



TRAFFIC INJURY RESEARCH FOUNDATION
56th ANNUAL REPORT
2018



The knowledge source for safe driving

ROAD SAFETY IS 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:

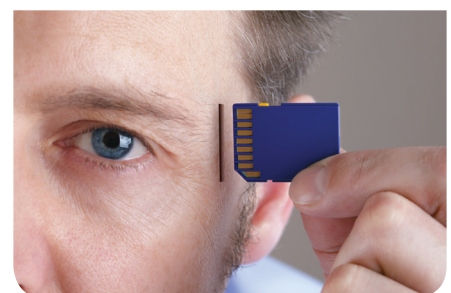
Measure the problem. More than 90% of road crashes are caused by driver error or condition. Through its research, TIRF is improving understanding about why drivers behave as they do in order to create more effective interventions to promote safe driving behaviours.

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.



NEW BLOG

Check out our new blog

Learn strategies that can help women stay safe

#DontDrinkandDrive



changetheconversation.ca

MESSAGE FROM THE CHAIR

Equity is a universal goal. It is a guiding principle for the delivery of goods and services across industries and basis for employment practices. It guides government legislation, policy and action, and is the foundation for our justice system.

Equity is also applicable to road safety and has emerged as a new focus with the growing commitment to the idea that no one should be killed in road crashes, known as Vision Zero. All Canadians have the right to be safe on our roads because mobility is essential to our health and economy.

Traditionally roads were designed primarily with motorized vehicles in mind. Canada is the 2nd largest country in the world with a land mass of 9,984,670 km² and road network that spans over 900,000km. More than 36 million people rely on these roads every day for work, leisure and the delivery of products and perishables; more than 90% of which are shipped by truck.

But today there is growing demand to accommodate many types of road users such as motorcyclists, pedestrians and bicyclists of all ages. Multi-modal, public transit, or ridesharing options are increasingly promoted to protect the environment and reduce congestion, meaning more people walk or cycle for part of their commute. Accordingly, these diverse types of road users must learn to share the road in ways that promote safety and provide equitable protection for everyone.

Currently there is substantial inequity in road safety. Persons in passenger vehicles are better protected than pedestrians, bicyclists and motorcyclists, but less protected than drivers of large trucks that have greater height, size and mass. Inequity also exists between drivers of newer vehicles with more safety features than older vehicles without them. Similarly, younger children and older adults, irrespective of mode of travel, are much more likely to be killed and injured in road crashes simply because they are less resilient and more frail than teens and adults.

Advances in technology, communication and the global economy also contribute to growing awareness of substantial inequities across countries, notably Low- and Middle-Income Countries (LMICs), which represent an alarming proportion of road deaths and injuries worldwide. Simply put, we have come to realize that today, there is no “road safety for all”.

But equity is an achievable goal. It has been demonstrated throughout history and across domains, so why not road safety? It simply requires that we abandon complacency that road deaths are inevitable and acceptable, and work cooperatively to ensure that everyone gets home safely every day.

TIRF is firmly committed to research and collaborations to achieve this goal. Staff work closely with funders, partners and stakeholder to gather experiences and expertise from an ever-expanding array of organizations, disciplines and countries. TIRF has excelled at building relationships across road safety professionals, between research and practice as well as across countries. The diversity of publications, education programs, tools and technical expertise shared by TIRF are widely used in developing countries to improve road safety. All of these activities bring us closer to achieving equity on our roads.

The value produced by TIRF is evidenced in the growth of its work and demand for its services. The Board of Directors is extremely proud of the continued innovation and accomplishments of TIRF staff, and its role in nurturing the organization to fulfill its potential on an international scale. I invite you to explore the many projects TIRF completed in 2018. No doubt you will find new knowledge that can help you contribute to equity in road safety.

Sincerely,



Jim Thomson
Chairman of the Board



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

MESSAGE FROM THE PRESIDENT

Drug-impaired driving and distracted driving are, hands-down, the most talked about issues in road safety. Increases in self-reported drug-impaired driving and growing prevalence of drugs in fatal crashes has prompted considerable concern, even prior to the legalization of recreational marijuana in Canada. In addition, the pervasiveness of phones and other electronic devices on our roads have created an epidemic of distracted road users.

