

TRAFFIC INJURY RESEARCH

FOUNDATION



TRAFFIC INJURY RESEARCH FOUNDATION
55th ANNUAL REPORT
2017



The knowledge source for safe driving

ROAD SAFETY OUR LIFELONG COMMITMENT

The overwhelming majority of deaths and injuries on our roads are preventable. TIRF has worked to improve road safety for all Canadians by generating and sharing knowledge on current and emerging issues and trends that affect road safety. This includes producing and sharing research 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.

After more than five decades, TIRF's vision and commitment to improve road safety is stronger than ever. TIRF takes action on four fronts:

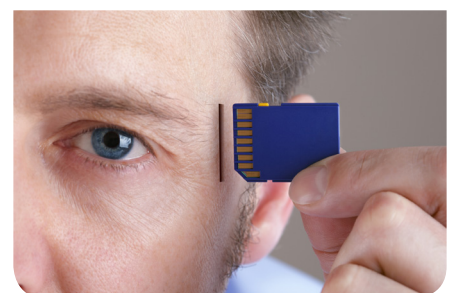
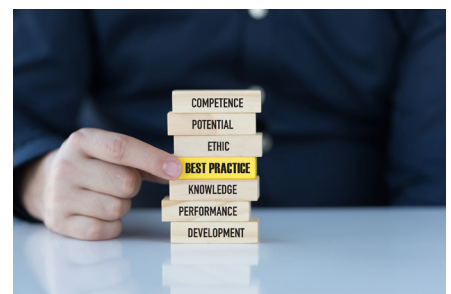
Measure the problem. More than 90% of road crashes are caused by driver error or condition. Through its research, TIRF is improving understanding about why drivers behave as they do in order to create more effective interventions to promote safe driving behaviours.

Develop and implement solutions. Programs and policies aimed at improving road safety must address the underlying causes of road crashes. TIRF's research is the foundation to develop evidence-based programs and policies, as well as sound legislation targeting young drivers, impaired drivers, fatigued drivers, distracted drivers and commercial vehicle drivers, as well as other road safety concerns.

Evaluation. In an era of declining resources, investment is needed in strategies that have proven results. TIRF's work to evaluate a broad spectrum of road safety policies and programs helps governments and other stakeholders identify effective solutions.

Knowledge transfer. Making progress requires shared knowledge and understanding of policies and programs, and coordinated efforts across all sectors to improve road safety. TIRF has developed a "systems" approach to bridge gaps and build partnerships among agencies and practitioners that are affected by road crashes. Knowledge transfer and skill development are critical features of these initiatives.

These activities have been the pillars of TIRF's work since it was established as a national, independent road safety research institute in 1964. TIRF's skills and expertise are designed to meet the key challenges related to road safety in the next decade, and beyond.



THANK YOU TO OUR PARTNERS

Project sponsors who provided French translation services at no cost:



Thanks to ACS and Dräger for sharing their expertise about drugged driving technology for the Drug-Impaired Driving Learning Centre website.



ACART for their branding and design work for many TIRF projects and education programs.



Victoria Police Department and Restorative Justice Victoria partnered with DIAD & TIRF to deliver a distracted driving pilot prevention program.



Insp. Mark Andrews (ret.) has played a key role bringing enforcement expertise to TIRF projects and DIAD seminars.



Rob Wilkinson and Safer Roads Ottawa for being a pilot site for BikeMaps and leading community engagement.

AAA who partnered with TIRF to organize and deliver a Marijuana & Driving Workshop for the Transportation Research Board.



Expert critical review of TIRF's Drug-Impaired Driving Learning Centre website were provided by Dr. Marilyn Huestis, Dr. Tom Brown and Carl Wicklund.



"Coming together is a beginning. Keeping together is progress. Working together is success." -- Henry Ford



DIAD speaker Captain Tim Baillie (ret.) for sharing his expertise to deliver DIAD customized seminars for workplaces and schools.

MESSAGE FROM THE CHAIR

In the last decade, the business environment has evolved in two important ways. First, the globalization of the marketplace has created a wealth of opportunities for organizations to deliver goods and services to an international audience. However, this has required that businesses adapt the delivery of services to new environments. In other words, they must accommodate cultural differences, variations in operational systems and practices, and a distinct set of priorities. In addition, businesses must find ways to deliver services that acknowledge staff and resource limitations. While many problems are common and thereby shared across jurisdictions, solutions must be tailor-made to ensure they are not only effective, but also efficacious.

The second way that the business environment has changed is that the marketplace increasingly consists of separate sectors with mutual problems, but also mutual interests in addressing them. This has created new circumstances for partnerships across disciplines that allow businesses to harness advances in knowledge and innovation on a broader scale.

