



TIRF
47th ANNUAL
REPORT

2009



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Brand Promise

The Traffic Injury Research Foundation (TIRF) develops and shares the knowledge that saves — preventing injuries and loss of life on the roads, reducing related social, health and insurance costs, and safeguarding productivity. We are the Canadian source for international research related to the human causes and effects of road crashes, providing objective and scientific information to support the development, implementation and evaluation of road safety programs, effective advocacy and consultation.

Staff

The TIRF team includes leading research scientists and support staff, and administrative personnel. TIRF also has research associates in Canadian and U.S. universities and strategic partnerships with international research agencies that greatly expand its scientific and technical expertise.

TIRF maintains several extensive databases, including the national database on persons fatally injured in motor vehicle crashes (funded by Transport Canada and the Canadian Council of Motor Transport Administrators), and possesses a contemporary specialized library on road safety with access to resources in other jurisdictions.

Message from the Chair



John Lee

Chair

TIRF achieved a number of critical milestones in 2009 as several strategic planning initiatives came to fruition. Of some importance, it completed and launched an extensive re-branding initiative that was initiated in 2008. This re-brand included the update and complete re-build of TIRF's main website and the several micro-sites that are housed within it. The new website was designed to increase ease of access to information about TIRF's many projects and publications, and to make the site more user-friendly for its diverse stakeholders. It further enabled TIRF to better track web usage to inform decision-making and augment services for its many users.

Another integral component of this initiative involved incorporating TIRF's newly designed visual brand into its many new reports, publications and documents that were released in 2009. This re-design has made TIRF's work more recognizable and resulted in tailored materials to suit the needs

and interests of different audiences. To date, feedback on the new brand from existing stakeholders and sponsors as well as new users has been extremely positive. Not only has it led to increased demand for TIRF materials, but other organizations have acknowledged that this undertaking has added value and visibility to the brand.

As evidence of its success, demand for TIRF materials grew in 2009 as its website had more than 1,000,000 visitor hits and visitor traffic increased steadily throughout the year. The amount of time each visitor spent grew to almost 4 minutes and 4 pages viewed with an average of 188 visitors per day. Similarly, TIRF also increased the number of subscribers to its listserve message system from 1,393 to 1,483 and responded to more media and information requests, enhancing its public profile both nationally and internationally. The most popular documents on the TIRF website were the Road Safety Monitor 2008: Drinking and Driving by Region, the Fatigued Driving – Fast Facts brochure and the Road Safety Monitor 2008: Drinking and Driving – National. As illustration of TIRF's growing international reputation, requests through the website came from more than 50 countries and more than a third of the traffic to TIRF's website came from outside of North America.

In 2009 TIRF also strengthened internal operations by taking additional steps to protect its intellectual property. This was accomplished by clarifying the scope and meaning of TIRF's intellectual property and establishing policies to ensure that TIRF's expertise in relation to various road safety issues can be leveraged in pursuit of its research agenda. This step is essential to enhance the organization's ability to build upon the body of road

safety knowledge it has created and to maintain its leadership position in the field. Ultimately, this step forward can benefit future research initiatives by enabling TIRF to expand upon its existing expertise.

Efforts were also undertaken in 2009 to introduce strategies to monitor and measure organizational performance in a range of areas related to finances, project management, staff development, communications and marketing. Of note, TIRF has developed in-house expertise to handle the design and production of its materials to ensure reports are completed and made available in a timely fashion.

TIRF continued to attract new project sponsors in 2009 representing government and industry outside of Canada. At the same time, it also retained its many existing sponsors for new and larger projects in North America. New strategies have been implemented to strengthen working relationships with sponsors and enhance sponsor benefits and visibility. As a result, TIRF's ongoing commitment to improve its innovative and high quality research has resulted in project sponsors and research partners actively seeking out TIRF for consultation and participation in research activities. More importantly, this has enabled TIRF to spend less time competing for funding dollars and to devote more time to research tasks.

Finally, TIRF offices were also updated and renovated in 2009 to better accommodate a growing staff and create a functional and professional environment suited to TIRF's skills and abilities. This undertaking has resulted in

(Continued on Page 3)

Message from the Chair (continued)

increased efficiencies in operations and facilitated project communications. It has also enabled staff to explore and to test new road safety technologies in-house for consideration to utilize as part of research initiatives.

