



TRAFFIC INJURY RESEARCH FOUNDATION
57th ANNUAL REPORT
2019



The knowledge source for safe driving

ROAD SAFETY IS OUR LIFELONG COMMITMENT

The overwhelming majority of deaths and injuries on our roads are preventable. The Traffic Injury Research Foundation (TIRF) has improved road safety for all Canadians by generating and sharing knowledge on current and emerging issues and trends. Our work 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.

TIRF provides four core services:

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



AWARDS & RECOGNITION OF SERVICE



Mavis Johnson
Community Development Advisor



Devon Valentine
Research Associate



Heather Woods-Fry, Ph.D.
Research Scientist

2019 Canadian Association of Road Safety Professionals (CARSP) Annual Conference:

- > Mavis Johnson, TIRF Community Development Advisor, received the CARSP Lifetime Achievement Award in recognition for her lifetime contributions to road safety and to the Canadian Association of Road Safety Professionals.
- > Devon Valentine, M.A., TIRF Research Associate, received 3rd place in the Student Paper Competition.

22nd International Council on Alcohol, Drugs and Traffic Safety (ICADTS) Conference:

- > Heather Woods-Fry, Ph.D., TIRF Research Scientist, received the Young Researchers Award.

TIRF is also proud to acknowledge the commitment of its staff to increase safety for all road users and celebrated significant years of services for three staff:

- > 40 years of service - Dan Mayhew, Senior Research Scientist & Advisor
- > 30 years of service - Steve Brown, Research Associate
- > 20 years of service - Robyn Robertson, President & CEO



2019 PRODUCT & MEDIA HIGHLIGHTS

931

National media mentions

6,750

TIRF/DIAD Twitter followers

2,360

TIRF/DIAD Facebook likes

15

Projects

15

Publications

4

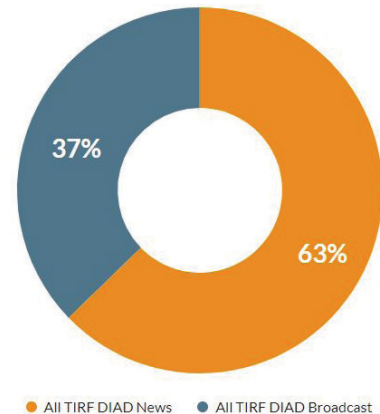
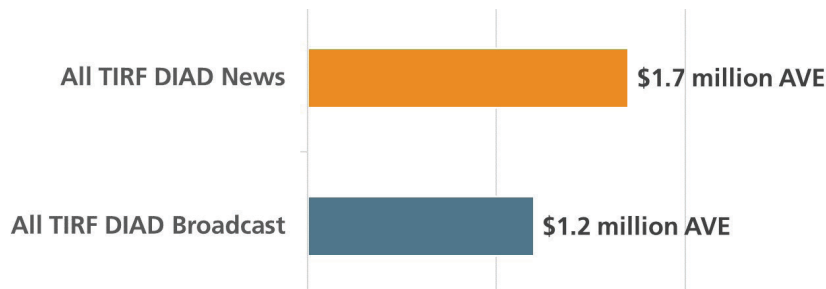
Events