TIRF has adjusted its approach to the delivery of research services in order to benefit from this changing environment and secure projects in new jurisdictions as well as new partnerships. It has done so in an incremental fashion to accumulate experience and expertise from each project, with a focus on ensuring that the quality of its services remains high, and that products and deliverables are consistent with the brand for which TIRF is internationally known. In the past three years, TIRF has provided services in Colombia, Belize, Belgium, and Victoria, Australia. It has also co-hosted several road safety conferences in the United Arab Emirates and Tunisia in cooperation with Prévention Routière Internationale (PRI) and the Arab Road Safety Organization (AROSO).

TIRF has worked equally hard to build and expand its partnerships in traditional as well as new sectors and industries that have increased their focus on road safety. Traditional partners have included the Canadian Trucking Alliance and several of its member companies who are concerned about driving training, fatigue, distraction and drug-impaired driving. Several non-traditional partners have also engaged with TIRF to contribute to the development of evidence-based strategies or to help promote them. These organizations include the Canadian Wireless and Telecommunications Association, Global Automakers, and LGM Financial Services, Inc. who share concern about distracted driving, along with two leaders in the forestry industry, Tolko and Weyerhaeuser. Government partners north and south of the border have also joined forces with TIRF to address road safety concerns. The Victoria Police Service in British Columbia partnered with TIRF to deliver an innovative pilot for distracted driving offenders in 2016. In addition, TIRF has worked closely with the U.S. Food & Drug Administration to develop an effective tool to help physicians talk to patients about the impairing effects of pain medication on driving.

In the coming years, TIRF will continue to embrace new opportunities to collaborate with concerned sectors and industries for whom road safety is a shared priority. Engagement with like-minded organizations is essential to accelerate the development of new knowledge and implementation of innovative strategies that create economies of scale and produce better outcomes. The members of TIRF's Board of Directors remain committed to this research institute because of the tangible improvements that this organization achieves every day. If you have not yet been exposed to the work of TIRF, I would strongly encourage you to reach out to them to see how they can help you keep your family, your employees, and members of your community safe on the road.



Jim Thomson is the President & CEO of Thomson Group of Companies

Sincerely,

A handwritten signature in blue ink, likely belonging to Jim Thomson, the Chairman of the Board.

Chairman of the Board

MESSAGE FROM THE PRESIDENT

Protecting Canadians who use our roads every day and helping them get home safely requires a strategy. In the past few years, jurisdictions and communities across the country have turned their attention to the development of evidence-based road safety strategies. This has been due to growing recognition of road crashes as a public health problem which has raised the profile of this issue across sectors.

There are three essential ingredients that communities require to develop an effective strategy. The first is a philosophy or approach that provides a solid foundation to build a strategy. At present, Vision Zero and the Safe System approach are two leading philosophies that are gaining traction across the country. Whereas Vision Zero/Towards Zero Deaths is an ambitious and aspirational vision that all traffic fatalities and severe injuries will be eliminated and safe, healthy and equitable mobility will increase, the Safe System approach underscores the importance of the development, adoption and implementation of a comprehensive and integrated road safety strategy encompassing the road environment, vehicles, and people. Each of these philosophies provides an important perspective that can guide discussion and decision-making at national, provincial/territorial and local levels as road safety strategies are developed, and awareness of them is increasing.

The second essential ingredient is research. The use of research evidence and best practices to guide the development of programs and policies is key, just as evaluation research is vital to determine if investments in countermeasures are wise and will produce a return on investment in the form of fewer deaths and injuries. TIRF has long been committed to undertaking studies to answer these critical questions on behalf of many road safety stakeholders, and sharing as well as promoting results to enhance safety for all road users.

The third essential ingredient that is most-needed by jurisdictions and communities today as they embark on the pursuit of road safety strategies is tools in the form of tactics, templates and guidance that help them use research. Today, many communities are better informed about what needs to be done to make roads safer, but they struggle with how to do it.

In 2017, TIRF turned its attention to creating a series of tools to help communities do just that. We invested our knowledge and expertise gained over five decades to design a web-based resource containing the knowledge and tools that communities need to guide the development and implementation of strategic road safety plans based on Vision Zero and Safe System philosophies.

The new resource is being designed to help communities raise awareness and build capacity for effective road safety initiatives. In addition, it can enable communities to monitor and measure program outcomes and improvements in road safety. The objective of this initiative is to help communities be efficient in identifying priority road safety problems, and finding tools and solutions that can address them. It can also support the work of local governments and their road safety partners.

Join us in 2018 to learn more about this initiative that can help meet the needs of a wide spectrum of diverse stakeholders, and facilitate the development of road safety strategies to benefit all Canadians.



Robyn Robertson has been with the Traffic Injury Research Foundation for 18 years.

Sincerely,

A handwritten signature in black ink that reads "Robyn Robertson".