I would like to thank Board members for their ongoing commitment to TIRF in 2009 and the time and expertise they shared with fellow Board members and TIRF staff throughout the year in pursuit of strategic planning initiatives. Their willingness to actively participate in strategic planning initiatives and provide guidance and support has benefited the organization and enabled it to grow and prosper. I would also like to commend staff for their motivation and readiness to meet new challenges with enthusiasm, professionalism and skill that has allowed TIRF to thrive and flourish in an unpredictable economic environment.

Sincerely,



The Traffic Injury Research Foundation

TIRF is Canada's road safety research institute. It is a world leader in research, program and policy development, evaluation, and knowledge transfer focusing on the road user and behaviours that result in driver error and account for 80% of road crashes.

TIRF's mission to reduce deaths and injuries resulting from road crashes is achieved by designing, implementing, evaluating and promoting evidence-based strategies.

Since 1964, TIRF has received international recognition and acclaim for its accomplishments related to identifying the causes of road crashes and developing programs and policies to address them effectively.

A special focus is placed on impaired drivers and young drivers who account for a substantial proportion of fatalities and injuries on our roads. TIRF also has expertise in several other contemporary issues ranging from speeding and aggressive driving to driver fatigue and distraction; from driver education, licensing, and improvement to commercial drivers and motorcycle safety, and from driver aging and deficits to vulnerable road users.

Established as a registered charity, TIRF is a national, independent road safety institute governed by a Board of Directors representing the public and private sectors in Canada and the United States. TIRF is funded by grants and contracts — earmarked for specific projects — and sustaining donations to provide services to public and private sectors.

For Government

TIRF provides evidence-based knowledge that leads to smarter policies in preventing injuries and loss of life on roads and highways worldwide.

For Industry

TIRF is your partner in increasing your knowledge capital for safer, more efficient, and trustworthy road safety logistics, technology and products.

For the Public

TIRF is a centre for road safety knowledge to help you and your family be aware of what you need to do to have peace of mind on the road.

For NGOs

TIRF is an independent, objective and credible source for the science required for effective traffic safety advocacy.



Message from the President



Robyn Robertson

President & CEO

2009 brought economic uncertainties to a number of sectors and road safety was no different. However, despite these challenges, TIRF was able to pursue new activities designed to extend its expertise in road safety. This was achieved by better positioning TIRF's skills and abilities among a broader audience, facilitating government/industry sponsor partnerships, and by introducing planned cost-savings measures. A stronger emphasis was also placed on marketing TIRF's expertise to new stakeholders and tailoring research materials to reach these audiences.

TIRF continued to develop its knowledge and skills in relation to the use of new road safety technologies as a core component of research initiatives. This is an important step in light of the growing emphasis on the development of in-vehicle technologies in conjunction with increasing concern related to distracted driving. TIRF actively explored the use of driving simulators and their role to potentially improve driver

education and training. At the same time, information about available black box technologies and the different ways it can be leveraged to augment research studies was investigated. Much more work is needed to understand how these technologies influence road user behaviour and, more importantly, how these technologies can be utilized to benefit road users and contribute to a safer driving environment.

Another focus at TIRF in 2009 was the implementation of impaired driving technologies to ensure that promised benefits identified in the research are ultimately achieved. While alcohol ignition interlock technology has been available for many years and has undergone a number of significant improvements in the past decade, little is known about effective program implementation or program features. As evidence of this, less than 20% of impaired drivers are subject to supervision using these devices and in some jurisdictions, even those offenders mandated to participate fail to do so.

To address this situation and improve understanding of these programs, TIRF worked extensively with front line driver licensing, criminal justice and health practitioners to support the delivery of interlock programs and help overcome barriers to success. In this regard, TIRF worked to strengthen program operations, to create a program implementation framework, and to facilitate effective communication across agencies. In addition, TIRF delivered much needed training opportunities for a variety of staff in relation to these programs.

