



Karen Bowman

Director, Marketing and Communications
Director, Drop It And Drive® Program
Traffic Injury Research Foundation

Karen Bowman is the Director of Marketing and Communications and Director of the Drop It And Drive® Program (DIAD) with the Traffic Injury Research Foundation (TIRF), a charitable, independent road safety research institute. TIRF is a world leader in research, safety programs, and policy development.

Career and research highlights:

Karen has worked in both public and private sectors in British Columbia and Ontario during the past 25 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 education programs to more than 55,000 school-based audiences as well as corporate employees across North America. 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. 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.

Karen has successfully developed a program delivery method to 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 distracted driving issues.

Visit www.DropItAndDrive.com for more information about the programs offered.

Affiliations:

- > Member of the Canadian Global Road Safety Committee (CGRSC).

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.