President & CEO

TIRF's INTERNATIONAL WORK

- > Delivered a series of educational courses for federal and municipal law enforcement, transport officers and school wardens about road safety strategies in Belmopan, Belize.
- > During the 13th PRI World Congress in Tunisia, TIRF was acknowledged by Prime Minister Youssef Chahed for supporting the U.N. Decade of Action for Road Safety.
- > TIRF co-hosted the International Conference on Traffic Safety in Abu Dhabi, United Arab Emirates with AROSO & ETSS.
- > TIRF delivered a seminar on Fatal and Serious Injuries Related to Vulnerable Road Users in Canada at Instituto Csalva, Universidad del Valle, Cali, Colombia.
- > TIRF, Sharjah police, and National Traffic Safety Institute (NTSI) hosted a workshop on the human element in the road safety equation in Sharjah, United Arab Emirates.



BOARD OF DIRECTORS

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2017 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.

TIRF published the following reports and journal articles in 2017.

Post Conviction Services for DWI Offenders: Building Community Partnerships (2017)

<http://tirf.ca/TIRFCAD180>



Automated Vehicles and Behavioural Adaptation in Canada (2017)



Collisions Among Fatally Injured Drivers of Different Age Groups, 2000-2014 (2017)

<http://tirf.ca/TIRFCAD18GG>



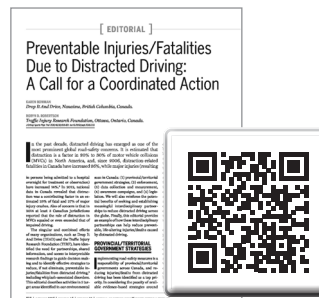
Marijuana Use Among Drivers in Canada, 2000-2014 (2017)

<http://tirf.ca/TIRFCAD17M>



Preventable Injuries/Fatalities Due to Distracted Driving - A Call for a Coordinated Action (2017)

http://bit.ly/DIAD_TIRF_JOSPT

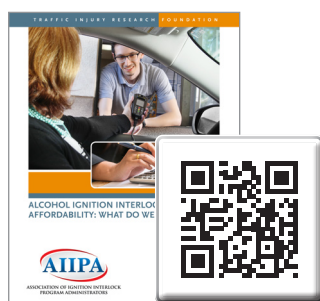


Promoting Crowdsourcing for Urban Research: Cycling Safety Citizen Science in Four Cities (2017)



Alcohol Ignition Interlocks and Affordability What Do We Know? (2017)

www.tirf.ca/TIRFCAD17V



Road Safety Monitor 2017: Drinking and Driving in Canada (2017)

<http://tirf.ca/TIRFCAD17CC>



DWI Dashboard Strategic Guide: Addressing Gaps In The System (2017)

<http://tirf.ca/TIRFCAD18N>



NEW LEARNING CENTRE

Drug-Impaired Driving Learning Centre



TIRF, in partnership with Desjardins Insurance, launched a Drug-Impaired Driving Learning Centre (DIDLC) available in both official languages. The Centre is a web-based resource designed to share the latest research about the problem, increase awareness,

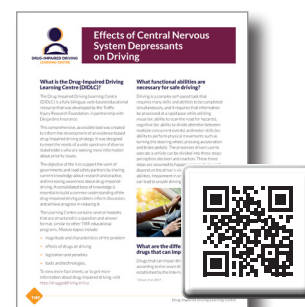
and inform the development of effective strategies to tackle it. According to TIRF's National Fatality Database, 44.5% of drivers killed in road crashes tested positive for drugs in 2013; a larger proportion than those drivers tested positive for alcohol (31.6%). Whereas young drivers were more likely to test positive

for marijuana, older drivers were more likely to test positive for prescription drugs. This user-friendly tool can help road safety stakeholders develop an evidence-informed strategy to reduce drug-impaired driving.



<http://tirf.ca/TIRFCAD17N>

<http://tirf.ca/TIRFCAD17Nc>



<http://tirf.ca/TIRFCAD17Na>

<http://tirf.ca/TIRFCAD17Nf>

NEW LITERATURE REVIEW

SAFE RIDES AS AN ALTERNATIVE TO ALCOHOL-IMPAIRED DRIVING AND THEIR EFFECTS: A LITERATURE REVIEW

TIRF released a literature review of safe ride home programs as alternatives to alcohol-impaired driving, sponsored by Anheuser-Busch.

<http://www.tirf.ca/TIRFCAD17J>



The main objective of this study was to summarize the existing literature on the effect of safe ride home programs on impaired driving arrests, crashes, and fatalities. The available evidence suggested safe ride home programs are a promising method to decrease incidents of alcohol-impaired driving, but further exploration of these effects is necessary to conclude

these programs are definitively effective.

In 2015, more than 32,000 persons died in motor vehicle crashes in the United States; 10,265 of these deaths involved an alcohol-impaired driver (NHTSA 2016). One solution to help reduce alcohol-impaired driving is the use of safe ride home programs but more awareness of these programs is needed.



