



**TIRF**  
**48th ANNUAL**  
**REPORT**

**2010**





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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

The TIRF Board welcomed three new members in 2010 who provide a new perspective to the organization as well as new sources of expertise and experience to strengthen its strategic planning initiatives. Ruth Corbin, John Harding and Roger Randall are extremely knowledgeable professionals who bring with them diverse backgrounds with links to intellectual property management, international policy development and social marketing. These new members have rapidly become involved in Board initiatives and are making important contributions to TIRF that will have benefits for years to come.

The Board also bid farewell to three of its long-standing members in 2010 – Inspector Stan McNeil of the RCMP, John Westbrook of Acart Communications, and Doug Munro of M-O Freightworks. On behalf of the Board, I extend my deepest appreciation to these departing members who have played an important role on the Board and have actively

supported TIRF's development during the past seven years.

The TIRF Board focused its efforts in three important areas in 2010 – policy development, performance review, and fundraising. Historically, as a small organization, TIRF's policies in relation to operational practices have been well developed and incorporated in practice, however, they have been less formally documented. To address this, TIRF Board and staff members sought to formalize and to further strengthen these policies to demonstrate its commitment to the highest operational standards that have inspired the confidence of governments, associations and industries worldwide.

Policies that were the focus of attention included TIRF's information technology (IT) policy, data management policy, security and confidentiality policy, and its policy for managing requests for access to the TIRF National Fatality and Serious Injury databases that it maintains under funding from Transport Canada and the Canadian Council of Motor Transport Administrators.

TIRF also developed and implemented a formal performance review policy process to encourage staff growth and provide them with concrete opportunities to develop their careers, enhance their research skills, and become more engaged in TIRF planning activities each year. Staff has been very pleased and excited with this scheme and is already effectively utilizing this strategy to boost their own development and the organization's growth in the road safety field.

TIRF also focused on the re-design of its fundraising strategy in 2010. Donations are critical to support TIRF's educational initiatives and diverse services. However, competition for donations has grown

exponentially due to the increasing number of charities in combination with economic challenges that have led to declining budgets. Donors have become more strategic in their giving, requiring charities to adapt.

In response, TIRF has re-designed its fundraising campaign for 2011 to better communicate its value to stakeholders and the essential services that are made possible by donations. TIRF has also tapped into the many every day, concrete examples of how donations are used to benefit stakeholders. For example, donations enable TIRF staff to develop and to make our educational resources and publications available to governments, health and justice professionals, community groups and schools at no cost. This includes the management and ongoing development of our most valuable resource, the TIRF website, which is visited by more than 80,000 users each year.

Donations also enable staff to deliver testimony and evidence-based research to government to guide the development of effective road safety policies, to write and publish articles on road safety issues, to work with the media to accurately convey issues, and to speak to law enforcement, health practitioners, students and community organizations to help strengthen safety programs.

In June 2010, Mr. John O'Brien of BMO Financial Group began his term as the new Chair of the TIRF Board, as I completed my term in this position. I would like to thank John and all of the Board members for their strong support during my term as Chair and know that John's leadership will continue to guide TIRF and its Board members through its next stage of growth.

I have greatly enjoyed my time as Chair of the TIRF Board and look forward to continuing my involvement as Past-Chair of the Board. The well-established and clearly defined roles of the TIRF Board and management staff have produced a very effective and rewarding working relationship that enables us all to bring our unique skill sets to bear and ensure TIRF's continued success.

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

TIRF achieved a number of noteworthy “firsts” in 2010 that demonstrate its ongoing commitment to development, growth, leadership and sustainability of operations in a dynamic and ever-changing environment. Education and training continue to be priorities as the demand for road safety knowledge is at an all-time high. Road safety issues are trans-disciplinary in nature. They are complex both to understand and solve.

Of significance, TIRF launched its first national education program on impaired driving, entitled Change the Conversation, under funding from the Brewers Association of Canada. This major initiative emphasizes positive messaging and a social norming approach, and was developed in response to the growing demand from all sectors for research and evidence-based solutions to address this priority road safety issue.

