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"Your Local  
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### NEWS RELEASE

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### FOR IMMEDIATE RELEASE

## Watch Out for Deer on the Road

Deer mating season can be a dangerous time for drivers, deer and your car. According to the Insurance Information Institute, 1.6 million deer-vehicle collisions occur each year, resulting in 200 fatalities, 10's of thousands of injuries and over 3.6 billion in vehicle damage. To avoid hitting deer this holiday season, here are some tips:

**Watch for the rest of the herd:** deer travel in packs and rarely travel alone. If a deer crosses in front of you, slow down and keep your eyes out for more deer darting across the road.

**Timing is everything:** deer are most active at dusk and dawn, because that is the time they are coming on the hunt for food. This is also the time where vision is most compromised. Deer are on the move during mating season between the months of October and January so it is especially important to be on the lookout while you're driving.

**Always wear a seatbelt:** wearing a seat belt can help reduce injuries; keep an eye out for deer crossing road signs when you're driving. This will alert you if you're driving in heavily populated areas. If you do see deer crossing signs, be on the lookout and take extra caution.

**Stay center:** on a multi lane road, the center lane is your safest bet for avoiding a deer collision as long as local traffic laws permits. This gives the deer plenty of space and in case your vehicle does startle them it gives you more time to react if one darts onto the road.

**Stay the course:** if you see a deer, brake firmly and calmly and stay in your lane. Swerving could make you lose control of your vehicle and turn a bad situation much worse. Deer are very unpredictable and you could swerve directly into their changed path.

**If you hit a deer take action by following these steps:**

**Get off the road:** move your vehicle off the road and turn your hazard lights on so other vehicles can see you and slow down.

**Call the police:** you may be legally required to report an accident especially if you have significant car damage. Having this information documented can also be helpful when filing a claim with your insurance company.

**Take photos:** be sure to get photos of your car and accident scene, but be careful to stay away from the animal on and off the road. A wounded animal can become frightened and act aggressively.

If you have any questions about how to avoid a vehicle collision with a deer, visit the Insurance Information Institute at [www.iii.org/fact-statistic/facts-statistics-deer-vehicle-collisions](http://www.iii.org/fact-statistic/facts-statistics-deer-vehicle-collisions). Be sure to also visit our website at [www.bhsj.org](http://www.bhsj.org) and our Facebook page at [www.bhsj.com/bhsjwic](http://www.bhsj.com/bhsjwic).