EDUCATIONAL PROGRAM

DROP IT AND DRIVE®

During 2017, the Drop It And Drive® education program delivered its message across Canada and in the United States through corporate seminars and school presentations as well as community engagement activities.

During its first year operating under TIRF, the DIAD program:

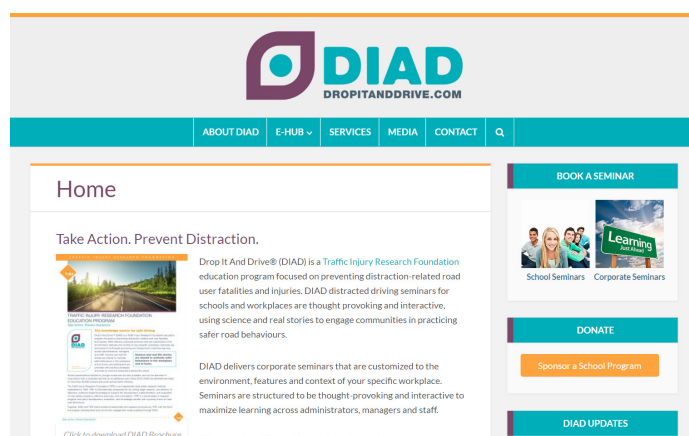
- > delivered 14 full-length corporate seminars throughout British Columbia, Ontario, Alberta, and Saskatchewan;
- > facilitated 1 Supplemental Training Program workshop in British Columbia;
- > delivered 3 condensed seminars in British Columbia and Lakewood, California;
- > presented and delivered a keynote address at 2 safety conferences in British Columbia;
- > hosted a booth at the Vancouver Island Safety Conference in British Columbia;
- > developed and delivered a restorative justice prevention program for distracted drivers in partnership with the Victoria Police Department and Restorative Justice Victoria;
- > was a panel speaker for the International Road Federation webinar: Distracted/Drowsy Driving - Mitigating a Killer, and;
- > delivered 8 sponsored presentations to 8 high schools in British Columbia, Saskatchewan and Ontario.



<http://diad.tirf.ca/DIADBrouchure>

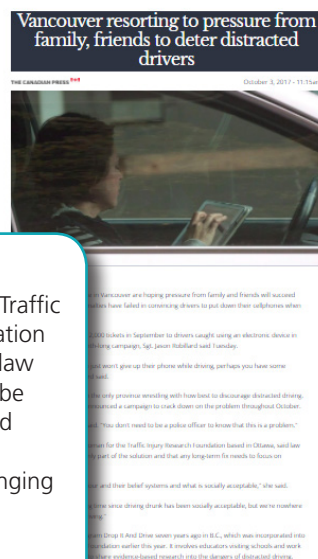
Staying connected to the community

In December 2017, DIAD launched a refreshed website with a bold new look. Re-organized content and enhanced navigation created a more user-friendly experience. The DIAD website is also the home of the newly launched CCDD E-hub, containing the latest research, stats and data on distracted driving, laws and penalties in Canada, and a variety of educational tools and resources.



Karen Bowman, a spokeswoman for the Traffic Injury Research Foundation based in Ottawa, said law enforcement can only be part of the solution and that any long-term fix needs to focus on changing behaviour.

"This is about driver behaviour and their belief systems and what is socially acceptable," she said.



The Canadian Press
October 3rd, 2017



Drop It And Drive®@DroplitAndDrive



Follow us on facebook

<https://www.facebook.com/DroplitAndDrive>

CONTINUING PROGRAMS

Canadian Coalition on Distracted Driving



In 2017 the Canadian Coalition on Distracted Driving (CCDD), led by TIRF & DIAD in collaboration and partnership with The Co-operators, engaged a broader audience of

stakeholders. In addition to participation from the 23 member organizations represented by the CCDD, another 14 interested organizations were invited to attend.

The objective of the meeting was to inform the development of tools and activities that were included in the Action Plan. An emphasis was placed on refining and managing the scope of content that could be included in proposed tools, and identifying important sources of information that should be considered.



<http://tirf.ca/TIRFCAD17T>

In November the CCDD released three new fully bilingual fact sheets on distracted driving. Other elements of the Action Plan are also underway.

A call to action for health practitioners was published in the Journal of Orthopaedic & Sports Physical Therapy. Work groups involving insurance, enforcement, the trucking industry and health professionals are being established to increase awareness in these sectors and build partnerships to reduce distracted driving.



<http://tirf.ca/TIRFCAD17K>



<http://tirf.ca/TIRFCAD17Q>

Wildlife Roadsharing Resource Center (WRRC)



At the end of 2017 TIRF, in partnership with Desjardins Insurance, added two new resources to the Wildlife Roadsharing Resource Centre (WRRC).