This program has filled an important knowledge gap, as demonstrated by the demand for program materials from

governments, road safety practitioners, community groups and schools across Canada and abroad. The value of Change the Conversation is perhaps best illustrated by ACT’s (Advertising Community Together) recognition of the program. ACT is an international, non-profit association that highlights how advertising professionals can use their creative talent to play a significant role in addressing today’s crucial world issues. ACT selected Change the Conversation posters for use in its private exhibition about drinking driving responsibility because they strongly match the spirit of its alcohol awareness campaign. In addition, TIRF’s program posters will also be featured at the ACT Expo that takes place in Cannes in June 2011 during Advertising Week. It is certainly quite a coup to have ACT approach TIRF to use Change the Conversation as a good example of responsible advertising to the international community.

Building on this growing demand for knowledge, as part of the 2010 efforts of TIRF’s Working Group on DWI System Improvements, we also developed a series of informative impaired driving brochures. These brochures package essential information about why ongoing efforts are needed, effective strategies to reduce impaired driving, what it takes to implement them, and ways that barriers can be overcome. These brochures are a critical link to improve understanding of the balance between research and operational practices to support the delivery of proven strategies.

TIRF also undertook updates of several of its micro-sites in 2010. New program information and research was added to the international inventory of interlock programs ([www.iiip.tirf.ca](http://www.iiip.tirf.ca)), as well as TIRF’s Young and New Driver Resource Centre ([www.yndrc.tirf.ca](http://www.yndrc.tirf.ca)).

Each of these micro-sites brings together important information about programs in Canada and abroad and serves as an important resource for many stakeholders in road safety.

These educational efforts are of growing importance, as evidenced by the demands for information that TIRF receives each year. In 2010, TIRF responded to more than 200 information requests, 55 media interview requests, and 40 requests for presentations from TIRF staff on several issues. In addition, in excess of 220 users from more than 50 countries visited TIRF’s website seeking information each and every day. Collectively, these users access and download more than 25,000 documents each year. The donations that TIRF receives are truly instrumental in helping us respond to this demand.

TIRF also continued its pursuit of excellence in research and has made important contributions to the field of road safety.

TIRF completed work on a converging pair of studies investigating the validity of a simulator for measuring driving performance/skill as part of a multi-site, multi-level investigation of the effectiveness of driver education funded by the AAA Foundation for Traffic Safety, the National Highway Traffic Safety Administration, the Centers for Disease Control, and, Manitoba Public Insurance.

The first study is a concurrent validity study comparing performance of a group of novice drivers during an on-road driving test with their performance on a comparable simulated driving test.

This second is a discriminant validity study comparing driving performance on the simulator across three groups of drivers who differ in their level of

(Continued on Page 5)

experience. Collectively, the results of the concurrent and discriminant validity studies support the use of the simulator as a valid measure of driving performance, and for that reason, a simulated driving test is currently being used as part of the larger investigation.

TIRF was contracted by the City of Winnipeg to evaluate the Winnipeg photo enforcement safety program of the Traffic Safety Unit of the Winnipeg Police Service. The evaluation project began in the Spring of 2008 and continued through 2010. Components of the evaluation include: a literature review; a process evaluation; a public opinion poll; an analysis of the effect of photo enforcement using crash data; a controlled study evaluating the impact of photo enforcement at intersections on speed and red light violations; and, a controlled study evaluating the impact of mobile photo radar on speed at schools and construction sites. A final project report is due in mid-2011. The results of such comprehensive evaluations underscore the importance of improving our understanding of these programs and their effects on traffic safety.

TIRF also increased its efforts in support of the development of alcohol interlock programs by delivering technical assistance and training to several U.S. jurisdictions in the form of regional meetings and specialized program support. TIRF also produced a case study on first offender interlock programs and a road map for practitioners to guide program enhancements. These efforts highlight the need to improve program implementation to ultimately achieve the gains promised by research.