211

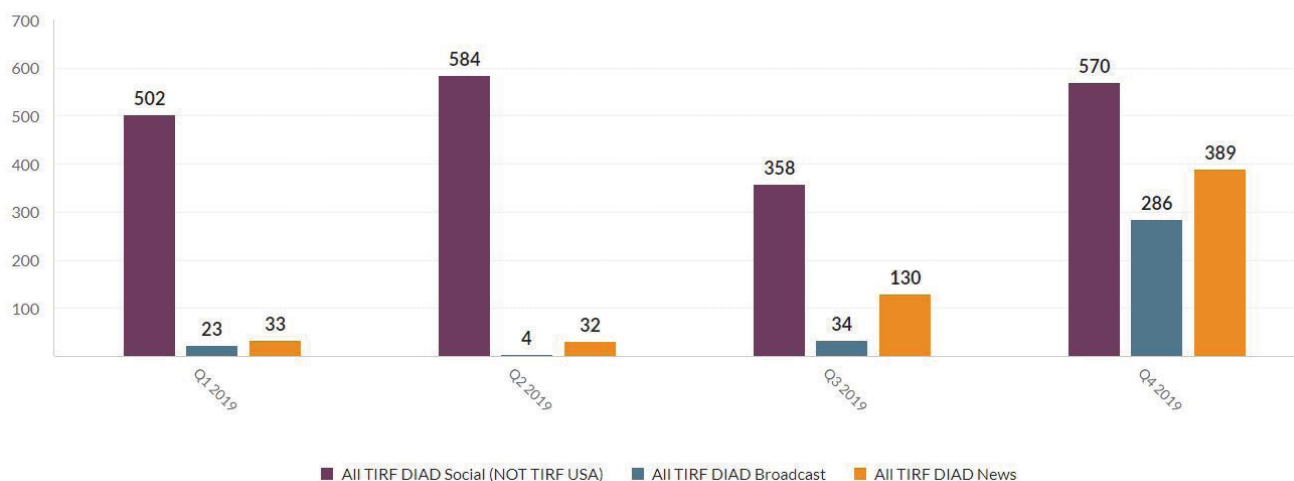
Information & media requests

Media Exposure 2019 Trends

Advertising Value Equivalency (AVE)



Media Exposure - Number of stories



MESSAGE FROM THE CHAIR

The road safety landscape has changed dramatically in the past decade. Cross-cutting issues related to technology, health, the environment, security and a global economy have emerged, with profound implications on transportation and the ways they do business. At the same time, mobility has become increasingly important to the health of individuals, communities, and countries. It also has significant consequences for economic growth.

In response to this changing transportation environment, businesses are transforming essential processes and adapting to market changes. Supply chains are expanding globally to meet increased demand but are also affected by extreme weather. At the same time, reducing the environmental impact of transportation has become a fundamental priority. Businesses are also transitioning to deliver services online and reach new markets, but the essential need for staff travel and in-person services remains. In addition, many employers are adapting workplace policies to promote higher levels of health and safety on the job and the road, but also accommodating employees working remotely either on a limited or regular basis.

Similarly, governments are tasked with an increasing array of active transportation options to increase health and mobility while still facing greater demand for affordable and equitable public transport. Automated vehicles present many unknowns, and preparations to manage their testing and influx are challenged by critical knowledge gaps. Moreover, these developments present complex policy and enforcement issues which are difficult to anticipate or address.

In the face of this changing transportation landscape, the need for research and evaluation remains paramount to achieving our intended goals for the future. Evidence is integral to inform decisions and guide action at all levels. In response to this need, TIRF has expanded its network across critical sectors to closely monitor emerging issues and major shifts in priorities. Its ongoing research across traditional sectors of transportation, health and criminal justice continues to be a central focus and, in the past year, has influenced policy and practice related to drug-impaired driving, distracted and aging drivers, cycling, and automated vehicles.

More importantly, TIRF initiatives have underscored the essential role of frontline practitioners, employers, and communities in delivering improvements in health and safety. By embracing the importance of partnerships, information-sharing and coordination across government, industry and non-profits, inclusivity and engagement are recognized hallmarks of TIRF's work.

TIRF has also reached out to new sectors to share knowledge, exchange ideas and experience, and drive innovation. In 2019, relationships were built with automotive and wireless industries, and TIRF partnered with medical professionals to develop new educational technologies. In addition, TIRF collaborated with new communities focused on active transportation, safe cycling and Vision Zero, and worked closely with heavy industry to tackle workplace safety issues.

Research is critical to ensure we are all prepared to adapt to an ever-changing environment. It is a necessary foundation to support long-term growth, facilitate positive change, create efficiencies in social life, and is essential to drive innovation and competition which are the greatest benefits for society. The TIRF Board of Directors is proud to lend its expertise to build such a dynamic and thoughtful organization that truly represents the values of the charitable sector; providing assistance to all. The research undertaken by the TIRF team on an annual basis is a source of leadership across sectors and produces tangible improvements to keep us all safe. Congratulations to TIRF staff for a job well done!

Sincerely,



Jim Thomson
Chairman of the Board



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

MESSAGE FROM THE PRESIDENT

Road safety problems are undeniably complex, and new issues have emerged rapidly in recent years. There have been notable demographic shifts in our population with more older road users who have distinct mobility needs. Continuous technological development has produced more efficient solutions in the form of e-learning programs for drivers, red-light cameras and advanced driver assistance systems. But at least some of these technologies have increased distractions and/or inadvertently encouraged risk-taking.