Road Safety Monitor 2016: Driver Behaviour and Wildlife on the Road in

Canada reported that within the last year, 9.3% of drivers reported hitting an animal one or more times and 28.5% reported almost hitting an animal one or more times. Results showed drivers require more education about proper responses and need to practice visualizing safe responses in order to avoid automatic avoidance behaviours which are often unsafe.

<http://tirf.ca/TIRFCAD17W>

<http://tirf.ca/TIRFCAD17X>



The data contained in *Wildlife Vehicle Collisions: 2000-2014* examined wildlife-vehicle collisions (WVCs) in Canada. It showed that most of these collisions occurred in June and July. The majority of these collisions occurred between 6:00 p.m. and 12:00 a.m., when risk of collision may increase due to animal movement patterns, less daylight and decreased visibility, and driver fatigue. It also described trends in these type of collisions during this period.

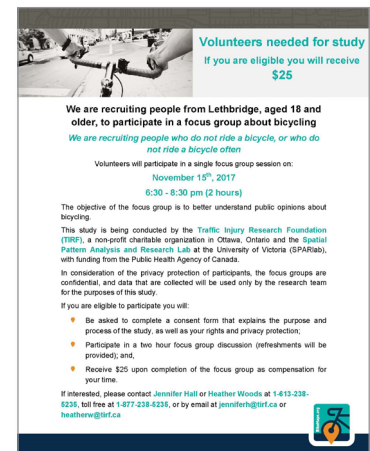


CONTINUING PROGRAMS

BikeMaps.org



TIRF and the University of Victoria completed the second phase of the BikeMaps.org project, funded by the Public Health Agency of Canada. During phase 2, BikeMaps.org was released in four Canadian cities (St. John's, Guelph, Kelowna & Lethbridge), and further promoted in the pilot phase cities (Victoria, Ottawa, Edmonton). The main objective of this project is to develop and use a technology to produce knowledge and data that can help make cycling safer for, and more accessible to, all Canadians. To ensure the public and stakeholders as well as decision-makers are aware of the availability of this new tool, citizen and stakeholder engagement activities were organized throughout the year to help promote it. Data collection in the phase 2 cities was conducted to evaluate the effect of the release of BikeMaps.org. Analyses of the phase 2 data are currently underway, and the final report is progressing with an anticipated release date in early 2019.



LEADING BY EXAMPLE

TIRF researchers regularly travel* across Canada and abroad to present findings at road safety conferences, meet with government and industry leaders and share research with practitioners and non-technical audiences alike to improve practice. 2017 was no exception as TIRF researchers participated in more than 18 events, including:

Transportation Research Board 96th Annual Meeting in Washington, DC from January 8th–11th, 2017.

Presented at the Canadian Trucking Alliance Annual General Meeting about the activities of the Canadian Coalition on Distracted Driving in Phoenix, AZ, March 27th, 2017.

Presented at the Lifesavers National Conference, *Driving While Impaired Arrest Process Improvement – electronic solutions; Workshop: Implementation and Use of E-Warrant Systems in Impaired Driving* in Charlotte, NC, March 26th–28th, 2017.

Presented *Alcohol Interlock Installations in the US* at the Annual Conference of the Association of Ignition Interlock Program Administrators (AIIPA) in Richmond, VA from May 20th–25th, 2017.

Presented *Automated Vehicle Technology: A User's Perspective* at the Canadian Association of Road Safety Professionals (CARSP) Conference in Toronto, ON, June 19th, 2017.

Presented *Conducting Simulator Research with Older Drivers* to the Council on Aging in Ottawa, ON, June 22nd, 2017.

14th Annual Meeting of the DWI Working Group in Savannah, GA, September 25th–27th, 2017.

Presented *Automated Vehicle Technology: A User's Perspective* at the Ontario Police College, Aylmer, ON, October 11th, 2017.

Presented *Alcohol and Drug Use Among Vulnerable Road Users in Canada* at the Arrive Alive conference in London, ON, October 24th, 2017.

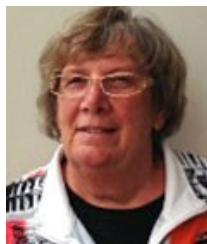
Presented *Ontario's Enhanced Road Test: A New Tool to Screen for Cognitive Impairment* at two meetings of the Ontario Road Safety Forum at the University of Toronto in Toronto, ON, May 2nd, 2017 & November 15th, 2017.

