



Herb Simpson

Research and Policy Consultant
Traffic Injury Research Foundation

Dr. Herb Simpson is a Research and Policy Consultant to the Traffic Injury Research Foundation (TIRF), a charitable independent road safety institute. TIRF is a world leader in research, safety programs, and policy development.

Through over three decades of service with TIRF – 31 as its President and CEO – Herb has become internationally known and respected in the field of traffic safety. His expertise is frequently sought after, and his research widely cited by the media, policy makers, and researchers.

Career and research highlights:

- > Herb's research expertise covers a wide range of traffic safety issues. However, his contributions to the areas of young drivers, and alcohol, drugs and traffic safety have both received international attention and acclaim.
- > Herb has authored over 300 papers and reports in the traffic safety field.
- > He is a consultant and advisor to governments and industry around the world.

Academic highlights:

- > Herb received his Ph.D. and undergraduate degrees in Psychology.
- > Prior to joining TIRF in 1975, Herb was a Clinical Psychologist in the Penitentiary service, and later an Assistant and Associate Professor of Psychology at several universities.

Professional memberships and affiliations:

- > Member and Past President of the International Council on Alcohol, Drugs and Traffic Safety;
- > Member of the National Safety Council Committee on Alcohol, Drugs and Traffic Safety;
- > Associate Editor, Journal of Safety Research;
- > Scientific Advisor to the Canadian Society of Forensic Sciences Committee on Drugs and Driving;
- > Canadian delegate to the World Health Organization on Elderly Road Users, and a Board Member of the Alcohol Beverage Medical Research Foundation.

Awards:

- > For his contributions to reducing drunk driving, the "Humanitarian Award" from the National Commission Against Drunk Driving (2003);
- > For distinguished long term contributions to the field of alcohol, drugs and traffic safety, the "Widmark Award" from the International Council on Alcohol, Drugs and Traffic Safety (1992);
- > For his contributions to the understanding of crashes involving young drivers, the "Award of Merit" from the Association for the Advancement of Automotive Medicine (1993);
- > For promoting safety education, the "Ontario Safety League's Distinguished Service Award" (1995);
- > For outstanding contributions to furthering the aims of driver education, the "Gord O'Hearn Memorial Award" from the Driving School Association of Ontario (1991);
- > For outstanding contributions to public safety, the "H.B. Cotnam Award" from the Ontario Coroners Association (1986).