There have also been noteworthy changes to road safety legislation relating to the legalization of marijuana, as well as competing initiatives to increase and decrease speed limits in various parts of the country. Discussions about regulations for cyclists as well as pedestrians who can pose risks on the road when engaging in unsafe behaviours are ongoing and contentious. This has become more pronounced with cities and regions adopting new strategies to reduce deaths and serious injuries to zero because these initiatives have impacted local regulations in a variety of ways.

Moreover, the face of transportation is continuously evolving. Reliance on active modes of transportation is increasing while several new modes of transportation have emerged in the form of ride-sharing vehicles, automated vehicles and e-bikes. Ultimately, these developments have the potential to fundamentally change priorities in the road environment.

While these issues are diverse and varied, the implications of them are shared. Knowledge is key to keeping pace with changes in the road safety environment, and there is much to be learned from research as well as ways it is implemented in practice. These two elements are essential to tackle road safety problems more efficiently and effectively than ever before.

For almost 60 years, TIRF has been a leader in defining issues, generating new knowledge, and working with stakeholders in research, policy and practice to effect change in how we think about, and deal with, road safety priorities. In the past two decades, our work has increasingly focused on projects that harness the power of research and practice, and 2019 was no different.

TIRF worked closely with public health offices in Canada to design a web-based assessment tool to help communities and schools implement strategic road safety plans. We collaborated with police services in Canada to underscore the fundamental importance of road safety enforcement and shared the latest research with frontline officers. In addition, TIRF delivered community forums on distracted driving with funding from The Co-operators, as well as a series of safe driving forums across the country with support from Labatt Breweries. These are just a few examples of TIRF projects that build bridges between scientific research findings and real-world implementation.

Teamwork within TIRF, and networking with like-minded organizations representing different sectors are the foundation of TIRF's success in reducing deaths and injuries due to road crashes. This approach enables us to anticipate the needs of road safety stakeholders and meet them in ways that generate new knowledge and useable solutions to make roads safer for all Canadians.



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

- > Participated in the Sixth Global Meeting of Nongovernmental Organizations Advocating for Road Safety and Road Victims, From Global Commitment to Local Action in Chania, Greece.
- > At the International Congress on Health and Road Safety TIRF chaired a session entitled Road Risk and one entitled *Medical Fitness for Driving: Foreign Experiences* and presented *Evaluation of a Tool for Physicians to Communicate with Patients About Prescribed Pain Medication & Driving* in Casablanca, Morocco.
- > Presented *Impact de la dépénalisation du cannabis sur la prévention du risque routier: État des lieux au Canada* and presented *Cannabis, Knowledge Transfer & Campaigns in Canada* at the l'association Prévention Routière & European Transport Safety Council workshop on Impact de la depenalisation du cannabis sur la prevention du risque routier, in Paris, France.
- > At the Un état des lieux de la sécurité routière au Canada for the Comité de suivi de la mise en œuvre des décisions du Chef du Gouvernement en matière de sécurité routière; Deuxième réunion and also presented *Sustainable Mobility for Vulnerable Road Users* at the Forum International de la Ville de Tunis sous le thème: Les Villes Prudentes in Tunis, Africa.
- > Presented *Distracted Driving & Workplace Safety Policies: A Business Case for Employers* at the International Traffic Safety Conference on Transport Fleet Traffic Safety Management in Abu Dhabi, United Arab Emirates.
- > Participated in the ESRA2 (E-survey of Road users' Attitudes) core-group meeting at the Vias Institute in Brussels, Belgium.



BOARD OF DIRECTORS

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Global Automakers of Canada
Toronto, ON

2019 IN REVIEW

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

These are some of the reports and journal articles TIRF published in 2019.