In 2016, approximately 190 drivers, or 23% of drivers in fatal crashes tested positive for marijuana. Self-reported driving within two hours of using marijuana, according to TIRF's Road Safety Monitor in 2018, revealed that 3.3% of 25 million drivers had done so, and this percentage has steadily increased since 2013.

Distraction as a contributing factor in fatal crashes has also grown and, today, approximately 1 in 4 fatal crashes involves distraction. While some of this increase may be attributed to improved data collection, still, more than 350 people were killed in road crashes in 2015 despite escalating fines and demerits. This is particularly disturbing because data show that other road users are more likely to be killed as opposed to impaired drivers who are more likely to kill themselves in a crash.

Risk-taking by these drivers who believe they are safer, better drivers, is based on perceptions which are fundamentally incorrect. Marijuana distorts perceptions of time/distance, impairs short-term memory and motor coordination. It results in variability in speed maintenance, lane weaving, and slower reactions. Similarly, tasks that take a driver's mind off the driving task or hands off the wheel can impede their ability to identify hazards and respond quickly to unexpected changes in the driving environment.

Moreover, widespread beliefs among drivers that police lack tools to detect drug-impaired drivers, or identify drivers that are distracted behind the wheel, are misplaced. Many police services have officers trained in Standardized Field Sobriety Tests (SFSTs) and as Drug Recognition Experts (DREs). Oral fluid devices are being approved for use and police services are learning from their experiences enforcing distracted driving laws to be more effective.

In the past three decades, there have been tremendous improvements reducing deaths and injuries due to road crashes. Police officers have played a significant role in changing behaviour and deterring drivers who would otherwise place everyone at risk. These new features of the road environment, and the persistence of risk-taking behaviour by some drivers means that police services are more essential than ever if progress is to continue. Officers must be visible so drivers believe it is likely they will be caught when disobeying laws. At the same time, police must be strongly supported with investments and commitment so they have access to training and tools to actually catch offenders.

TIRF is dedicated to working with police services across Canada. Our research (National Fatality Database and Road Safety Monitor series), educational resources (Drug-Impaired Driving Learning Centre; E-Hub on Distracted Driving), and collaborations (Canadian Coalition on Distracted Driving), can help them identify ways to be more effective and efficient, and accelerate the translation of knowledge into practice to better protect all road users.



Robyn Robertson has been with the Traffic Injury Research Foundation for 19 years.

Sincerely,

A handwritten signature in black ink that reads "Robyn Robertson". The script is fluid and cursive.

President & CEO

TIRF's INTERNATIONAL WORK

- > Presented at the international Symposium on Road Engineering & Traffic Safety in Abu Dhabi UAE, on the topic of *Road User Behaviour and Data*.
- > At the 18th International Conference: Road Safety on Five Continents (RS5C) presented *Comparison of Mobile Phone Use While Driving in Canada, US and Europe* in Jeju Island, South Korea.
- > Presented *Politiques sur la distraction au volant au travail : Une analyse de rentabilité à l'intention des employeurs / A business analysis for employers to support the implementation of careless driving policies in the workplace and Le centre d'études sur la conduite avec facultés affaiblies par les drogues (CECFAD) ; Une ressource pour informer les politiques en milieu de travail / The Drug-Impaired Driving Learning Centre: A Resource to Inform Workplace Policies* at the Conférence internationale de la PRI in Paris, France.
- > Presented *Improving Research & Development in Road Safety* at the 1st African Road Safety Forum Road Safety in Africa, Sustainable Development in Marrakech, Morocco, Africa
- > TIRF became a core member of (E-Survey of Road Users' Attitudes) ESRA
- > TIRF signed a memorandum of understanding with the National Traffic Safety Institute in Sharjah, United Arab Emirates.



BOARD OF DIRECTORS

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2018 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 2018.

