

Watch for Deer all Year

Buckle Up
Stay Alert
Slow Down



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Don't veer for deer.

WHAT CAN YOU DO?

- Stay aware, alert, and sober.
- Seat belts are your best defense in any collision.
- Be especially alert in fall and spring, but keep in mind that vehicle-deer crashes occur every season.
- Watch for deer crossing signs.
- Deer frequently travel in groups. If you see one deer, slow down. Chances are there are others nearby.
- Be especially alert for deer at dawn and dusk.
- Don't rely on gimmicks. Flashing your high-beam headlights or honking your horn won't deter deer.

IF A CRASH IS UNAVOIDABLE

- Don't swerve.
- Brake firmly.
- Hold onto the steering wheel.
- Stay in your lane.
- Bring your vehicle to a controlled stop.



MOTORCYCLISTS

- Be alert for deer whenever you ride. Deer crashes happen in urban, suburban, and rural areas.
- Slow down. Decreasing speed gives a motorcyclist more time to spot an animal and react.
- Cover the brakes to reduce reaction time.
- Use high beam headlights and additional driving lights when possible.
- If riding in a group, spread out riders in a staggered formation. If one rider hits a deer, this will lessen the chance that other riders will be involved.
- Wear protective gear at all times.



KNOW THE NUMBERS

- Approximately 50,000 vehicle-deer crashes are reported each year in Michigan. However, the actual number is likely much greater due to non-reported crashes.
- More than 40% of all vehicle-deer crashes happen in just three months—October, November, and December.
- On average, vehicle-deer crashes result in 13 motorist fatalities each year. A majority of those killed in vehicle-deer crashes are motorcyclists.
- More than 70% of motorcycle-deer crashes involve an injury or fatality.
- Two-thirds of vehicle-deer crashes occur on two-lane roads between dusk and dawn.
- Knowing how to react to deer on or next to the road is critical to the safety of drivers and their passengers. Statistics show that in most vehicle-deer crashes, deaths and injuries occur when drivers veer from their lane, hitting another vehicle or fixed object, such as a tree. The best strategy is to brake firmly while staying in your lane, even if it means you are going to hit the deer. Hitting the deer is often the safest action.