Road Safety Monitor 2019: Drinking & Driving Attitudes and Practices in Canada (2019)

tirf.ca/RSM2019_Drinking_Driving_Attitudes_Practices_Canada



The Evolution of Road Safety Priorities Looking Forward (2019)

CIP Society
ADVANTAGE MONTHLY



Distraction-Related Fatal Collisions, 2000-2016 (2019)

tirf.ca/Distraction-Related_Fatal_Collisions_2000-2016



Marijuana Use Among Drivers in Canada, 2000-2016 (2019)

tirf.ca/marijuana_use_drivers_canada_2000_2016



Automated vehicles and older drivers in Canada (2019)

Journal of Safety Research



Road Safety Monitor 2019: Trends in Marijuana use among Canadian Drivers (2019)

tirf.ca/road_safety_monitor_2019_trends_marijuana_use_canadian_drivers



Impact evaluation of camera enforcement for traffic violations in Cali, Colombia, 2008-2014 (2019)

Accident Analysis and Prevention



Road Safety Monitor 2018: Distracted Driving Attitudes and Practices, 2004-2018 (2019)

tirf.ca/RSM_Distracted_Driving_Attitudes_Practices_2004-2018



Pilot study of a new road test to assess cognitive fitness to drive (2019)

Transportation Research Part F



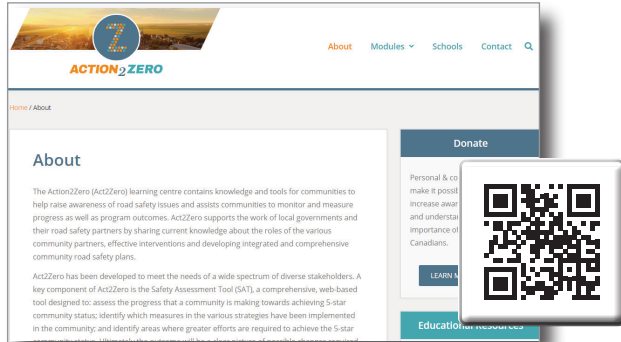
NEW ROAD SAFETY RESOURCE

act2zero.tirf.ca

TIRF, in partnership with Desjardins, launched the TIRF Action₂Zero centre. This web-based resource is accessible to local governments and a wide range of road safety partners and stakeholders including law enforcement, public health, engineers, city planners, schools and community-based organizations.



Action₂Zero is structured in several stepwise modules to help communities build support, buy-in and partnerships for the implementation of plans. It can help them accelerate action and improve road safety outcomes. It contains:



- > Module 1: Fundamentals of Road Safety
- > Module 2: Guiding Approaches to Road Safety
- > Module 3: Safety Assessment Tool
- > Module 4: Partners, Plans & Committees
- > Module 5: TIRF Education Programs



TIRF EVENTS & COMMUNITY FORUMS

Road Safety, Enforcement & Court Testimony Workshops

TIRF delivered two road safety, enforcement and court testimony workshops for traffic officers in Saanichton, BC in partnership with the Victoria Police Department and in Toronto, ON hosted by Labatt. These workshops were made possible by donations.



These free interactive workshops to police services shared the latest investigative tools to enforce road safety laws and testify in court, discussed the effectiveness of countermeasures to reduce risky behaviours, and, highlighted innovative traffic enforcement strategies and their effects on crashes.

Distracted Driving Community Forums



Community members were invited to talk to road safety professionals and first responders about distracted driving. Attendees were encouraged to ask questions, talk about their experiences and discuss opportunities to protect drivers, cyclists and pedestrians who share their roads.



These forums were offered at no charge, thanks to The Co-operators®.



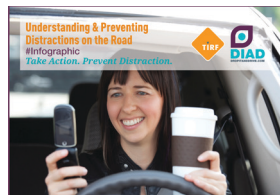
NEW BLOG

My Safe Road Home Blog

TIRF launched a new My Safe Road Home blog. It features the latest research to help Canadians understand the risks associated with unsafe driving practices using real-life situations. It highlights strategies to reduce risk and help protect all road users.

Blog authors include TIRF researchers who have expertise in a range of road safety issues and invited guest authors who bring a wealth of experience to select topics.

tirf.ca/blog



Understanding & Preventing Distractions on the Road: #Infographic



There's No Trick to Staying Safe on Halloween



Distracted Driving Puts all Canadians at Risk

TIRF in partnership with Desjardins released a blog post with messaging focused on a commitment from all Canadians to be attentive on the road and to speak up with friends, family and co-workers to reinforce safe driving habits.