House Brief on Senior Drivers & Automated Vehicles: Knowledge, Attitudes & Practices (2018)
<http://tirf.ca/TIRFCAD18AAA>



Status of Alcohol-Impaired Driving in Canada (2018)
<http://tirf.ca/TIRFCAD18FF>



Distraction-Related Fatal Collisions, 2000-2015 (2018)
<http://tirf.ca/TIRFCAD18RR>



Marijuana Use Among Drivers in Canada, 2000-2015 (2018)
<http://tirf.ca/TIRFCAD18QQ>



Comparison of Self-Declared Mobile Use While Driving in Canada, the United States, and Europe (2018)



Road Safety Monitor 2017: Drugs and Driving in Canada (2018)
<http://tirf.ca/TIRFCAD18LL>



Alcohol Interlocks: Efficiency Through Automation (2018)
<http://www.tirf.ca/TIRFCAD18SS>



Road Safety Monitor 2018: Drinking & Driving in Canada (2018)
<http://tirf.ca/TIRFCAD18CCC>



Transdermal alcohol monitoring combined with contingency management for driving while impaired offenders (2018)



NEW LEARNING CENTRES

GDL Framework Safety Center



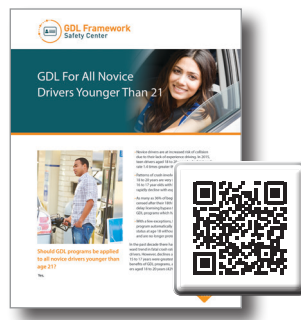
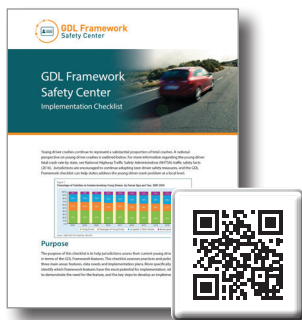
TIRF launched the GDL Framework Safety Center. This new, web-based resource contains a suite of practical tools to help states strengthen young driver safety strategies

related to graduated driver licensing, driver education, license testing and in-vehicle monitoring technologies. Based on the latest evidence and best practices, TIRF created this resource with input from experienced young driver stakeholders in three jurisdictions and consultation with Allan Williams. It was made possible through a partnership with the National Safety Council and with sponsorship from the National Highway Traffic Safety Administration (NHTSA).



GDL Framework
Safety Center

<http://gdlframework.tirf.ca/TIRFGDL18BB>



<http://gdlframework.tirf.ca/TIRFGDL18G>

<http://gdlframework.tirf.ca/TIRFGDL18U>



<http://gdlframework.tirf.ca/TIRFGDL18I>

NEW ROAD SAFETY RESOURCE

About Action 2 Zero (Act2Z)

TIRF, in partnership with Desjardins Insurance, will soon launch the TIRF Action 2 Zero Centre. This web-based suite of road safety resources contains knowledge and tools to guide the development and implementation of strategic road safety plans based on Vision Zero and Safe System philosophies. The Act2Z Centre was designed to help communities raise awareness and build capacity for effective road safety initiatives. In addition, it can enable communities to monitor and measure road safety outcomes and progress to reduce fatalities and injuries.



ACTION₂ZERO

The objective of the Act2Z Centre is to support the work of local governments and their road safety partners. It was designed to meet the needs of a wide spectrum of road safety stakeholders including local government, public health, law enforcement, engineers and city planners, and schools as well as community-based organizations. The Act2Z Centre shares current knowledge about evidence-based interventions and contains a series of online interactive assessment tools to help communities gauge the status of road safety according to several dimensions such as speed management, infrastructure for vulnerable road users, distracted driving and leadership.

NEW BLOG

Women's Straight Talk Series on Drunk Driving



Women report that the factors and circumstances which contribute to their drinking and driving are different than men. As such, they do not always find current campaigns are relatable. The Women's Straight Talk Series on Drunk Driving is a 4-part blog series that began mid-December. The blog series was designed to translate TIRF's research into campaign messages that are personally relevant to women using real-life situations they face along with simple steps to help them keep each other safe. There is a corresponding 30-second audio PSA for each blog post that is available through the Change the Conversation website which also contains banners, flash cards and posters.

<http://www.tirf.ca/TIRFCAD18FF>



NEW PARTNERSHIP

Toronto Police Service 2018 road safety campaign fact sheets



In 2018, TIRF and DIAD partnered with the Toronto Police Service and created fact sheets to support their enforcement calendar. Topics differed each month with an emphasis on 'Sharing the Road.' Fact sheets contain data about the prevalence and characteristics of road safety priorities in Toronto, Ontario and Canada. Proven strategies to make roads safer and opportunities for all road users to increase their own safety and protect others are shared.