TIRF's efforts to support and encourage the professional development of young researchers were also at the forefront in 2010. Junior staff members at TIRF each gave presentations at international conferences including: the International Conference on Alcohol, Drugs and Traffic Safety (ICADTS) in Norway, the International Conference on Safety and Mobility of Vulnerable Road Users in Israel, and the International Alcohol Ignition Interlock Symposium in Canada. These researchers were also more actively engaged in the development of research proposals, methodological design and report writing, thereby advancing their careers and also permitting senior staff to engage in strategic planning.

In addition, TIRF also played a key role in organizing and hosting a 1-day Young Scientist Symposium for young researchers from all over the world, as part of ICADTS, to support career development and promote opportunities for the researchers who will guide road safety in the future.

I deeply appreciate the commitment of TIRF staff and Board members to supporting TIRF's organizational growth, innovation and sustainability in 2010. I would also like to recognize our staunch supporters -- the project sponsors, members and donors who helped make these accomplishments possible. Their dedication to improving road safety makes our achievements possible.

TIRF is a leading road safety resource in Canada and the international community. Its value lies in its ongoing ability to meet the diverse needs of Canadians, and road safety stakeholders around the world, through its contributions to research, program and policy development, evaluation, and knowledge dissemination. These tools are the foundation of efforts to educate road users and drive behaviour change to make roads safer for all types of users.

Sincerely,



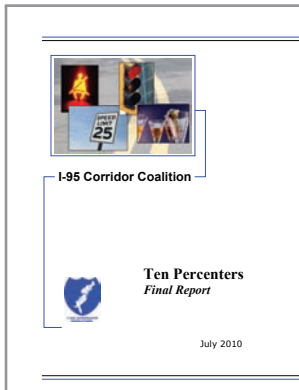
**75% of Canadians did NOT drive after consuming any amount of alcohol in the past 30 days.**

*2010 Road Safety Monitor:  
Drinking and Driving in Canada*

## 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.

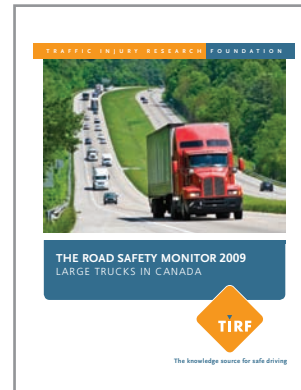
TIRF would like to highlight the following projects and publications from 2010.



### *Ten Percenters*

RD Robertson, KD Marcoux,  
KM Wood, WGM Vanlaar,  
HM Simpson

TIRF Code 10P



*The Road Safety Monitor  
2009: Large Trucks in Canada*  
WGM Vanlaar & RD  
Robertson

