programs as well as Canadian driver education programs. Download free PowerPoint presentations and fact sheets focused on fatigue, distraction, speeding, alcohol and drug impairment, brain development, parental involvement and more.

[yndrc.tirf.ca](http://yndrc.tirf.ca)

Brand re-fresh  
is underway

**Alcohol Ignition Interlock Curriculum for Practitioners** is a training tool that enables criminal justice, health and transportation professionals, as well as advocates and community members to educate colleagues about alcohol ignition interlocks. It provides access to instructional and train-the-trainer materials on research, technology, implementation, legal concerns and vendors/service providers, device certification and calibration practices.

[aicp.tirf.ca](http://aicp.tirf.ca)





# FINANCIAL STATEMENTS

## Report of the independent auditors on the summary financial statements

To the Members of Traffic Injury Research Foundation of Canada

### Opinion

We have expressed an opinion on the accompanying summary financial statements of the Traffic Injury Research Foundation of Canada, which comprise the summary statement of financial position as at December 31, 2020, the summary statements of operations, changes in net assets for the year then ended, and related notes.

In our opinion, the summary financial statements derived from the audited financial statements of the Traffic Injury Research Foundation of Canada as at and for the year ended December 31, 2020 are a fair summary of those financial statements, in accordance with the basis described in note 1.

### Responsibilities of Management and Those Charged with Governance for the Summary Financial Statements

Management is responsible for the preparation and fair presentation of the summary financial statements in accordance with the basis described in note 1, and for such internal control as management determines is necessary to enable the preparation of summary financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the summary financial statements, management is responsible for assessing the Traffic Injury Research Foundation of Canada's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Traffic Injury Research Foundation or to cease operations, or has no realistic alternative but to do so.

### Auditors' Responsibilities for the Audit of the Summary Financial Statements

Our objectives are to obtain reasonable assurance about whether the summary financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion.

We also:

- > Identify and assess the risks of material misstatement of the summary financial statements.
- > Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances.
- > Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- > Conclude on the appropriateness of management's use of the going concern basis of accounting and based on the audit evidence obtained.
- > Evaluate the overall presentation, structure and content of the summary financial statements.
- > Communicate with those charged with governance regarding among other matters the planned scope and timing of the audit, and significant audit findings, including significant deficiencies in internal control that we identify.



Chartered Professional Accountants, Licensed Public Accountants  
Ottawa, Canada, March 16, 2021



# Traffic Injury Research Foundation

## Summary Statement of Financial Position December 31, 2020, with comparative information for 2019

	2020	2019
<b>Assets</b>		
Current assets:		
Cash	\$ 505,572	\$ 187,516
Amounts receivable	262,859	508,615
Prepaid expenses	31,617	38,931
	800,048	735,062
 Tangible capital and intangible assets	45,407	16,325
	<b>\$ 845,455</b>	<b>\$ 751,387</b>
<b>Liabilities and net assets</b>		
Current liabilities:		
Accounts payable and accrued liabilities	\$115,669	\$251,379
Deferred revenue	115,477	26,465
Current portion of obligations under capital lease	5,800	1,183
Funds held in trust	77,049	80,139
	313,995	359,166
 Obligations under capital lease	18,850	-
Long term debt	26,909	-
Deferred government grant	3,091	-
	362,845	359,166
 Net assets:		
Unrestricted	335,564	228,543
Internally restricted research reserve fund	126,289	147,353
Invested in tangible capital and intangible assets	20,757	16,325
	482,610	392,221
	<b>\$ 845,455</b>	<b>\$ 751,387</b>

See accompanying note to summary financial statements.



# Traffic Injury Research Foundation

## Summary Statement of Operations and Net Assets Year ended December 31, 2020, with comparative information for 2019

	2020	2019
<b>Revenue</b>		
Project contributions	\$ 1,581,871	\$ 1,803,575
Government grants	26,200	16,200
Donations		
Industry	55,272	61,878
Associations	6,000	21,500
Fees and honoraria	12,344	17,992
Other Income	43,259	24,638
	<b>1,724,946</b>	<b>1,945,783</b>
<b>Expenses</b>		
Research		
Project	928,936	1,182,614
Development	152,947	184,699
Administration	406,056	403,685
Promotion	146,618	159,093
	<b>1,634,557</b>	<b>1,930,091</b>
Excess of revenue over expenses before the undernoted	90,389	15,692
Loss on disposal of tangible capital assets	-	-
Excess of revenue over expenses	90,389	15,692
Net assets, beginning of year	392,221	376,529
<b>Net assets, end of year</b>	<b>\$ 482,610</b>	<b>\$ 392,221</b>

See accompanying note to summary financial statements.



# Traffic Injury Research Foundation

## Notes to Summary Financial Statements Year ended December 31, 2020

The Traffic Injury Research Foundation of Canada (the “Foundation”) is incorporated without share capital under the Canada Corporations Act. Effective September 9, 2013, the Foundation continued their articles of incorporation from the Canada Corporations Act to the Canada Not-for-Profit Corporations Act. The Foundation is registered with Canada Revenue Agency as a charitable organization and is tax exempt under the Income Tax Act (Canada).

### 1. Summary financial statements:

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations in Part III of the CPA Canada Handbook – Accounting, as at and for the year ended December 31, 2020.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in the summary financial statements so that they are consistent, in all material respects, with or represent a fair summary of the audited financial statements.

These summarized financial statements have been prepared by management using the following criteria:

- (a) whether information in the summarized financial statements is in agreement with the related information in the complete audited financial statements; and
- (b) whether, in all material respects, the summarized financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including the notes thereto.

Management determined that the statement of changes in net assets and the statement of cash flows do not provide additional useful information and as such has not included them as part of the summary financial statements.

The complete audited financial statements of Traffic Injury Research Foundation of Canada are available upon request by contacting the Foundation.



171 Nepean Street, Suite 200  
Ottawa, Ontario, Canada K2P 0B4

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

ISBN: 978-1-989766-77-4

Toll Free: 1-877-238-5235

Fax: 613-238-5292

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# TRAFFIC INJURY RESEARCH FOUNDATION



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**The knowledge source for safe driving**