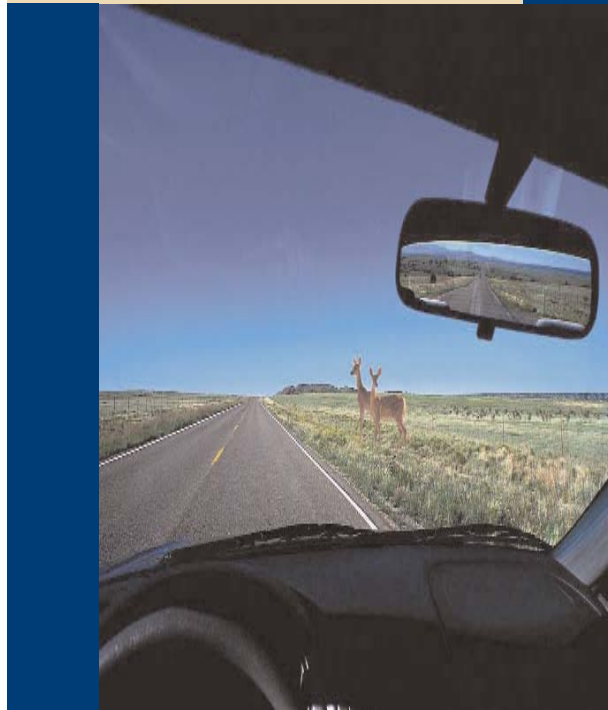


According to the National Highway Traffic Safety Administration (NHTSA), there are approximately 1.5 million car accidents with deer each year that result in \$1 billion in vehicle damage, 150 human fatalities, and over 10,000 personal injuries. The NHTSA suspects that the actual numbers are higher as there are no standards for reporting deer accidents.

# Put the Brakes on Deer-Related Accidents

Risk Management  
*for Business*



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Accidents involving deer can happen any time of the year, but there are more deer near roads during the animal's mating season in October, November, and December. Using the following tips can help to avoid a vehicle-deer collision:

- 1 Drive at a safe speed.** Driving more slowly will give you more time to avoid an animal if you spot it.
- 2 Deer often travel single file in groups.** If one deer crosses the road, a second or third may be right behind.
- 3 Slow down when you see a deer near the roadside.** Deer may bolt or change direction at the last minute.
- 4 Use extreme caution when driving at dawn and dusk.** This is when driver visibility is poor and the deer are most active.
- 5 Do not swerve to avoid hitting a deer;** keep your car headed straight even if it means hitting the deer. Many accidents are not due to colliding with the deer but are the result of driving into another car, truck, tree, etc. while trying to avoid the animal.

**6 Use flashers or headlight signals to warn other drivers when deer are spotted on or near the road.** Slow down when you see other drivers making these signals and be prepared to stop.

**7 Do not count on deer whistles or fences to deter deer from crossing roads in front of you.** Whistles have not proven to be effective.

**8 Watch for the reflection of deer eyes and for deer silhouettes on the shoulder of the road.** If anything looks suspicious, slow down.

**9 Honk your horn when you see a deer near the road.** This is the most effective way for deer to know where the car is coming from and where they are headed. Their instincts should do the rest.

**Stay alert and keep it slow!**