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

HOW YOUR DONATIONS MAKE A REAL-WORLD IMPACT

Your contributions supported TIRF's charitable services in 2017:

- > TIRF served on national Advisory Panel that was created to inform a Task Force established by Transport Canada to address interactions between pedestrians/cyclists and heavy vehicles to improve safety.
- > TIRF was an invited participant in a consultation on regulatory framework for cannabis that was organized by the Ontario Ministry of the Attorney General.
- > TIRF submitted evidence and testimony on the issue of lowering the legal breath alcohol concentration in Canada from .08 to .05 to the Federal Minister of Justice.
- > TIRF testified before the Senate of Canada regarding proposed oral fluid testing legislation to address drugged driving.
- > TIRF provided provincial governments in Canada with a regional analysis of trends in self-reported drugged driving behaviour using data from TIRF's national public opinion poll (Road Safety Monitor). These data were made available to governments to inform the development of provincial drugged driving strategies.
- > TIRF published a journal article summarizing the results of its national public opinion poll on automated vehicles in Transportation Research Record Part A.
- > TIRF delivered a national webinar for injury prevention staff on drugged driving through Parachute Canada.
- > TIRF staff served as reviewers for several road safety journals, and for CARSP for their annual conference.
- > TIRF delivered a webinar on *Young Impaired Drivers: Prevention, Management and Treatment* to the Department of Criminal Justice Services Office of Probation and Correctional Alternatives.



PROJECTS AND SPONSORS

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



Public Health
Agency of Canada

Agence de la santé
publique du Canada

Government of Belize



DONORS

TIRF gratefully acknowledges the many concerned companies, corporations, associations and governments whose contributions in 2017 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



GOLD



**Manitoba
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SILVER

Alberta Transportation
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Association

Used Car Dealers Association of Ontario

ADDITIONAL DONORS

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

TIRF USA UPDATE

TIRF USA RSM 2016: Alternatives To Alcohol-Impaired Driving

TIRF USA in partnership with TIRF in Canada released the second report from the 2016 annual Road Safety Monitor (RSM) survey on alternatives to alcohol-impaired driving, sponsored by Anheuser-Busch. The public opinion poll investigated U.S. drivers' opinions and behaviors in relation to this issue. Results showed that while overall levels of familiarity with, and access to, alternative solutions to alcohol-impaired driving are high, actual use of them is low. These results suggest there is room to increase growth in the number of users of alternative solutions to alcohol-impaired driving.



<http://turf.us/TIRFUSRSM16-2>

TIRF USA RSM 2017: Alcohol-impaired Driving in the United States



TIRF USA, in partnership with TIRF in Canada and with sponsorship from Anheuser-Busch, released the 2017 Road Safety Monitor (RSM) on alcohol-impaired driving. The public opinion poll conducted in September and October 2017, investigated U.S. drivers' opinions and behaviors in relation to this issue. Results showed that people get behind the wheel when impaired because they think they are OK to drive. Other top reasons include driving short distances, thinking they can drive carefully, and simply not thinking about it. In other words, a lack of awareness about the dangers associated with this behavior appears to be an important factor. The poll also revealed a smaller percentage of drivers in 2017 thought they had no alternative to alcohol-impaired driving in comparison to previous years.

<http://turf.us/TIRFUSRSM17-1>

This may indicate that drivers are learning about alternatives to driving while impaired, such as ridesharing and safe ride programs, which have been hailed as promising countermeasures.



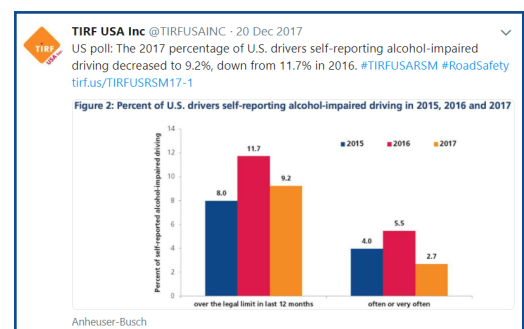
PROJECTS AND SPONSORS

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

- > US Food and Drug Administration
- > Colorado Office of Behavioral Health
- > Association of Ignition Interlock Program Administrators
- > Anheuser-Busch



546 Followers



PROGRAMS AND SERVICES

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

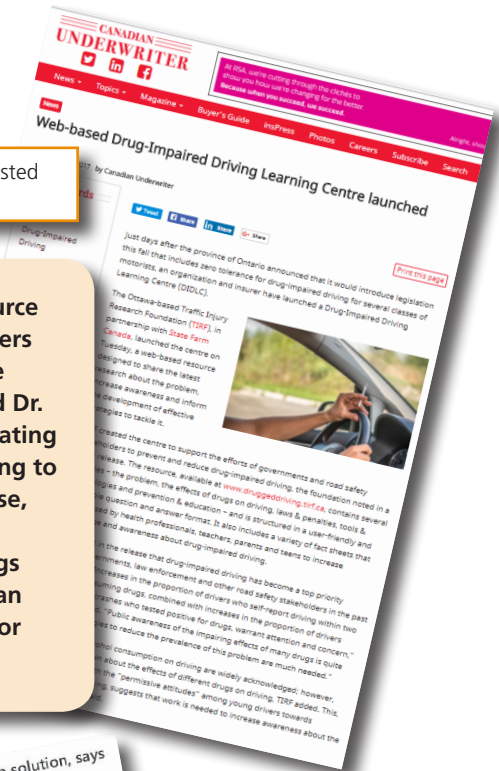
- brochures;
- fact sheets;
- press releases and conferences; and,
- websites and educational resources.