TIRF continued its focus on knowledge transfer initiatives, launching its first educational curriculum on alcohol interlocks that included an instructional

video for practitioners. Since its launch in May 2009, there have been almost 4,000 visitors with an average of eight users per day visiting the site on an ongoing basis. An additional 100 persons have registered in the restricted section designed especially for instructors. There have been more than 6,500 downloads from the curriculum with all variety of materials being downloaded equally. Slightly more than half of the users are from the United States, however other countries that have used the curriculum include Canada, Australia, Japan, China, Netherlands, UK, Botswana and South Africa.

TIRF also produced a brochure and instructional video on fatigued driving for law enforcement and the public. These materials have received considerable visibility and created demand among government, industry and the public.

TIRF also participated in the development of standards in the field of road safety. These initiatives are essential to bring consistency to program implementation strategies across jurisdictions and facilitate the measurement of important outcomes. These undertakings brought together both researchers and practitioners to discuss how research can inform practice and to identify areas of consensus that can be leveraged to strengthen activities in the future.

Knowledge transfer continues to be a growing issue in many fields as funders increasingly recognize the need for strategies that can effectively put research findings into practice. TIRF is committed to ensuring research findings are suitably translated for practitioner audiences and that research is informed by and acknowledges environmental (Continued on Page 5)

barriers that act as impediments to progress. These efforts have ultimately contributed to the growing demand for TIRF materials among a broader audience of stakeholders that include diverse transportation, health and criminal justice and education practitioners. It has also served to raise awareness among the public about critical road safety issues.

Senior staff at TIRF focused on mentoring junior researchers and professional development activities in 2009. This is a critical role for many agencies right now. The road safety community is aging, as are many professional fields, and the attraction and retention of younger staff is essential to sustain the field in the long-term. As evidence of TIRF's commitment to its staff, a variety of professional growth and development activities were actively pursued. Research associates were trained to utilize more sophisticated data management tools and techniques that are better suited for a complex research environment. Junior staff was also provided with opportunities to become more engaged in project management, to attend conferences and give presentations nationally and internationally.

I am proud that our staff has kept pace with a changing environment and continued to develop novel and inventive ways to enhance research initiatives to contribute to the growth in knowledge about road safety. Their ongoing pursuit of excellence in both the quality and presentation of important research findings is critical to increase understanding of priority issues, to identify new avenues of research, and most importantly to accrue tangible and practical benefits to reduce deaths and injuries every day.

Sincerely,

Rolyn Robertson

Commercial Drivers

Over the last seven years, the Traffic Injury Research Foundation has been consistently looking at a very unique group of roadway users, commercial drivers.

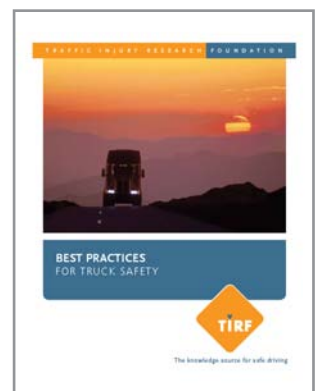
One of the first Road Safety Monitors (2002) was on commercial operators and vehicles. The poll looked at Canadians' concerns regarding commercial trucks in Canada including the perceived seriousness of unsafe vehicles and tired drivers.

Two years later in 2004, TIRF released the report *Heavy Trucks and Road Crashes*. The report looked at the magnitude, characteristics and trends of heavy trucks and collisions. That same year, TIRF released a second Road Safety Monitor on commercial operators and vehicles.

Commercial Vehicle Driver Licensing Standards in British Columbia, supported by the BC Trucking Human Resources Planning Committee – and under agreement between Service Canada, the British Columbia Trucking Association (BCTA), and Teamsters Local 31, was released in 2007. The report reviewed current standards in British Columbia, comparing them to ones elsewhere, and preparing a framework document that describes options and priority recommendations for improving commercial driver licensing standards in British Columbia.

In 2009, TIRF released *Best Practices for Truck Safety* sponsored by WorkSafeBC with BCTA and the Trucking Safety Council of British Columbia. The primary purpose of this study was to identify the principal causes of casualty collisions involving heavy trucks in British Columbia and to use this information to identify effective prevention programs and policies to improve safety on BC's highways.