CONTINUING PROGRAMS

BikeMaps



The Traffic Injury Research Foundation and the University of Victoria have created the BikeMaps.org Toolkit, with funding from the Public Health Agency of Canada. BikeMaps.org is a citizen web-mapping surveillance tool to report bicycling incidents and has been successfully delivered in nine cities across Canada. The lessons learned from this project have been incorporated into a Toolkit to help municipalities and local cycling advocacy groups bring BikeMaps.org to their city and help increase physical activity through the promotion of safe and accessible cycling. The Toolkit contains four factsheets, including Best Practice Recommendations for Implementation of BikeMaps.org, Strategies for Creating Sustainability Through Stakeholder Engagement for BikeMaps.org, Outreach Tips for Implementing BikeMaps.org, and Techniques for Tracking Impact of BikeMaps.org. The BikeMaps.org Toolkit is publicly available and can be downloaded for free on the BikeMaps.org website: bikemaps.org/about.



bikemaps.org/static/mapApp/data/toolkit.zip

CONTINUING PROGRAMS

Canadian Coalition on Distracted Driving



In 2019, the Canadian Coalition on Distracted Driving (CCDD), led by TIRF & DIAD in collaboration and partnership with The Co-operators® held its 4th annual meeting in



Regina, SK. More than 15 member organizations and 26 stakeholder organizations were represented including government, law enforcement, health, academia, community organizations, as well as representatives from the insurance, automotive, trucking and forestry industries.

The CCDD released two new fact sheets and two infographics this past year:



Distracted Driving Technology Framework: Overview aimed to increase understanding of technologies designed to mitigate distracted driving and their role reducing distracted driving. To help determine the impact of new technologies on driver distraction, this framework clearly defines key questions that should be asked as part of any assessment of these technologies.

Distracted Driving Policies & the Transportation Industry takes a look at how employers in the trucking industry recognize their critical role in prioritizing strategies to prevent distracted driving among employees and protect them from other distracted drivers on the road. This fact sheet compares prevention costs to crash costs and describes the potential impact of distracted driving collisions on employers.

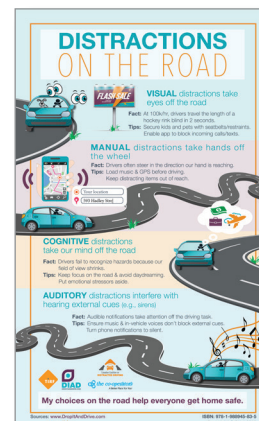
Distractions on the Road & Hands-free Technologies & Driving infographics are eye-catching, colourful and relatable with a focus on topics within the issue of distracted driving that are commonly misunderstood and raise awareness to increase road user safety by sharing evidence-based facts and simple tips.

diad.tirf.ca/ehub/TIRFCAD19A



diad.tirf.ca/CCDD_Distracted_Driving_Policies_Transportation_Industry

diad.tirf.ca/ehub/education-tools-resources/infographics



EDUCATIONAL PROGRAM

DROP IT AND DRIVE®

During 2019, TIRF's Drop It And Drive® education program delivered its message across Canada and the United States through seminars, school presentations, events and community engagement activities:

- > Delivered 32 youth presentations, including three donor-sponsored presentations, at 30 schools in Ontario and British Columbia to over 5,200 students in grades 6-12.
- > Developed new education programs for elementary and middle schools with a focus on pedestrian safety, passenger roles and responsibilities and road safety best practices.
- > Attended and exhibited at the Governors Highway Safety Association (GHSA) 2019 Annual Meeting, Imagining the Future: Advancing Traffic Safety through Technology and Innovation, August 24-28 in Anaheim, CA.
- > Facilitated two community distraction forums, featuring custom DIAD seminars, in Ontario and British Columbia.



HOW YOUR DONATIONS MAKE A REAL-WORLD IMPACT

Contributions supported TIRF's charitable services in 2019:

