

required from organisations and individuals to build a fuller picture of the present situation and trends.

For a fuller list of road names or areas with the highest number of DVC reports in your region please visit the Deer Initiative website www.thedeerinitiative.co.uk

The DI says be 'Deer Aware'. Top tips are:

- Be aware that further deer may well cross after the one you may have notice, as deer will more often move around in groups than alone.
- After dark, do use full-beams when there is no opposing traffic. The headlight beam will illuminate the eyes of deer on or near a roadway and provide greater driver reaction time. BUT, when a deer or other animals is noted on the road, dim your headlights as animals startled by the beam may 'freeze' rather than leaving the road.
- Don't over-swerve to avoid a deer. If a collision with the animal seems inevitable, then hit it while maintaining full control of your car. The alternative of swerving into oncoming traffic or a ditch could be even worse. An exception here may be motorcyclists, who are at particular risk when in direct collisions with animals.
- Only break sharply and stop if there is no danger of being hit by following traffic. Try to come to stop as far in front of the animal(s) as possible to enable it to leave the roadside without panic
- Report any deer-vehicle collisions to the police, who will contact the local person who can best help with an injured deer at the roadside. Do not approach an injured deer yourself it may be dangerous.

If you wish to report a Deer Vehicle Collision or to find out more on safety advice please visit www.deeraware.com

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Notes for editors:

The Deer Initiative

The Deer Initiative is a broad partnership of statutory, voluntary and private sector interests dedicated to 'ensuring the delivery of a sustainable wild deer population in England and Wales' (www.thedeerinitiative.co.uk). The Partners include such diverse organisations as the RSPCA, RSPB and The Highways Agency. All the members of the Partnership abide by the principles of the Deer Accord and encourage others to share their commitment and priorities as an integral part of their management of deer.

The DI will be using social media to spread the message and share tips about being Deer Aware.

Twitter: <https://twitter.com/DeerInitiative>

Facebook: <https://www.facebook.com/DeerAwareUK>

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