

## BC CONSERVATION FOUNDATION

### WILDLIFE COLLISION PREVENTION PROGRAM – PUBLIC AWARENESS CAMPAIGN

Collisions between vehicles and wildlife are a problem for species conservation, motorist safety, and the economy. Wildlife vehicle collisions result in substantial personal, environmental, and economic losses and their number and severity is increasing. There is a great need in northern BC for education and awareness projects that help drivers to anticipate and avoid wildlife hazards on the road.

The Wildlife Collision Prevention Program has developed a Public Awareness Campaign (PAC) utilizing various media formats to educate and inform the public about wildlife-vehicle collisions and how they can be anticipated and avoided. This PAC has been in operation since 2001.