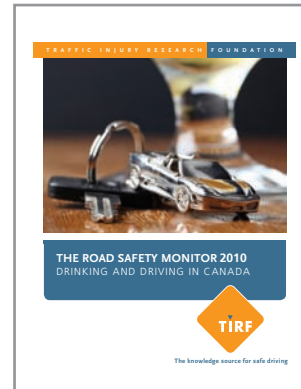
TIRF Code 10F



### *The Implementation of Alcohol Interlocks for First Offenders: A Case Study*

RD Robertson, EA Holmes &  
WGM Vanlaar

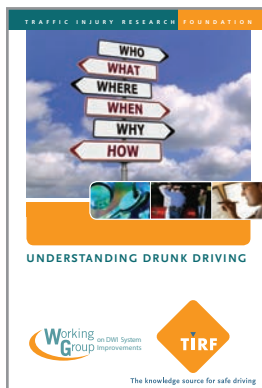
TIRF Code 10H



### *Road Safety Monitor 2010: Drinking and Driving in Canada*

WGM Vanlaar & RD  
Robertson

TIRF Code 10L

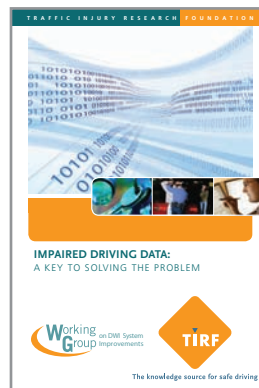


### *Understanding Drunk Driving (10C)*

### *Funding Impaired Driving Initiatives (10D)*

### *Impaired Driving Data: A Key to Solving the Problem (10E)*

RD Roberston & EA Holmes



- *The Alcohol-Crash Problem in Canada: 2007 (2010)*. DR Mayhew, SW Brown, HM Simpson - TIRF Code 10A
- *Alcohol Interlocks: Taking Research to Practice - Proceedings of the 10th International Alcohol Interlock Symposium (2010)*  
RD Robertson, EA Holmes, WGM Vanlaar - TIRF Code 10I
- *The Alcohol-Crash Problem in Canada: 2008 (2010)*. DR Mayhew, SW Brown, HM Simpson - TIRF Code 10N
- *The Implementation of Alcohol Interlocks for Offenders: A Roadmap (2010)*. RD Robertson, EA Holmes, WGM Vanlaar -  
TIRF Code 10L
- *Understanding behavioural patterns of interlocked offenders to inform the efficient and effective implementation of  
interlock programs (2010)*. WGM Vanlaar, RD Robertson, D Schaap and J Vissers - TIRF Code 10J
- *Corridor-wide Safety Data Analysis and Identification of Existing Successful Safety Programs (2010)*. RD Robertson, KD  
Marcoux, WGM Vanlaar, KM Wood, HM Simpson - TIRF Code 10O

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. 2010 was no exception for the organization as TIRF researchers participated in more than 20 events, including:

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Dr. Ward Vanlaar presented on *Speeding: Public Attitudes, Opinions and Behaviours* at The International Conference on Urban Traffic Safety in April 2010 in Edmonton, Alberta.

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Dan Mayhew presented the findings of the *2007 Alcohol-Crash Problem in Canada* report at CCMTA Road Safety Research and Policies Standing Committee Meeting in Fredericton, New Brunswick in May 2010.

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Erin Holmes presented *Alcohol Interlocks and Continuous Alcohol Monitoring* at the 7th Annual Meeting of the Working Group on DWI System Improvements in Ottawa, Ontario, Canada in May, 2010.

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Kyla Marcoux was asked to present on the *Road Safety Monitor 2008: Motorcyclists* at the International Conference on Safety and Mobility of Vulnerable Road Users: Pedestrians, Motorcyclists and Bicyclists held in Jerusalem, Israel in May 2010.

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Dr. Ward Vanlaar was asked to present on *Knowledge Utilization in Traffic Safety: Understanding Behavioral Patterns of Offenders on an Interlock* at the Traffic Records Forum in New Orleans, Louisiana in July 2010.

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Katherine Wood presented on the *I-95 Corridor Coalition High-Risk Driver Report* at the International Council of Alcohol, Drugs and Traffic Safety (ICADTS) T2010 tri-annual conference in Oslo, Norway in August 2010.

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Robyn Robertson chaired the ICADTS Young Scientist Program at the International Council on Alcohol, Drugs and Traffic Safety (ICADTS) tri-annual conference in Oslo, Norway on August 22nd, 2010.

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Erin Holmes presented *Common Program Features and Emerging Trends: United States* at 11th Annual International Alcohol Interlock Symposium in Montebello, Canada in October 2010.

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Robyn Robertson was asked to present *Fatigued Driving in Ontario: How Common and Who is At Risk* to the Ontario Province-Wide Rounds (Telehealth series for medical practitioners) in Ottawa, Ontario on December 3, 2010.



## 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



**I-95 CORRIDOR COALITION**  
*Beyond Boundaries*



**Canada Safety Council**



Brewers Association of Canada  
L'Association des brasseurs du Canada



**Our Industr. Your Council!**



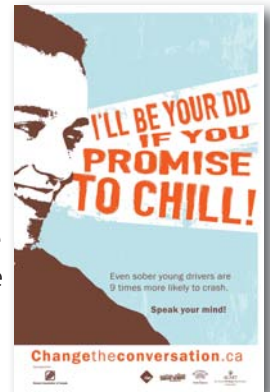
- I-95 Corridor Coalition
- AAA Foundation for Traffic Safety
- Alcohol Countermeasure Systems Corp.
- Anheuser-Busch Companies, Inc.
- Brewers Association of Canada
- Canada Safety Council
- Canadian Council of Motor Transport Administrators
- Canadian Institute of Health Research
- Canadian Trucking Alliance
- Canadian Trucking Human Resources Council
- Centers for Disease Control and Prevention
- The Century Council
- Manitoba Public Insurance Corporation
- National Highway Traffic Safety Administration
- Nova Scotia Transportation and Infrastructure Renewal
- Smart Start, Inc.
- Transport Canada (Road Safety and Motor Vehicle Regulation)
- Winnipeg Police Service