- > Co-authored a Transportation Research Board Circular on research needs related to drug-impaired driving <http://onlinepubs.trb.org/onlinepubs/circulars/ec250.pdf>
- > Delivered free educational workshops for Southern Ontario police services and Vancouver Island police services in Saanich, BC to share the latest road safety research.
- > Shared data and evidence-based strategies as part of a working group to address snowmobile injuries and fatalities organized by the Ontario Provincial Police.
- > Participated in an expert workshop on automated vehicles and cyber security organized by Transport Canada and provided input on draft policy documents.
- > Shared TIRF research on drug-impaired driving with the Cannabis Directorate at Health Canada.
- > Supported the delivery of three interactive road safety forums to teach driving skills in Toronto, London and Edmonton.
- > Authored academic publications about automated vehicles and older drivers in Transportation Research Record (Part A); Canadian wildlife vehicle collisions in Journal of Safety Research; and, A pilot study of a new road test to assess cognitive fitness to drive in Transportation Research (Part F).
- > Authored a book chapter about the use of risk communication strategies related to drug-impaired driving for a book on Road Safety and Communication that will be published by Hermes in 2020 and will be available in French.
- > Peer-reviewed articles for leading academic journals including Accident Analysis and Prevention and Journal of Safety Research
- > Shared BikeMaps.org results with the Bicycle User Group at the City of Ottawa's Mary Pitt campus
- > Developed a TIRF/DIAD Halloween road safety infographic, *There's No Trick to Staying Safe on Halloween* for drivers, pedestrians, adults and youth.
- > Delivered three donor-sponsored youth presentations in British Columbia to more than 600 students.
- > Developed new elementary and middle school youth DIAD programs with interactive exercises on pedestrian safety, distracted walking, passenger responsibilities and rights as well as content on distracted driving
- > Provided more than 79 media interviews including broadcast, print and online media.

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. 2019 was no exception as TIRF researchers participated in more than 30 events and workshops, including:

- > Presented *Impact of Police Enforcement on Road Safety* at the Canadian Association of Chiefs of Police National Traffic Conference.
- > Organized an international workshop on *Cannabis Legalization: State, Provincial, & Local Metrics to Assess Outcomes* for researchers and practitioners at the Transportation Research Board 99th Annual Meeting.
- > Presented *Impact de la dépénalisation du cannabis sur la prévention du risque routier: État des lieux au Canada and Cannabis, Knowledge Transfer & Campaigns in Canada* at the l'association Prévention Routière & European Transport Safety Council workshop on Impact de la depenalisation du cannabis sur la prevention du risque routier.
- > Delivered a presentation on *Cannabis & Driving* to the Canadian Association of Rate Regulators in Toronto, ON.
- > Participated in an expert workshop organized by the US National Institute of Justice to discuss research needs related to drug-impaired driving in Washington, DC in May.
- > Presented *Assessing the Impact of Marijuana on Road Safety* at the Leadership Forum of Impact Auto Auctions at their Spring event
- > Presented *Alcohol Interlocks: New Research, Lessons Learned & Unaffordability* at the Indiana Spring Judicial College in Indianapolis, IN.
- > Presented *Distracted Driving: Effective Partnerships and Offender Pilot Program* to the Traffic Safety Commission in Victoria, BC.
- > Presented *Un état des lieux de la sécurité routière au Canada* for the Comité de suivi de la mise en œuvre des décisions du Chef du Gouvernement en matière de sécurité routière; Deuxième réunion, and also *Sustainable Mobility for Vulnerable Road Users* for the Forum International de la Ville de Tunis sous le thème: Les Villes Prudentes in Tunis, Africa.
- > Delivered three presentations on drug-impaired driving, Safe Systems approach and road safety at the Vision Zero Workshop following the CARSP Conference 2019 in Calgary, AB.
- > Delivered new elementary and middle school youth DIAD program in Ontario and British Columbia.



"Research is the foundation for social change and together, we can make it happen."

— Robyn Robertson

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

PROJECTS & 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



MINISTRY OF THE
ATTORNEY GENERAL



NHTSA



Natural Resources
Canada



ALCOHOL COUNTERMEASURE SYSTEMS



Westat



Anheuser-Busch



A Better Place For You®



CCMTA • CCATM

CANADIAN COUNCIL OF MOTOR TRANSPORT ADMINISTRATORS
CONSEIL CANADIEN DES ADMINISTRATEURS EN TRANSPORT MOTORISÉ



ASSOCIATION OF IGNITION INTERLOCK
PROGRAM ADMINISTRATORS

DONORS

TIRF gratefully acknowledges the many concerned companies, corporations, associations and governments whose contributions in 2019 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