MEDIA



News 1130 Posted
Mar 2nd, 2017

Canadian Underwriter Posted
Sept 20th, 2017



"Drug-impaired driving is a source of concern for many stakeholders because this cross-cutting issue affects drivers of all ages," said Dr. Ward Vanlaar, TIRF's chief operating officer, in the release. "According to TIRF's National Fatality Database, 44.5% of drivers killed in road crashes tested positive for drugs in 2013; a larger proportion than those drivers testing positive for alcohol (31.6%)."

Changing blood-alcohol laws not a one-stop solution, says expert



Traffic Injury researchers say they aren't convinced lowering the legal blood-alcohol limit will keep drunk drivers off the road.

Federal Justice Minister Jody Wilson-Raybould has been floating the idea of changing the law to only allow 0.05 milligrams of alcohol per 100 millilitres of blood, down from the current limit of 0.08 milligrams.

In a letter to provincial ministers, Wilson-Raybould said the change would help keep drunk drivers off the road, but an Ottawa-based traffic injury expert said it might not be that simple.

"A lot of the drinking drivers in fatal crashes are not caught by the current law," said Robyn Robertson, president of the Traffic Injury Research Foundation.

Robertson told CBC Radio's All In a Day That We Live that the current law is not strict enough and that more needs to be done to reduce the number of drinking drivers on the roads.

"We have to understand where the problem is," she said. "The traffic research community has shown that drivers are well over the current limit."

Police presence is key

In order to really clean up the roads, Robertson said, police presence is one of the best ways to deter impaired drivers.

"Impairment begins at a much lower BAC level than 0.05," she said. "We have to be able to detect impairment before it becomes a problem."

"Enforcement has such a difficult job. We have a limited number of officers, but we have to be able to enforce it. We have to be able to follow it through the criminal justice system," she said.

CBC Radio's All In A Day, CBC News
Aug 11th, 2017

"What we're trying to do is take a more national look at the issue so we can provide information that will help basically make the job easier and facilitate stakeholder activities in this area," explains Karen Bowman with the anti-distracted driving group Drop It And Drive.

"A lot of the drinking drivers in fatal crashes, more than half of them, have a BAC (blood-alcohol concentration) of 0.16, so double the legal limit," said Robyn Robertson, president of the Traffic Injury Research Foundation.

STAYING CONNECTED WITH OUR COMMUNITY

TIRF connects to the public, the research community, government agencies, road safety agencies, media and private companies in a number of different ways. In 2017, TIRF received 128 information and media requests. TIRF maintains a private electronic mailing list and is active on a variety of social media channels. Through these channels, stakeholders receive regular notices regarding new projects, publications and the TIRF Bulletin three to four times a year.



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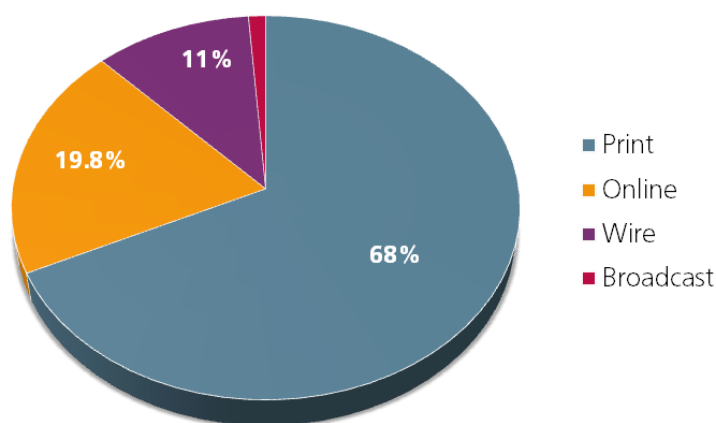


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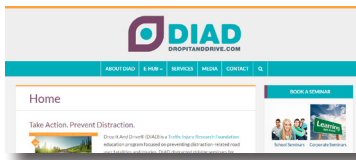
MEDIA METRICS

TIRF's work had an estimated audience reach of 15.7 million people in Canada with an estimated ad value of \$365,182. The top sources both in print and online were the Globe and Mail and National Post. Other news outlets included The Spectator, Canadian Press, Ottawa Citizen and Toronto Star.



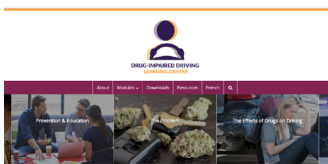
EDUCATIONAL RESOURCES

Drop It And Drive® diad.tirf.ca



Drop It And Drive® (DIAD) is a Traffic Injury Research Foundation education program focused on preventing distraction-related road user injuries and fatalities.