Now almost eight years after our first contemporary report on commercial drivers, TIRF will once again be looking at Canadians' perceptions of commercial vehicles with the release of another Road Safety Monitor on large trucks in 2010. TIRF has also been contracted by the Canadian Trucking Human Resources Council (CTHRC) to complete a study on commercial driver licensing standards, training programs and safety performance of new drivers.



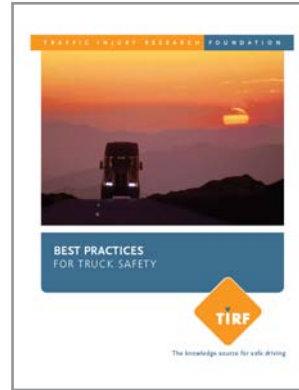
Projects and Publications

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 address them effectively.

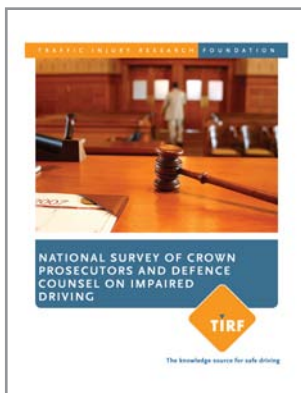
TIRF would like to highlight the following projects and publications from 2009.



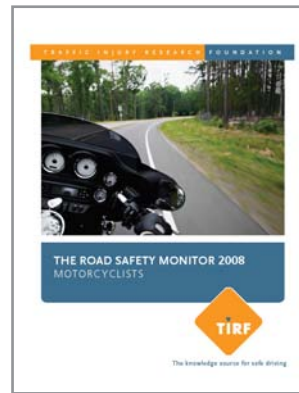
An evaluation of graduated driver licensing programs in North America using a meta-analytic approach (2009). WGM Vanlaar, DR Mayhew, KD Marcoux, G Wets, T Brijs, J Shope. Published in *Accident Analysis and Prevention*
TIRF Code 09G



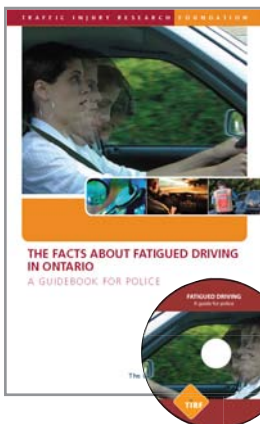
Best Practices for Truck Safety
BA Jonah, DR Mayhew, SW Brown, WGM Vanlaar, and KD Marcoux
TIRF Code 09C



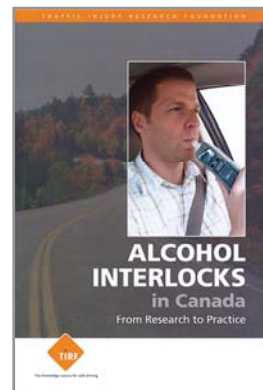
National Survey of Crown Prosecutors and Defence Counsel on Impaired Driving
RD Robertson, WGM Vanlaar, HM Simpson
TIRF Code 09E



Road Safety Monitor 2008: Motorcyclists
WGM Vanlaar, KD Marcoux, RD Robertson
TIRF Code 09D



The Facts About Fatigued Driving in Ontario - A Guidebook for Police
RD Roberston; E Holmes; WGM Vanlaar
TIRF Code 09H
Fatigued Driving - A Guide for Police (Video)
TIRF Code 10B



Alcohol Interlocks in Canada - From Research to Practice
RD Robertson, E Holmes; WGM Vanlaar
TIRF Code 09K

- *The Alcohol-Crash Problem in Canada: 2006* (2009). DR Mayhew, SW Brown, HM Simpson - TIRF Code 09A
- *An evaluation of graduated driver licensing programs in North America* (2009). WGM Vanlaar, DR Mayhew, KD Marcoux, G Wets, T Brijs, J Shope - TIRF Code 09F
- *Impaired Driving Priorities: A Criminal Justice Perspective* (2009). RD Robertson, E Holmes and HM Simpson - TIRF Code 09B
- *Alcohol Interlocks: Planning for Success - Proceedings of the 9th International Alcohol Interlock Symposium*
RD Roberston, WGM Vanlaar - TIRF Code 09J

TIRF researchers regularly travel across Canada and abroad to attend research conferences, meet with government and industry leaders and to speak to practitioners and non-technical audiences alike. 2009 was no exception for the organization as TIRF researchers participated in more than 20 events, including:

Robyn Robertson presented "Treatment of Alcohol Impaired Driving Offenders" at the **National Partnership on Alcohol Misuse and Crime Meeting** in Washington, D.C. on January 10th, 2009.