## Change the Conversation



On November 17th, 2010, the Traffic Injury Research Foundation (TIRF), arrive alive DRIVE SOBER and Student Life Education Company (SLEC) launched a national education program to reduce impaired driving. Change the Conversation is a joint venture involving three recognized charities and funding for this initiative was provided by the Brewers Association of Canada. The program is a complete, research-based resource designed to help communities across Canada increase their understanding of the problem, how it has changed in the past 20 years, and how it can be addressed. Its goals are to share facts about impaired driving with the public and interested professionals, and to create a positive forum for individuals to talk about their reasons for choosing not to drink and drive, and what they are doing to prevent it.

All program materials (PSAs, posters, parent and teacher guides) are available to communities and can be personalized for local use.



[www.changetheconversation.ca](http://www.changetheconversation.ca) / Facebook: [changetheconversation](https://www.facebook.com/changetheconversation) / Twitter: [Changetheconvo](https://twitter.com/Changetheconvo) / YouTube: [Changetheconvo](https://www.youtube.com/Changetheconvo)

Project Managers: Robyn Robertson, President & CEO, and Erin Holmes, Research Associate  
Program Administrator: Sara Oglestone, Manager, Marketing & Communications

## The Road Safety Monitor

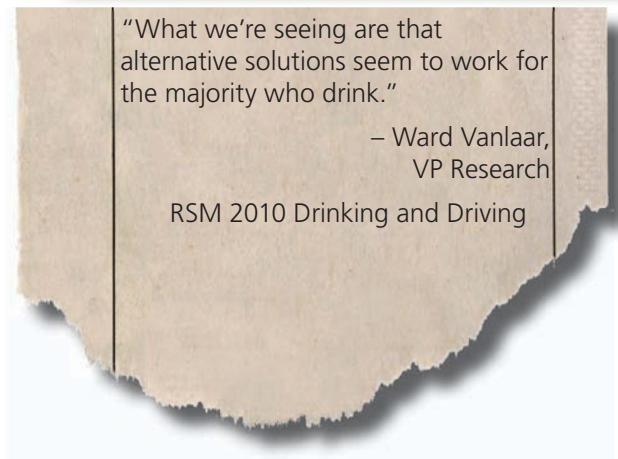
Since 2001, the Traffic Injury Research Foundation has been looking to the Canadian public for their views on what matters to them when it comes to their safety on the road.

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 2010 installment of the RSM, TIRF published two Road Safety Monitors, the first on drinking and driving and the second large truck safety in Canada.

Project Manager: Dr. Ward Vanlaar, VP Research  
Projects and Publications Keyword: Road Safety Monitor



# Alcohol Ignition Interlocks

Alcohol ignition interlocks (also known as alcohol interlocks) are a proven tool to effectively monitor impaired driving offenders and reduce recidivism. Today, almost all U.S. and Canadian jurisdictions have implemented an alcohol interlock law targeting repeat and even high-BAC offenders. More recently, at least 12 U.S. jurisdictions have moved to also include some or all first offenders in alcohol interlock legislation and several others are considering such laws. In 2010, TIRF released two publications on the implementation of alcohol interlocks in the United States. TIRF also hosted the 11th Annual International Interlock Symposium in Montebello, Quebec, Canada.