Drug-Impaired Driving Learning Centre (DIDLC) druggeddriving.tirf.ca



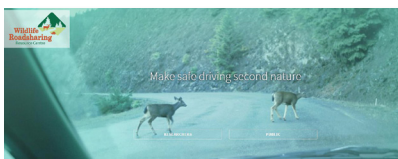
This web-based resource is designed to share the latest research about the problem, increase awareness, and inform the development of effective strategies to tackle it.

Brain on Board brainonboard.ca



TIRF's first bilingual national education program, is a one-stop-shop to learn about the many vehicle safety features that are rapidly becoming standard on vehicles, and how to maximize the protection they provide by combining them with safe driving behaviours.

Wildlife Roadsharing Resource Centre wildliferoadsharing.tirf.org



The Wildlife Roadsharing Resource Centre (WRRC) is a centralized source of information, research, education, resources, and many other features to answer the questions you may have regarding wildlife-vehicle collisions. The website is designed for researchers and road safety professionals as well as the public.

Change the Conversation changetheconversation.ca



This website hosts the online component of a national education program to reduce impaired driving in Canada. Its goal is to share the facts about impaired driving with the public and interested professionals, and it also contains many free downloads and resources.

Alcohol Ignition Interlock Curriculum for Practitioners aicp.tirf.ca



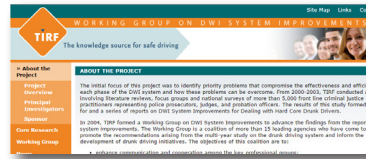
This website contains a variety of instructional materials that can assist agencies and organizations in educating their staff and members about alcohol ignition interlocks.

Young and New Driver Resource Centre yndrc.tirf.ca



The Centre serves as a comprehensive source of information about young and new driver safety and contains information about young and new driver research and the many policies, programs and initiatives targeted towards this group.

DWI Working Group tirf.ca/projects/dwi-working-group/



The Working Group is a prestigious coalition of senior leaders in all segments of the criminal DWI system. The goal of this initiative is to reduce drunk driving by engaging practitioners and focusing attention on the benefits of education, cross-professional communication, and strengthening operational practices.

REPORT OF THE INDEPENDENT AUDITORS ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of Traffic Injury Research Foundation of Canada

We have audited the accompanying financial statements of Traffic Injury Research Foundation of Canada, which comprise the statement of financial position as at December 31, 2017, the statements of operations, changes in net assets and cash flows for the year then ended, and notes, comprising a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation and fair presentation of these financial statement in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standard require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statement are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Traffic Injury Research Foundation of Canada as at December 31st, 2017 and its results of operations, changes in net assets and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



Chartered Professional Accountants, Licensed Public Accountants
Kanata, Canada
May 29, 2018

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TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA

Summary Statement of Financial Position December 31, 2017, with comparative information for 2016

	2017	2016
Assets		
Current assets:		
Cash	\$ 168,884	\$ 143,978
Amounts receivable	362,924	392,033
Prepaid expenses	26,836	15,655
	558,644	551,666
 Tangible capital and Intangible assets	 27,212	 40,273
	\$ 585,856	\$ 591,939
Liabilities and net assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 172,352	\$ 53,349
Deferred revenue	70,554	175,000
Current portion of obligations under capital lease	14,200	14,200
	257,106	242,549
 Obligations under capital lease	 15,382	 29,582
Net assets:		
Unrestricted	156,176	191,415
Internally restricted research reserve fund	129,980	88,120
Invested in tangible capital and intangible assets	27,212	40,273
	313,368	319,808
	\$ 585,856	\$ 591,939

See accompanying note to summary financial statements.

TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA
Summary Statement of Operations and Net Assets
Year ended December 31, 2017, with comparative information for 2016

	2017	2016
Revenue		
Project contributions	\$ 1,827,860	\$ 1,753,062
Government grants	44,680	21,200
Donations		
Industry	23,379	27,842
Associations	20,051	22,325
Fees and honoraria	16,842	11,608
Other Income	2,979	6,928
	1,935,791	1,842,965
Expenses		
Research		
Project	1,089,049	1,134,303
Development	200,485	164,061
Administration	491,964	356,224
Promotion	160,733	207,475
	1,942,231	1,862,063
Deficiency of revenue over expenses before the undernoted	(6,440)	(19,098)
Loss on disposal of tangible capital assets	-	(103)
Deficiency of revenue over expenses	(6,440)	(19,201)
Net assets, beginning of year	319,808	339,009
Net assets, end of year	\$ 313,368	\$ 319,808

See accompanying note to summary financial statements.

TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA

Notes to Summary Financial Statements Year ended December 31, 2017

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, 2017.

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.



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