Robyn Robertson presented on the Alcohol Interlock Curriculum for Practitioners website at **Lifesavers Annual Traffic Safety Conference** in Nashville, Tennessee in March 2010.

Dan Mayhew presented a project overview and update on the "Large Scale Evaluation of Driver Education" at the **Pacific Northwest Driver and Traffic Safety Annual Conference**, in Portland, Oregon, from March 6-7, 2009.

Dan Mayhew was asked to present the paper, "Project overview: Large scale evaluation of driver education" at the **Montana Traffic Safety Educators Annual Conference** in Great Falls, Montana in April 2009.

Dr. Ward Vanlaar and Robyn Robertson presented "Understanding Behavioral Patterns of Offenders on an Interlock" at the **Smart Start User Conference** on April 18, 2009 in Dallas, Texas.

Kyla Marcoux was asked to present on the report, "Road Safety Monitor 2008: Excessive Speeding" at the **Canadian Multidisciplinary Road Safety Conference** in Saskatoon, Saskatchewan, Canada on June 8, 2009.

Dr. Ward Vanlaar was asked to present "An evaluation of GDL programs in North America using a meta-analytic approach" at the **XIV Canadian Multidisciplinary Road Safety Conference** in Saskatoon, Saskatchewan in June 2009.

Dr. Vanlaar presented the paper a second time at the **Traffic Records Forum** in Phoenix, Arizona in July 2009.

Robyn Robertson presented "Alcohol Ignition Interlocks" at the **Drug Recognition Expert Meeting of the International Association of Chiefs of Police** in Little Rock, Arkansas in July 2009.

Robyn Robertson presented "Alcohol Ignition Interlocks: Research, Technology and Programs" at the **Annual Meeting of the National Conference of State Legislatures** in Philadelphia, Pennsylvania on July 21st, 2009.

Dan Mayhew presented the paper "Manitoba high school driver education program: Formative and summative evaluation" at the **Driver Education and Trainers Association (DETA) Meeting** in Charlotte, North Carolina on July 26, 2009.

Dan Mayhew presented two papers, "Reducing the crash risk of young drivers" and "Large-scale evaluation of driver education" at the **American Driver and Traffic Safety Education Association (ADTSEA) Conference** in Charlotte, North Carolina on July 28, 2009.

Erin Holmes presented the Technology Module of the Alcohol Interlock Curriculum for Practitioners during the **Course on Sentencing Impaired Driving Offenders** at the **National Judicial College** in Reno, Nevada on August 20, 2009.

Robyn presented on "Continuous Transdermal Alcohol Monitoring: Working Effectively with Service Providers" at the **34th Training Institute of the American Probation and Parole Association** in Anaheim, California from August 23-26, 2009.

Robyn Robertson presented "Sanctioning Young Impaired Drivers" at the **arrive alive DRIVE SOBER Annual Meeting** in Kingston, Ontario on September 28th, 2009.

Erin Holmes was asked to present "Indigent Funding Initiatives and Opportunities" at the **10th Annual International Alcohol Interlock Symposium** in Melbourne, Australia in October 2009.

Project Grants and Contracts

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



Transport
Canada

Transports
Canada



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



Insurance

Meloche Monnex



Motorcycle & Moped Industry Council
Le conseil de l'industrie de la motocyclette et du cyclomoteur



**Manitoba
Public Insurance**



DISTILLERS FIGHTING DRUNK DRIVING
& UNDERAGE DRINKING



**SMART
START**
SEPARATING DRINKING
FROM DRIVING



CANADIAN MOTORCYCLE ASSOCIATION
L'ASSOCIATION MOTOCYCLISTE CANADIENNE

Dräger



**Foundation
for
Traffic Safety**



**I-95 CORRIDOR
COALITION**
Beyond Boundaries



Canada Safety Council



www.nhtsa.gov

universiteit
hasselt



INSTITUUT
VOOR MOBILITEIT



Brewers Association of Canada
L'Association des brasseurs du Canada



Ministry of Transport, Public Works
and Water Management



Canadian Trucking
Human Resources Council

Our Industr. Your Council!



