

Seasonal Driving Challenges: Are YOU Paying Attention?

The National Highway Traffic Safety Administration reports there were 2.34 million people injured in traffic crashes in 2014. Separate industry studies estimate over a million crashes per year involve inattentive or distracted drivers, with 29% of those involving striking an outside object such as an animal. Spring and Fall are prime seasons for animals to move and relocate.

Here are some tips to help avoid an accident with a deer or other animals:

Use extra caution in rural areas. Pay attention to Wildlife Crossing signs, especially in areas known for large deer populations and where roads divide agriculture and forestland.

Dusk and dawn are high risk times. Be especially attentive from sunset to midnight and during hours before daylight.

Use high beams at night. High beams better illuminate the eyes of animals. If you see an animal, switch your headlights to low beam so the animal is not blinded and will move out of your way.

Remember that deer move in groups. If you see one, expect others to be nearby.

Slow down! Reducing speed and maintaining a constant lookout for any animals is the best way to avoid collisions.

Don't try to outrun the animal! Give the animal time and room to move off the road.

Avoid swerving when you see a deer. Brake firmly, but stay in your lane. Many crashes occur when you swerve to avoid an animal and hit something else.

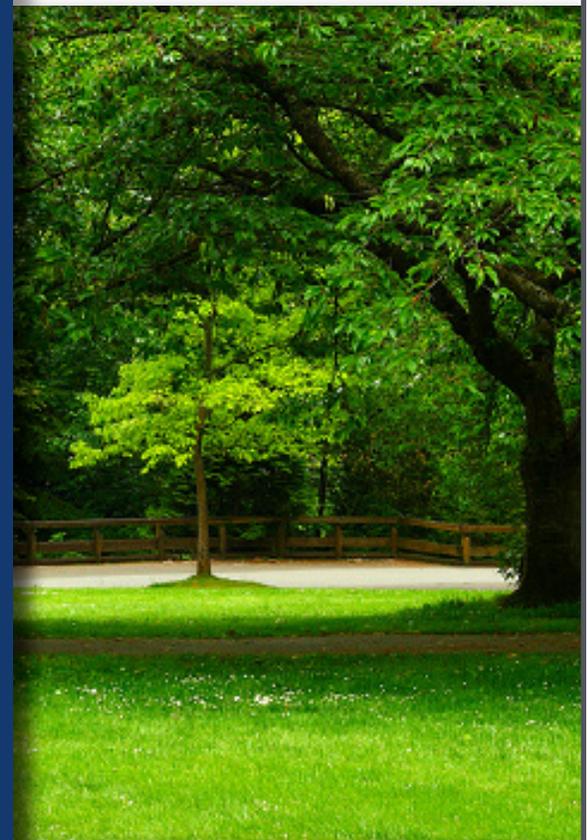
Scan the road. Deer are known to jump. Practice defensive driving techniques and be observant of your surroundings. Remember that this is hard to do if you are on your cell phone!

Do not rely on devices. Deer whistles, deer fences, or reflectors to deter deer are not proven to be effective.



Always Wear Your Seatbelt!

The Institute for Highway Safety reports that 60% of people killed in a crash involving animals were not wearing their seatbelt.



SafetyConnection: Seasonal Driving Challenges

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