SILVER

The Beer Institute
Smart Start Inc.
Wawanesa Insurance

Hydro One
Alberta Transportation

BRONZE

Ontario Trucking
Association

ADDITIONAL DONORS

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

TIRF USA UPDATE

Road Safety Monitor: Alcohol-Impaired Driving in the United States, 2019

TIRF USA, in partnership with TIRF in Canada, released the third annual Road Safety Monitor (RSM) on alternatives to alcohol-impaired driving, sponsored by the Anheuser-Busch Foundation. 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 2,526 drivers in the U.S. completed the poll in September 2019. This fact sheet provides a general overview of key results related to the prevalence of alcohol-impaired driving, reasons for engaging in this behavior and characteristics of drivers, as well as concern about this and other road safety topics.



turf.us/turf-usa-releases-road-safety-monitor-alcohol-impaired-driving-in-the-united-states-2019

PROJECTS & SPONSORS

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

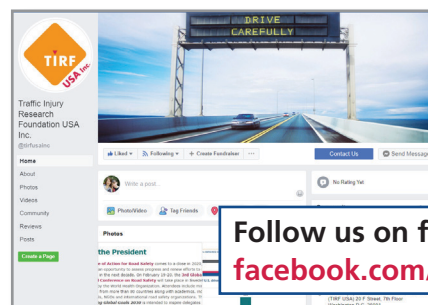
- > US Food and Drug Administration
- > Association of Ignition Interlock Program Administrators
- > Anheuser-Busch



Follow us on Twitter: **@TIRFUSAINC**



Posted Dec 27th, 2019

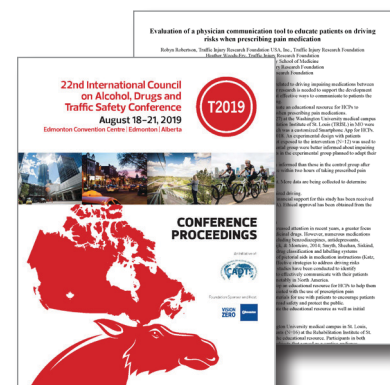


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Evaluation of a physician communication tool to educate patients on driving risks when prescribing pain medication

At the 22nd International Council on Alcohol, Drugs and Traffic Safety (ICADTS) Conference TIRF USA presented Evaluation of a physician communication tool to educate patients on driving risks when prescribing pain medication.

t2019.org/wp-content/uploads/2019/08/ICADTS-Conference-Proceedings.pdf



Social Echo - Top 3

National Post - Chris Selley - CA Jan 10, 2019 • 1:55 PM

Chris Selley: Canadians, prepare to be breathalyzed place to devote resources. In 2014, according to Traffic Injury Research Foundation statistics, 864 fatally injured drivers were...

Social Echo  1.23k  9.03k

CBC News - Canada Dianne Buckner - CA Oct 29, 2019 • 1:00 AM

Smartphones, other distractions can be more deadly than impaired driving, data suggests 2000. Karen Bowman, centre, works with the Traffic Injury Research Foundation, giving presentations about distracted driving to...

Social Echo  446  7.51k  8 Comments 1127



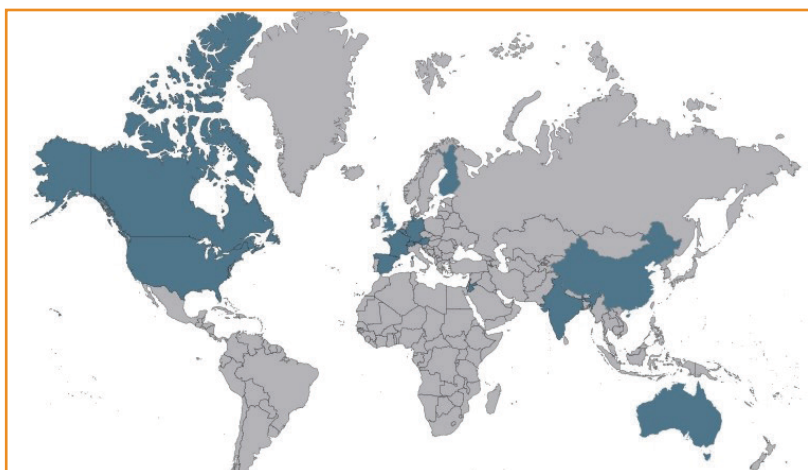
Motoring TV - Kenzie's Korner - Jim Kenzie

"We spend time looking at the research, and today we had an opportunity to share the research with drivers on the road and also give them that practical experience of what it feels like so they understand risk. So, it's been a really great partnership with Labatt. We encourage other employers to invest in road safety for all their employees."