ALCOHOL COUNTERMEASURE SYSTEMS



I-95 Corridor Coalition

AAA Foundation for Traffic Safety

Alcohol Countermeasure Systems Corp.

Anheuser-Busch Companies, Inc.

British Columbia Trucking Association

Brewers Association of Canada

Canada Safety Council

Canadian Council of Motor Transport Administrators

Canadian Motorcycle Association

Canadian Trucking Human Resource Council

Century Council

Dräger Safety

Dutch Ministry of Transport

Manitoba Public Insurance Corporation

Motorcycle & Moped Industry Council

National Highway Traffic Safety Administration

Nova Scotia Transportation and Infrastructure Renewal

Smart Start, Inc.

TD Monnex Meloche

Transport Canada (Road Safety and Motor Vehicle Regulation)

Transportation Research Institute of the University of Hasselt

Winnipeg Police Services

Alcohol Ignition Interlock Curriculum



In May 2009, TIRF launched the Alcohol Ignition Interlock Curriculum for Practitioners (AICP) funded by the National Highway Traffic Safety Administration (NHTSA), Alcohol Countermeasure Systems Corp. (ACS), Smart Start Inc., and Dräger Safety.

The AICP provides general information about alcohol interlocks to the public and also allows registered instructors to tailor educational materials to meet their respective needs and deliver these materials at their convenience. It is designed to meet the educational needs of law enforcement, prosecutors, the judiciary, probation and parole officers, treatment and driver licensing professionals.

The site contains six (6) modules and an additional Instructor Materials section. TIRF produced its first educational video for the AICP which is available in its entirety in the Instructor Materials section.

Website: www.aicp.tirf.ca

Project Manager: Robyn Robertson, President & CEO

Website Administrator: Sara Oglestone, Manager, Marketing & Communications

The Road Safety Monitor

Since 2001, the Traffic Injury Research Foundation has been looking to the Canadian public for their views on what matters to them when it comes to their safety on the road.

The Road Safety Monitor (RSM) is a unique, annual public opinion poll that takes the pulse of the nation on key traffic safety issues and tracks changes in the opinions and concerns of Canadians. The survey determines: what they know and don't know about safe driving practices; how they behave on the highways; what their attitudes and opinions are about continuing and emerging road safety problems; and their views about existing and promising new ways to deal with them.

The RSM is widely cited in press and government policy development. Sought after by researchers, the media and special interest groups, the Road Safety Monitor's findings and implications are widely disseminated to heighten awareness, improve knowledge, change behaviour, and create a demand for action to resolve critical road safety problems.

In the 2009 installment of the RSM, TIRF published three Road Safety Monitors, the first on Drinking and Driving, the second on Motorcyclists and the third on Pedestrians and Cyclists.

Project Manager: Ward Vanlaar, VP Research

Projects and Publications Keyword: Road Safety Monitor

"It is evident that much of the substantial decrease in fatalities through to 2004 occurred during the 1990s."

– Ward Vanlaar,
TIRF Research Scientist
RSM 2009 Drinking and Driving

What's out there

Knowledge that saves

The Traffic Injury Research Foundation (TIRF) develops and shares the knowledge that saves — preventing injuries and loss of life on the roads, reducing related social, health and insurance costs, and safeguarding productivity.

TIRF's website (www.tirf.ca) had over 68,000 visitors in 2009 with over 1 million visitor hits. More than 16,000 report downloads were completed from the TIRF website in 2009.

Our Online Presence

Traffic Injury Research Foundation

(www.tirf.ca)

Tirf.ca is where TIRF hosts its publication database. Current and past project information is available. Staff biographies are available in the About Us section.

DWI Working Group

(www.dwiwg.tirf.ca)



The DWI Working Group site hosts the results of a study on each phase of the DWI system. This formed the basis for a series of reports on DWI System Improvements for Dealing with Hard Core Drunk Drivers.