This charitable service is made possible by TIRF donors. In addition, fact sheets tackling distracted drivers, pedestrian safety, and key factors in fatal crashes were supported with a donation from The Co-operators®.



<http://tirf.ca/TIRFCAD18AA>

<http://tirf.ca/TIRFCAD18P>



<http://tirf.ca/TIRFCAD18Q>

<http://tirf.ca/TIRFCAD18M>

Senior Drivers & Automated Vehicles Knowledge, Attitudes & Practices



A new study by TIRF suggests senior drivers in Canada could play a leadership role in the safe adoption of semi-automated vehicles as Canadian roadways transition from traditional vehicles to increasingly automated vehicles. The study, funded by the Toyota Canada Foundation, analyzed data regarding the knowledge, attitudes and practices of senior drivers collected from focus groups, as well as an online survey of 2,662 Canadians.

The TIRF study was conducted to better understand the perceptions and attitudes of older drivers towards semi-automated vehicles, and to understand how their knowledge and beliefs about such vehicles can influence the likelihood they will rely on this technology to improve their safety on the road and increase their mobility.

<http://tirf.ca/TIRFCAD18JJ>



CONTINUING PROGRAMS

Working Group on DWI System Improvements

The Working Group on DWI System Improvements held their 15th Annual Meeting, in Kansas City, Missouri. Meeting objectives included strategies to focus public attention on alcohol-impaired driving and to create tools for states to develop educational campaigns on this topic using their own data. TIRF is also pleased to announce the release of three new reports from the 2017 DWI Working Group meeting made possible with support from Anheuser-Busch.



The Persistent DWI Offender Policy & Practice summarizes similarities and differences between first and persistent DWI offenders and their experiences in the justice system. It explores ways to increase the effectiveness of justice system responses to persistent offenders pre- as well as post-adjudication.

Navigating the DWI System: Perspectives of Public Defenders describes the challenges facing public defenders who represent DWI defendants pre- and post-adjudication.

Key Questions for Probation Officers that Help Motivate DWI Probationers contains an overview of strategies for probation professionals to effectively motivate DWI probationers and encourage the acceptance and development of pro-social attitudes and behaviors.

<http://tirf.ca/TIRFCAD18UU>



<http://tirf.ca/TIRFCAD18BBB>



<http://tirf.ca/TIRFCAD18YY>



EDUCATIONAL PROGRAM

DROP IT AND DRIVE®

During 2018, 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:



- > presented *Victoria Police Dept. Restorative Justice Distracted Driving Pilot Program* to the RoadSafetyBC, Safe Road Users Working Committee in Victoria, BC;
- > presented *Distraction in the Heavy Truck Industry in Canada* — Drop It And Drive® (DIAD) Program at the Canadian Association of Road Safety Professionals Annual Conference in Victoria, BC;
- > presented *Working Together for Safer Workplaces & Communities* at the Canadian Association of Mutual Insurance Companies (CAMIC) annual convention, Victoria, BC; and,
- > delivered six donor-sponsored presentations to five high schools in Burnaby, New Westminster and Surrey, BC, reaching over 1,400 students in grades 9-12.

HOW YOUR DONATIONS MAKE A REAL-WORLD IMPACT

Your contributions supported TIRF's charitable services in 2018:

- > TIRF served on the Advisory Panel for Transport Canada's safety measures for cyclists and pedestrians around heavy vehicles project. The summary report was issued which included a thank you letter from Minister Marc Garneau.
- > TIRF delivered a national webinar on effective road safety campaigns in partnership with Alberta Health Services and Parachute Canada.
- > TIRF supported the Ontario Provincial Police committee to develop strategies to improve snowmobile rider safety.
- > TIRF developed a series of educational fact sheets in partnership with Toronto Police Service to support their road safety enforcement calendar in 2018.
- > TIRF reviewed and provided feedback on drug-impaired driving to inform an update of remedial impaired driver programs in Alberta.
- > TIRF provided free educational resources from Change the Conversation, Brain on Board, Drop It And Drive® and its Drug-Impaired Driving Learning Centre to the Ontario Students Against Impaired Driving to include in their toolkits for their national conference.
- > TIRF published an article on emerging road safety trends (e.g., distracted driving, drugged driving and automated vehicles) for Canadian Insurance Professionals magazine.
- > TIRF presented the results of a pilot program for distracted driving offenders to the Canadian Association of Chiefs of Police.
- > TIRF participated in national consultations with Transport Canada on the issues of distracted driving and guidelines for automated vehicles.
- > TIRF staff was interviewed by a Simon Fraser University student for her master's thesis on automated vehicles.

