

# HAVE BIRDS HIT YOUR WINDOW?

## YOU CAN SAVE THEM!

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**Bird-window strikes are a serious conservation issue. The good news is there are many effective solutions to prevent these collisions!**

16-42 Million birds are killed in Canada every year by colliding with glass.<sup>1</sup>  
This includes breeding birds, healthy birds and even species-at-risk.

### The Causes

-  **Fly-Through/Transparent Glass:** when a bird can look through the glass and see habitat on the other side. For example glass railings and bus shelters.
-  **Reflective/Mirrored Glass:** The surrounding habitat is reflected off the glass, showing a false environment.



### The Importance Of Birds

"Birds play vital roles in many ecosystems. They provide benefits like pest control, pollination, and seed dispersal. Protecting birds from collisions helps to conserve their populations, and can keep ecosystems healthy. This helps all species, including humans".<sup>2</sup>

### Danger Spots At Home

We have noticed your home may have the following features that can cause bird window collisions:

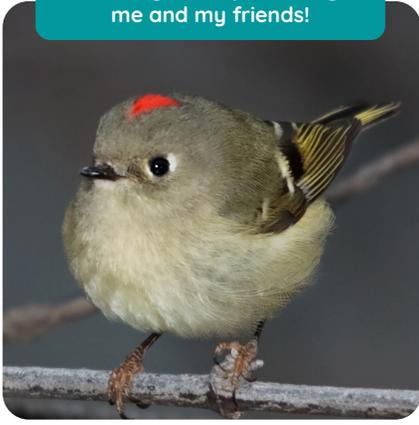
- Fly-through or glass railing
- Reflective glass
- Green space or fresh water nearby
- Vegetation close to untreated window, inside or outside
- Bird feeder placed farther than 3 feet from the home

<sup>1</sup> & <sup>2</sup> [www.canada.ca/en/environment-climate-change/services/avoiding-harm-migratory-birds/faq-bird-collisions-glass-windows.html](https://www.canada.ca/en/environment-climate-change/services/avoiding-harm-migratory-birds/faq-bird-collisions-glass-windows.html)

<sup>3</sup> <https://peerj.com/articles/13142/>

<sup>4</sup>, <sup>5</sup> & <sup>6</sup> <https://www.csagroup.org/store/product/CSA%20A460%3A19/>

Thank you for protecting me and my friends!



Ruby-crowned Kinglet is among the top five species to collide with buildings in Toronto (FLAP Canada Data)

## Good News And Easy Actions

There are scientifically-proven solutions available that prevent bird collisions, with some reducing bird strikes by 95%!<sup>3</sup>

There are also options available that are not effective. For example, placing sporadic decals on the glass still leaves too much open space for a bird to hit. Nor do birds recognize hawk decals as a predator.

Additionally, not all birds see ultra-violet, and it fades over time.

**Solutions** To help guide you, we have listed a few solutions below and tips on what makes a solution effective.



Feather Friendly® featherfriendly.com

Image Source: Feather Friendly®



Posca Pens or Tempera Paint

Image Source: Private Resident



The Bird Screen Company birdscreen.com

Image Source: The Bird Screen Company



Acopian Bird Savers birdsavers.com/make-your-own

Image Source: Acopian Bird Savers



CollidEscape collidescape.org

Image Source: CollidEscape  
Note: We do not recommend the clear options

## Some Tips On Good Solutions

### Surface:

Patterns must be placed on the outside surface of the glass to be effective.<sup>4</sup> Treatments placed inside become invisible when the sun hits.

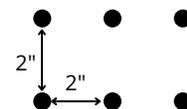
### Spacing:

Birds easily fit through untreated spaces. Spacing should be no farther apart than 2"x2"/5cmx5cm to protect smaller birds such as hummingbirds. The scientific standard is no farther apart than 4"/10cm in width and 2"/5cm in height.<sup>5</sup>

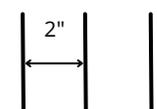
### Thickness, Opacity, Contrast:

Solid patterns at least 6mm thick, and high in contrast, are more effective.<sup>6</sup> For instance, green designs on a window reflecting green trees and bushes would not be effective.

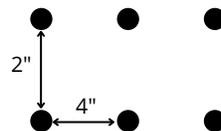
2"x2" Spacing  
Best Protection



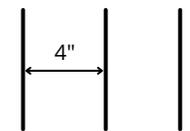
2" spacing  
Best Protection



2"x4" Spacing  
Standard Protection



4" Spacing  
Standard Protection



6mm



6mm



Make your home bird-safe and achieve incredible conservation goals today!  
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