

BIRD FACTS

Between 1970 and today, North America has lost nearly 3 billion birds—more than a quarter of the continent's total bird population.

Why?

- **Habitat Loss & Degradation** — Clearing and degrading habitat, including the spread of invasive species, fire suppression, road fragmentation, and other human disruptions, strips landscapes of what birds need to survive.
- **Unsupervised & Free-Ranging Cats** — Outdoor and feral cats kill an estimated 2.4 billion birds annually.
- **Pesticides & Lead**
 - Insecticides wipe out the insects that songbirds and raptors depend on for food.
 - Rodenticides, like Decon and similar brands, poison rodents, that can then be eaten by owls, hawks, and pets— leading to secondary poisoning that travels up the food chain.
 - Lead from ammunition accumulates in predators like bald eagles and osprey that feed on contaminated prey, often with fatal effects.
- **Window Collisions** — Birds can't perceive glass the way we do; over 1 billion die each year in the U.S. from window strikes.
- **Climate Change** — Rising temperatures, extreme weather, and sea level rise are outpacing many species' ability to adapt.
- **Poorly Sited Wind Energy** — Renewable energy is vital, but turbines placed without regard for habitat or migration routes cause needless harm.

What can we do?

- **Habitat:** Plant native vegetation, control nonnative invasive plants, and install nesting structures.
- **Cats:** Keep them indoors unless supervised.
- **Pesticides & Lead:** Sign petitions to ban lead ammunition and choose non-lead alternatives.
- **Windows:** Apply UV decals or sprays to make glass visible to birds.
- **Climate:** Support policies that address root causes and impacts.
- **Wind Energy:** Support oversight that protects habitat and migratory pathways.



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