"Inspiration and innovation begins with listening to the knowledge, expertise and ideas of others."

— Robyn Robertson



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. 2018 was no exception as TIRF researchers participated in more than 18 events, including:

TIRF and the AAA Foundation for Traffic Safety (AAAFTS) co-hosted a *Marijuana & Driving Workshop* at the Transportation Research Board 97th Annual Meeting in Washington, DC, January 7–10, 2018.

Presented at the American Bar Association Traffic Summit on Alcohol Interlocks: New Research, Lessons Learned & Unaffordability in San Diego, CA, March 5-7, 2018.

Presented *A Question of Size – Involvement of Large Trucks in Road Crashes; Fatigue and Distraction – Implications for Large Truck Safety* at the 3rd meeting of the Ontario Road Safety Forum in Toronto, ON, March 6, 2018.

Presented at the Lifesavers National Conference on Highway Safety Priorities, *New Training & Technical Assistance to Support Ignition Interlock Programs* in San Antonio, TX, April 22-24, 2018.

Presented *Alcohol Interlock Installations in the US* at the 6th Annual Conference of the Association of Ignition Interlock Program Administrators (AIIPA) in St. Louis, MO, May 20-23, 2018.

At the Institute of Police Technology and Management (IPTM) Symposium on Traffic Safety Annual Highway Safety Conference presented *DWI Dashboard: An Online Tool for States to Reduce Impaired Driving* in Orlando, FL, May 23, 2018.

Presented *An Introduction to TIRF's Community Learning Centre* at the Canadian Association of Road Safety Professionals (CARSP) Conference and delivered a webinar on *Sustainable & Safe: A Vision for Zero Road Deaths* in Victoria, BC, June 10-13, 2018.

At the Global Automakers Association of Canada delivered *TIRF Overview & Distracted Driving Initiatives* in Toronto, ON, June 15, 2018.

At the 10th International Conference on Urban Traffic Safety Robyn Robertson presented *Road Safety Campaigns: What Does the Research Tell Us?* in Edmonton, AB, July 9, 2018.

Participated in a panel discussion *Evaluating the Effectiveness of Driver Education Programs and Implementing Effective Strategies* at the 62 ADTSEA Annual Conference, Rosemont, IL, July 22-25, 2018.

TIRF hosted 16th Alcohol Interlock Symposium and presented *Impaired Driving in Rural Jurisdictions: Problems & Solutions*, in Austin, TX, August 19-21.

Presented *Ignition Interlocks in the US: Lessons Learned to Achieve Growth* at the State Highway Safety Conference in Little Rock, AK, September 5, 2018.

At the Labatt Community Road Safety Forums presented *Truth in numbers – what stats can tell us about impaired driving*, in Toronto, ON, September 26, 2018 and in London, ON, October 4, 2018.

Delivered a workshop presentation, *Evaluating Driver Education*, at the DSAA Annual Conference, Baltimore, MD, October 10-13, 2018.

At the 2018 Fall Industry Leadership Summit hosted by Impact Auto Auctions presented on *Distraction, Marijuana & Road Safety: What Lies Ahead?* in Toronto, ON, November 6, 2018.

15th Annual Meeting of the DWI Working Group in Kansas City, MO, November 27-29, 2018.

Delivered a workshop presentation, *Evaluating Driver Education*, at the DSAA Annual Conference, Baltimore, MD, October 10-13, 2018.

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

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 2018 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
Public Insurance**

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SILVER

BMO Financial Group
The Beer Institute
The Co-operators®
Smart Start Inc.