– Robyn Robertson <https://www.youtube.com/watch?v=GGLhccCS3jw>

TIRF CANADA'S GLOBAL REACH

In 2019, through print, online and broadcast media, TIRF's work had an estimated potential reach of over 252 million people in Canada with advertising value equivalency of more than \$1.1 million. The top sources in print, online and broadcast media were CBC News Network, Global News and the Toronto Star. Other news outlets included Markets Insider-Business Insider, National Post, CBC Sudbury, Vancouver Sun, Driving.ca, Ottawa Citizen, Montreal Gazette, Talk Radio AM 640, Edmonton Journal, Calgary Herald, Citynews1130, Winnipeg Free Press, The Hamilton Spectator, Reader's Digest Magazine Canada Online, Finanazen.ch, The Province, London Free Press, 680 NEWS, and CBC Radio One 690AM/88.1FM.



Canada: 252,478,083

United States: 42,478,453

Germany: 4,335,438

Hong Kong: 3,977,895

United Kingdom: 910,978

Switzerland: 1,312,195

France: 116,512

Lebanon: 322,605

Jordan: 246,066

Austria: 181,716

Spain: 33,842

Australia: 15,828

India: 76,539

Finland: 43,098

Mainland China: 4,403

Belgium: 1,821

EDUCATIONAL RESOURCES

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

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



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

act2zero.tirf.ca



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

diad.tirf.ca



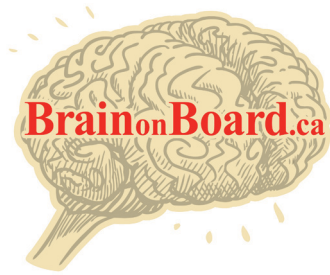
Drug-Impaired Driving Learning Centre (DIDLC) is a fully bilingual, web-based free educational resource that contains answers to many common questions. It includes factsheets describing the size of the drugged driving problem, characteristics of drivers, effects of drugs on driving, legislation and penalties,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

druggeddriving.tirf.ca



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

gdlframework.tirf.ca



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

brainonboard.ca



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

wildliferoadsharing.tirf.ca



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

changetheconversation.ca



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

yndrc.tirf.ca



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

aicp.tirf.ca

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, 2019, with comparative information for 2018

	2019	2018
Assets		
Current assets:		
Cash	\$ 32,387	\$ 32,387
Amounts receivable	406,067	406,067
Prepaid expenses	29,568	29,568
	468,022	468,022
 Tangible capital and intangible assets	 28,711	 28,711
	\$ 491,733	\$ 491,733
Liabilities and net assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$79,792	\$79,792
Deferred revenue	20,029	20,029
Current portion of obligations under capital lease	14,200	14,200
	114,021	114,021
 Obligations under capital lease	 1,183	 1,183
Net assets:		
Unrestricted	184,401	184,401
Internally restricted research reserve fund	168,417	168,417
Invested in tangible capital and intangible assets	23,711	23,711
	376,529	376,529
	\$ 491,733	\$ 491,733

See accompanying note to summary financial statements.

TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA
Summary Statement of Operations and Net Assets
Year ended December 31, 2019, with comparative information for 2018

	2019	2018
Revenue		
Project contributions	\$ 1,812,107	\$ 1,812,107
Government grants	61,476	61,476
Donations		
Industry	81,631	81,631
Associations	5,500	5,500
Fees and honoraria	11,598	11,598
Other Income	8,445	8,445
	1,980,757	1,980,757
Expenses		
Research		
Project	1,159,374	1,159,374
Development	172,677	172,677
Administration	451,639	451,639
Promotion	133,906	133,906
	1,917,596	1,917,596
Deficiency of revenue over expenses before the undernoted	63,161	63,161
Loss on disposal of tangible capital assets	-	-
Deficiency of revenue over expenses	63,161	63,161
Net assets, beginning of year	313,368	313,368
Net assets, end of year	\$ 376,529	\$ 376,529

See accompanying note to summary financial statements.

TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA

Notes to Summary Financial Statements Year ended December 31, 2019

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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