## The Implementation of Alcohol Interlocks for First Offenders: A Case Study

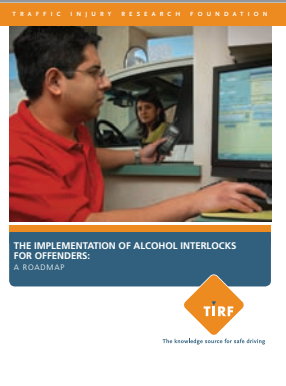


The knowledge source for safe driving

In order to learn from those states that have already implemented a first offender alcohol interlock law, the Traffic Injury Research Foundation conducted a case study to examine the experience of Illinois and compare it to the experiences of four other jurisdictions. The purpose of this case study was to gain insight into how legislation is translated into operational practices, and to provide guidance to other jurisdictions using the knowledge that has been gained to inform decision-making.

The report summarizes research relevant to the use of alcohol interlocks for first offenders. It also documents the process employed by and the tasks completed in Illinois to implement their first offender alcohol interlock law. The report contains an overview of the resources that were allocated to the process and compares the results in Illinois with experiences in Colorado, Nebraska, New York and Washington, representing the diverse nature of alcohol interlock programs. Recommendations to assist other jurisdictions are formulated and discussed.

## The Implementation of Alcohol Interlocks for Offenders: A Roadmap



The knowledge source for safe driving

The Roadmap was designed to help administrators and staff plan, develop and implement improvements to alcohol interlock strategies to ensure that the goals and objectives of legislation are achieved. It contains practical steps to guide the implementation of alcohol interlock devices as part of a strategy targeting either repeat, high blood alcohol concentration (BAC) or first offenders. Critical steps in the process ranging from the drafting of legislation and the development of an implementation plan, to the organization of staff education and public awareness through to the creation of an evaluation plan for the strategy are discussed. Important considerations and caveats that impact decision-making at each stage of the process are also highlighted.

The Roadmap was created with input from seasoned professionals who have played a leadership role in these initiatives or who have been intimately involved in interlock delivery. Input was sought from representatives of driver licensing, criminal justice, and hybrid (licensing and justice combined) interlock initiatives to achieve a balanced and inclusive perspective on effective strategies to apply these tools to supervise drunk drivers.

Funding for this initiative was graciously provided by The Century Council.

Project Manager: Robyn Robertson, President & CEO, and Erin Holmes, Research Associate  
Projects and Publications Keyword: Drinking and Driving, Impaired Driving Technologies

TIRF gratefully acknowledges the many concerned companies, corporations, associations and governments whose contributions in 2010 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



GOLD LEVEL

Brewers Association  
of Canada



L'Association des  
brasseurs du Canada



Manitoba  
Public Insurance

Société d'assurance  
publique du Manitoba

RSA



SILVER LEVEL

Alberta Transportation

Aviva Canada Inc.

BMO Financial Group

Beer Institute

Gore Mutual Insurance Company

Hydro One

Industrial Alliance

Intact Foundation

LifeSafer Interlock

Manitoba Transportation and Government Services

Molson Donations Fund

Prince Edward Island Department of Transportation and  
Public Works

The Co-operators

Wawanesa Insurance

BRONZE LEVEL

Federated Insurance

The Economical Insurance Group

Used Car Dealers Association of Ontario

Young Drivers of Canada

Charitable contributions  
allow TIRF to provide  
articles, electronic and  
printed materials, library and  
information services at little  
to no cost .

## 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](http://www.tirf.ca)) had over 79,000 visitors in 2010 with over 1 million visitor hits. More than 25,000 report downloads were completed from the TIRF website in 2010.

### OUR ONLINE PRESENCE

#### Traffic Injury Research Foundation

[www.tirf.ca](http://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](http://www.dwiwg.tirf.ca)

The Working Group on DWI System Improvements was formed in 2004 to advance the findings from a major study on hard core drunk drivers that involved more than 5,000 frontline professionals. The study identified priority problems in the criminal DWI system and ways these problems can be overcome. The Working Group is a coalition of more than 15 leading agencies who have come together to promote the recommendations arising from the multi-year study on the drunk driving system and inform the development of drunk driving initiatives.



#### International Inventory of Ignition Interlock Programs

[www.iiip.tirf.ca](http://www.iiip.tirf.ca)

This website hosts current information about alcohol interlock programs 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](http://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](http://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.