International Inventory of Ignition Interlock Programs



(www.iiip.tirf.ca)

This website hosts current information about alcohol interlocks for researchers and practitioners working in this field, and for those individuals and agencies considering, developing, or implementing an interlock program.

Young and New Driver Resource Centre



(www.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 issues and the many programs and initiatives targeted towards this group.

Alcohol Ignition Interlock Curriculum for Practitioners



(www.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.

Services

TIRF is an independent, credible source of information on a wide range of issues related to traffic 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;
- * News releases and news conferences;
- * Website development; and,
- * Educational material development.



Join us on Facebook!

TIRF Bulletin

Donors and members receive the TIRF Bulletin three to four times a year. The general public can receive an electronic copy of the TIRF Bulletin by signing up to our listserve service on the TIRF website. www.tirf.ca/listserve/indexjs.php



Listserve

In 2009 TIRF had over 1,470 listserve subscribers including members of the public, the research community, government agencies, road safety agencies and private companies.

Media and Information Requests

From January 1st to December 31st, 2009, TIRF received over 65 media inquiries for live television interviews, television segments, radio shows and print media. Timely topics included drinking and driving, excessive speeding and distracted driving. TIRF also responded to over 190 information inquiries from research institutes, government agencies, donors and the public-at-large.

TIRF gratefully acknowledges the many concerned companies, corporations, associations and governments whose contributions in 2009 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 Level



Bronze Level

Baird MacGregor Insurance Brokers Inc.

Federated Insurance

Ignition Interlock of Washington Inc.

Newfoundland and Labrador Government Services

Royal Canadian Mounted Police

The Economical Insurance Group

Used Car Dealers Association of Ontario

Young Drivers of Canada

Gold Level

Brewers Association
of Canada



L'Association des
brasseurs du Canada



Imperial Oil
Foundation



Fondation
l'Impériale



Manitoba
Public Insurance

Société d'assurance
publique du Manitoba

RSA



Silver Level

Alberta Transportation

Allstate Foundation of Canada

Aviva Canada Inc.

BMO Financial Group

Beer Institute

Gore Mutual Insurance Company

Hydro One

Intact Foundation

LifeSafer Interlock

Manitoba Transportation and Government Services

Molson Donations Fund

PartnerRe

Prince Edward Island Department of Transportation and
Public Works

Smart Start, Inc.

The Co-operators

Wawanesa Insurance

AUDITORS' REPORT TO THE MEMBERS

The accompanying summarized statements of financial position and operations and net assets are derived from the complete financial statements of the Traffic Injury Research Foundation of Canada as at December 31, 2009 and for the year then ended on which we expressed an opinion without reservation in our report dated April 9, 2010. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the entity's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.

Chartered Accountants, Licensed Public Accountants



Ottawa, Canada

April 9, 2010

TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA

Summarized Statement of Financial Position

December 31, 2009, with comparative figures for 2008

	2009	2008
Assets		
Current Assets		
Cash and Cash Equivalents	\$204,151	\$143,240
Investments	10,594	-
Amounts Receivable	4,888	11,552
Project Grants Receivable	204,364	328,165
Prepaid Expenses	6,634	7,037
	430,631	489,994
Capital Assets	11,672	9,094
	\$442,303	\$499,088
Liabilities and Net Assets		
Current Liabilities		
Accounts Payable and Accrued Liabilities	\$109,940	\$114,354
Deferred Revenue	73,249	130,035
	183,189	244,389
Net Assets	259,114	254,699
	\$442,303	\$499,088

TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA

Summarized Statement of Operations and Net Assets
Year ended December 31, 2009,
with comparative figures for 2008

	2009	2008
Revenue		
Grants	\$1,289,283	\$1,146,689
Fees and Honoraria	22,943	14,846
Donations	51,049	58,937
Memberships	2,154	5,835
Interest	364	14,929
Information Sales	854	2,716
	1,366,647	1,243,952
Expenses		
Research	1,173,246	1,025,131
Administration	116,637	158,165
Promotion	72,349	58,047
	1,362,232	1,241,343
Excess of Revenue over Expenses	4,415	2,609
Net Assets, Beginning of Year	254,699	252,090
Net Assets, End of Year	\$259,114	\$254,699



Traffic Injury Research Foundation (TIRF)

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