Wawanesa Insurance
Hydro One
Global Automakers of Canada

BRONZE

Ontario Trucking
Association

IP Innovation Foundation

ADDITIONAL DONORS

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

TIRF USA UPDATE

TIRF USA RSM 2017: Alternatives To Alcohol-Impaired Driving

TIRF USA, in partnership with TIRF in Canada, released the third annual Road Safety Monitor (RSM) on alternatives to alcohol-impaired driving, sponsored by Anheuser-Busch. This poll takes the pulse of the nation on the alcohol-impaired driving issue by means of an online survey of a random,

representative sample of American drivers aged 21 years or older. A total of 5,027 participants completed the poll in September/October 2017; 5,050 in October 2016; and, 5,009 in October/November 2015.



<http://tirf.us/TIRFUSA18B>

Follow us on Twitter: [@TIRFUSAINC](https://twitter.com/TIRFUSAINC)



540 Followers

Figure 4: Percent of U.S. drivers who often or very often engage in dangerous driving behaviors in 2015-2018

Behavior	2015	2016	2017	2018
Speed through traffic/light	14.3	14.1	13.2	10.2
Speed well over limit	12.3	12.5	9.9	9.8
Drive tired / fatigued	9.6	9.7	9.3	9.2
Drive distracted	6.4	6.2	5.9	5.5
Drive impaired	6.0	5.5	2.7	3.4

Tweeted Dec 14th, 2018

TIRF USA RSM 2018: Alcohol-impaired Driving in the United States

TIRF USA, in partnership with TIRF in Canada and with sponsorship from Anheuser-Busch, released a new fact sheet summarizing findings about self-reported alcohol-impaired driving behavior in the United States. This fact sheet is based on the Road Safety Monitor (RSM) 2018 online poll conducted by TIRF USA of a random, representative sample of 1,500 U.S. drivers aged 21 years or older. Results suggest that many individuals who continue to drive after drinking rely on how impaired they feel and may not appreciate how alcohol can impair their judgment or their driving ability. In 2018, half of respondents indicated they believed they were okay to drive, similar to the percentage of drivers who reported doing so in previous years. In other words, drivers tended to rely on their own judgment about their level of impairment in these instances. This suggests they may not recognize the impairing effects of alcohol after they have been drinking or understand how their driving abilities may be affected.



<http://tirf.us/TIRFUSA18CC>



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

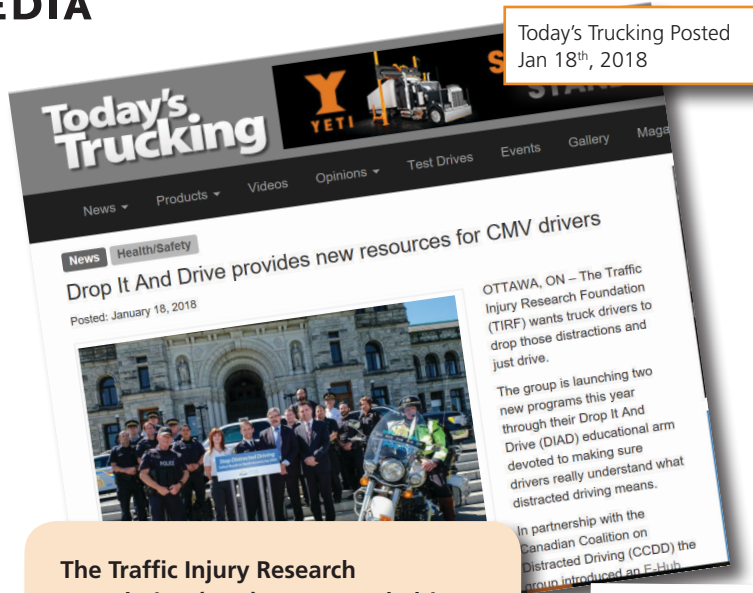


PROGRAMS AND SERVICES

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; and,
- > websites and educational resources.

