



Heather Woods-Fry

Research Scientist Traffic Injury Research Foundation

Heather Woods-Fry is a research scientist 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:

Heather conducts research in various areas of road safety, such as drug-impaired driving, driver training and education, automated vehicles, older driver safety, and cyclist safety. She is fluent in both English and French, and has liaised with both national and international stakeholders. Some of her projects include the development of a web-based educational tool on drug-impaired driving, the realization of the Graduated Driver Licensing (GDL) Framework Safety Center to help states strengthen young driver safety strategies, and the evaluation of BikeMaps.org, a mobile app using crowdsourcing for citizen mapping of bicycle

crashes, near misses, and hazards. She has authored several peer-reviewed academic articles and co-authored reports and on a variety of road safety topics.

Before working at TIRF, Heather completed her graduate degree in the area of behavioural psychology, with a focus on driver safety. Her work included a three-phase driving simulator research program that was part of a nationwide longitudinal study on older driver assessment.

Academic highlights:

- > Ph.D. in Psychology from the University of Ottawa with Bilingual Certification.
- > Bachelor of Arts in Honours Psychology, with distinction from Concordia University.
- > Lectures at international conferences.
- > Published work in prestigious journals such as Accident Analysis & Prevention.
- > Research assistant for Candrive, a Canadian driving research initiative for vehicular safety in the elderly.
- > Teaching laboratory courses at the university level such as Human Perception and Statistics & Methodology.