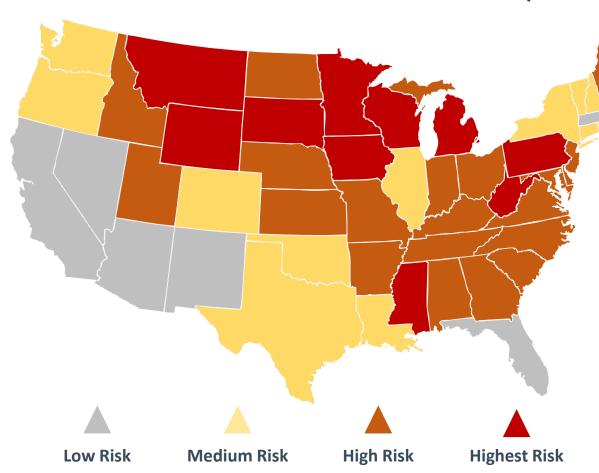


# KEEP SAFE Moment

## Tis the Season ... Deer Season, That Is!

### 2016 National Vehicle-Deer Collision Risk Map



### **2016 Highest Risk States**

- West Virginia
- 2. Montana
- 3. Pennsylvania
- 4. Iowa
- 5. South Dakota
- 6. Wisconsin
- 7. Minnesota
- 8. Michigan
- 9. Wyoming
- 10. Mississippi
- Researchers estimate more than 200 deaths are caused annually by deer-vehicle collisions
- More vehicle-deer collisions occur in the U.S. during October, November and December
- 2015-2016 national average cost per vehicledeer collision insurance claim was \$3,995
- Vehicle-deer collisions cause incalculable economic impacts nationwide

Sources: State Farm Insurance; White-tailed Deer Damage Management in Pennsylvania



## KEEP SAFE Moment

## Driving Tips for Avoiding Vehicle-Deer Collisions

### Be Very Aware of ...



### Time of Day:

Deer are most active from sunset to midnight and the hours shortly before and after sunrise



#### **Your Route:**

If possible, avoid tree or brush-lined roads that can adversely affect driving reaction times



#### **Your Speed:**

Lowering driving speed increases reaction time—critical in avoiding vehicle-deer collisions



Swerving to avoid a deer increases the probability of being injured or killed by hitting a solid object or another vehicle

- Deer often travel in numbers—if you spot one, there are probably others in the vicinity
- Deer are difficult to spot along roadways—visually scan both sides of the road
- Drive with caution in areas highly populated with deer, particularly along fields/forests
- Use high beams to illuminate a deer's eyes when there is no oncoming traffic
- If you hit a deer, do not touch it—a wounded deer can hurt you or further injure itself; call the police if possible