MEDIA

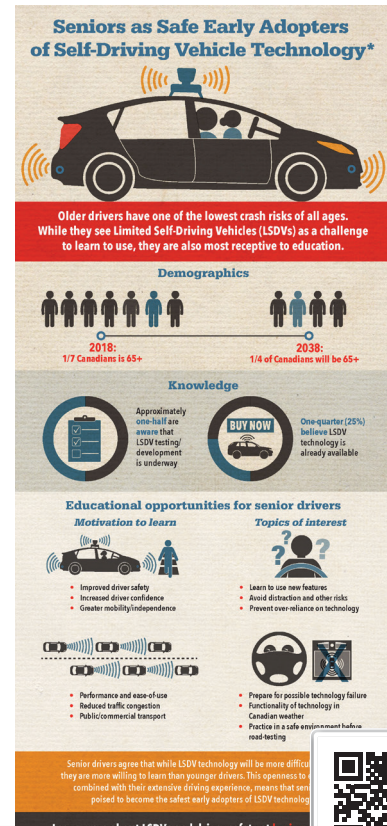


The Traffic Injury Research Foundation (TIRF) wants truck drivers to drop those distractions and just drive.

The group is launching two new programs this year through their Drop It And Drive (DIAD) educational arm devoted to making sure drivers really understand what distracted driving means.

In partnership with the Canadian Coalition on Distracted Driving (CCDD) the group introduced an E-Hub this week, with resources and educational tools for all road users to learn more about what behaviors can distract while behind the wheel. May will see the launch of a truck-specific corporate seminar.

<http://tirf.ca/TIRFCAD18MM>



Seniors could lead the transition to self-driving vehicles

collisionrepairmag.com/news/21134-seniors-could-be-leading-the-transition-of-self-driving-vehicles

By CRM staff

Toronto, Ontario -- November 1, 2018 -- Self-driving vehicles are slowly making their way into the automotive industry, and a recent study conducted by the Traffic Injury Research Foundation (TIRF) suggests senior drivers in Canada have taken a strong liking to this innovation. In fact, seniors might develop a leadership role in the transition of the vehicle fleet in Canada.

The study, funded by the Toyota Canada Foundation, analyzed data from a survey regarding the knowledge, attitudes and practices of 2,662 Canadians as well as focus groups with senior drivers.

Seniors possess years of experience with driving, and are said to be the most receptive to using semi-automated vehicles, and are said to be the most receptive to using semi-automated vehicles.

CollisionRepairmag.com
Posted Nov 1st, 2018

"Our findings were surprising and showed that older drivers are actually quite receptive to using semi-automated vehicles," said Robyn Robertson, president and CEO of TIRF. "This seems counter-intuitive as the adoption of a new technology is typically more associated with a young demographic."

STAYING CONNECTED WITH OUR COMMUNITY

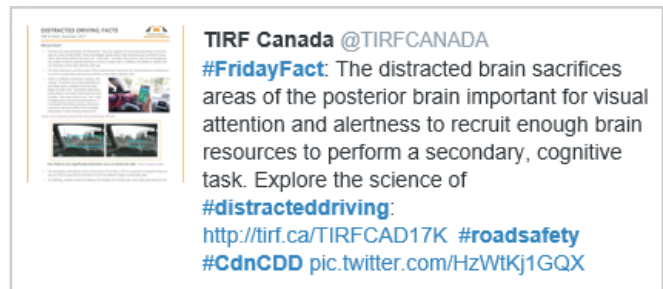
TIRF connects to the public, the research community, government agencies, road safety agencies, media and private companies in a number of different ways. In 2018, TIRF received 197 information and media requests. TIRF maintains a private electronic mailing list and is active on a variety of social media 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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Follow us on Twitter: @TIRFCANADA

1,550 Followers



8,478 Impressions
80 Engagements
12 Likes 17 Retweets

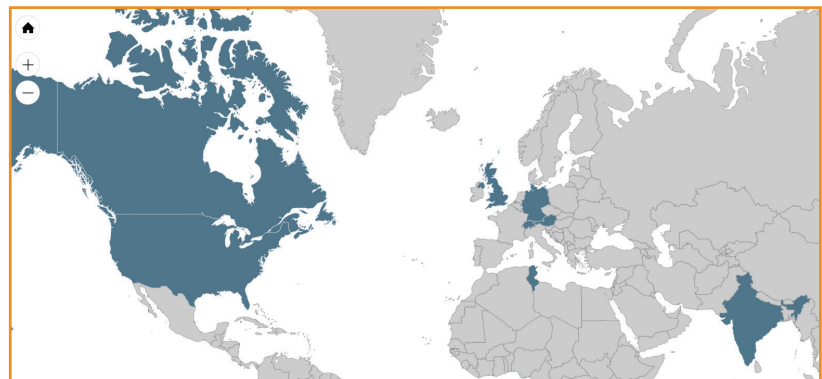
TIRF Canada is now on LinkedIn with
<https://ca.linkedin.com/company/traffic-injury-research-foundation-tirf->