ALCOHOL INTERLOCK CURRICULUM  
for Practitioners

#### 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](http://www.tirf.ca/listserve/indexjs.php)



#### Listserve

In 2010, TIRF had over 1,560 listserve subscribers including members of the public, the research community, government agencies, road safety agencies, media and private companies.

#### Media and Information Requests

From January 1st to December 31st, 2010, TIRF received over 60 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 200 information inquiries from research institutes, government agencies, donors and the public-at-large.

### 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.

**REPORT OF THE INDEPENDENT AUDITORS ON THE SUMMARY FINANCIAL STATEMENTS**

To the Members of Traffic Injury Research Foundation of Canada

The accompanying summary financial statements of Traffic Injury Research Foundation of Canada, which comprise the summary statement of financial position as at December 31, 2010 and the summary statement of operations and net assets for the year then ended, and related notes, are derived from the audited financial statements prepared in accordance with Canadian generally accepted accounting principles, of Traffic Injury Research Foundation of Canada as at and for the year ended December 31, 2010.

We expressed an unmodified audit opinion on those financial statements in our report dated May 27, 2011.

The summary financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles applied in the preparation of the audited financial statements of Traffic Injury Research Foundation of Canada. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Traffic Injury Research Foundation of Canada.

*Management's Responsibility for the Summary Financial Statements*

Management is responsible for the preparation of a summary of the audited financial statements on the basis described in note 1.

*Auditors' Responsibility*

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

*Opinion*

In our opinion, the summary financial statements derived from the audited financial statements of Traffic Injury Research Foundation of Canada as at and for the year ended December 31, 2010 are a fair summary of those financial statements, in accordance with the basis described in Note 1.

Chartered Accountants, Licensed Public Accountants



May 27, 2011

Ottawa, Canada

# TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA

## Summary Statement of Financial Position

December 31, 2010, with comparative figures for 2009

	2010	2009
<b>Assets</b>		
<b>Current Assets</b>		
Cash	\$ 14,176	\$ 204,151
Amounts Receivable	46,157	4,888
Contributions receivable for project receivable	283,563	204,364
Prepaid Expenses	5,291	6,634
	349,187	420,037
Investments	40,000	10,594
Capital Assets	139,432	11,672
	\$ 528,619	\$ 442,303
<b>Liabilities and Net Assets</b>		
<b>Current Liabilities</b>		
Accounts Payable and Accrued Liabilities	\$ 89,103	\$ 109,940
Deferred Revenue	46,183	73,249
Current portion of obligations under capital lease	14,200	-
Obligations under capital lease	114,782	-
Net Assets	264,351	259,114
	\$ 582,619	\$ 442,303

See accompanying notes to summary financial statements.

## TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA

### Summary Statement of Operations and Net Assets

Year ended December 31, 2010, with comparative figures for 2009

	2010	2009
<b>Revenue</b>		
Grants	\$ 1,344,346	\$ 1,289,283
Fees and Honoraria	20,018	22,943
Donations	40,806	51,049
Memberships	-	2,154
Interest	42	364
Information Sales	1,360	854
	1,406,572	1,366,647

<b>Expenses</b>		
Research	1,222,941	1,173,246
Administration	111,385	116,637
Promotion	67,009	72,349
	1,401,335	1,362,232

Excess of Revenue over Expenses	5,237	4,415
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Net Assets, Beginning of Year	259,114	254,699
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Net Assets, End of Year	\$ 264,351	\$ 259,114
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See accompanying notes to summary financial statements.

# TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA

## Notes to Summary Financial Statements

Year ended December 31, 2010, with comparative figures for 2009

The Traffic Injury Research Foundation of Canada (the "Foundation") is incorporated without share capital under the Canada Corporations Act as a non-profit organization whose principal activity is researching traffic accidents and reporting upon their causes. The Foundation is registered with Canada Revenue Agency as a charitable organization and is tax exempt.

### **1. Summary financial statements:**

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian generally accepted accounting principles, as at and for the year ended December 31, 2010.

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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