180 Followers

TIRF CANADA'S GLOBAL REACH

TIRF's work had an estimated audience reach of over 70 million people in Canada with an estimated ad value of \$649,000. The top sources both in print and online were the Globe and Mail, CBC and CTV News. Other news outlets included Canadian Insider, Calgary Herald, Daily Hive Montreal, Edmonton Journal, Ottawa Citizen, Vancouver Sun, Times Colonist, Radio Canada, Toronto Star and Le Lezard.



United States - 74,738,819

Canada - 70,177,765

Germany - 5,259,264

Switzerland - 1,119,171

Hong Kong - 381,565

Austria - 324,761

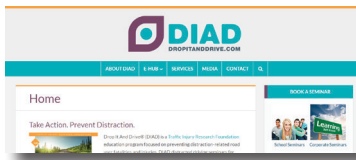
Tunisia - 55,349

India - 29,574

United Kingdom - 17,819

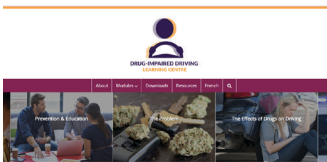
EDUCATIONAL RESOURCES

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



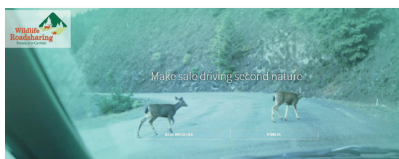
This web-based resource is designed to share the latest research about the problem, increase awareness, and inform the development of effective strategies to tackle it.

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 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.

GDL Framework Safety Center gdlframework.tirf.ca



The GDL Safety Center offers a comprehensive approach to young driver safety. It contains relevant research, tacit knowledge, and a suite of practical tools and resources to support efforts by jurisdictions to implement one or more components of the Framework to enhance their existing young driver strategy.

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, 2018, 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, 2018 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 responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standards (CAS) 810, "Engagements to Report on 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.



Chartered Professional Accountants, Licensed Public Accountants,
Kanata, Canada

April 2nd, 2019

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TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA

Summary Statement of Financial Position December 31, 2018, with comparative information for 2017

	2018	2017
Assets		
Current assets:		
Cash	\$ 32,387	\$ 168,884
Amounts receivable	406,067	362,924
Prepaid expenses	29,568	26,836
	468,022	558,644
 Tangible capital and intangible assets	 28,711	 27,212
	\$ 491,733	\$ 585,856
Liabilities and net assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$79,792	\$ 172,352
Deferred revenue	20,029	70,554
Current portion of obligations under capital lease	14,200	14,200
	114,021	257,106
 Obligations under capital lease	 1,183	 15,382
Net assets:		
Unrestricted	184,401	156,176
Internally restricted research reserve fund	168,417	129,980
Invested in tangible capital and intangible assets	23,711	27,212
	376,529	313,368
	\$ 491,733	\$ 585,856

See accompanying note to summary financial statements.

TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA
Summary Statement of Operations and Net Assets
Year ended December 31, 2018, with comparative information for 2017

	2018	2017
Revenue		
Project contributions	\$ 1,812,107	\$ 1,827,860
Government grants	61,476	44,680
Donations		
Industry	81,631	23,379
Associations	5,500	20,051
Fees and honoraria	11,598	16,842
Other Income	8,445	2,979
	1,980,757	1,935,791
Expenses		
Research		
Project	1,159,374	1,089,049
Development	172,677	200,485
Administration	451,639	491,964
Promotion	133,906	160,733
	1,917,596	1,942,231
Deficiency of revenue over expenses before the undernoted	63,161	(6,440)
Loss on disposal of tangible capital assets	-	-
Deficiency of revenue over expenses	63,161	(6,440)
Net assets, beginning of year	313,368	319,808
Net assets, end of year	\$ 376,529	\$ 313,368

See accompanying note to summary financial statements.

TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA

Notes to Summary Financial Statements Year ended December 31, 2018

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, 2018.

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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