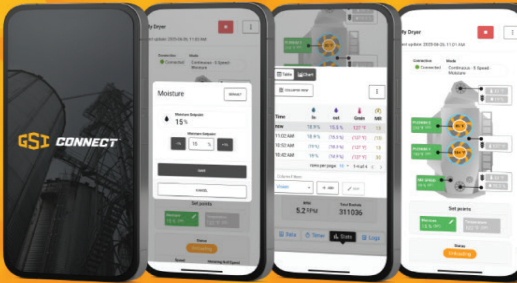


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Kentucky officials warn public about health coverage scams as open enrollment begins

FRANKFORT, Ky. (KT) – State officials are warning Kentuckians to be on the lookout for scams that affect the annual health insurance enrollment period.

Many people will apply for health insurance coverage through the state’s Marketplace, Medicare or their employer during open enrollment this fall. Scammers are already working to impersonate government agencies, health insurance companies and enrollment assistance organizations to steal your personal information or money.

Help keep yourself safe by using the “Pause, Check, Protect” method to

identify health coverage scams.

PAUSE – Before you take any action or send money, stop and think it through.

Ask yourself if you were expecting a call, text or email about health coverage.

Does the offer seem too good to be true?

Take as much time as you need to think it over. Scammers may pressure you to make a decision immediately, often claiming an offer is only available for a limited time.

CHECK – Identify and use trustworthy sources. Get health coverage information from and sign up for

health coverage through official websites like HealthCare.gov, Medicare.gov or directly through your employer.

When looking for information online, pay close attention to the web address. Official government websites typically end in .gov.

Be cautious of websites, emails and advertisements that use government names, logos or other official-looking information to appear legitimate. Scammers can copy these details.

Type the official website address into the browser yourself instead of clicking a link in an unexpected email or text message.

PROTECT – Don’t share your personal information with unverified people.

This includes Social Security Numbers, banking information, account numbers, Medicare numbers and even personal health information such as your medical history.

Don’t give money such as gift cards and cryptocurrency to anyone claiming you must pay them to keep or apply for coverage.

The Marketplace and your state will never threaten you or ask for payment to qualify for health coverage.

Leaders urge caution as deer activity rises

FRANKFORT, Ky. (KT) – With deer activity and collisions on the rise during the fall, state highway safety officials are reminding drivers that the best defense against a deer-related crash is to stay alert, slow down and buckle up.

New crash data shows Kentucky experienced a seven-year high of 3,411 deer collisions in 2025, underscoring the importance of safe driving habits as peak deer movement season gets underway along roads statewide.

“With deer active this time of year, especially at dawn and dusk, motorists should stay focused, slow down in

areas where deer are present and always wear a seat belt,” said State Highway Engineer James Ballinger. “A few extra moments of caution can help prevent a serious crash.”

According to the Kentucky Department of Fish and Wildlife Resources, deer movement typically increases during the fall as mating season begins and food sources shift. Deer often travel farther distances during October, November and December, making road encounters more common.

While crash numbers increased last year, data showed a positive downward

trend in deer crash-related fatalities with none reported in 2025, compared with six in 2024. Thirty people were reported to have been seriously injured in these crashes. Nearly half of all deer collisions occurred during the final three months of the year. November recorded the highest number of crashes with 823 reported collisions, followed by 394 in October and 330 in December.

Kentucky was one of 17 states to receive a federal grant in 2024 to make roadways safer for people and wildlife. The \$1.2 million award

funded a wildlife-vehicle collision reduction plan and a pilot study in central Kentucky.

Analysts examined vehicle collisions along the U.S. 60/Interstate 64 corridor in Jefferson, Shelby and Franklin counties where white-tailed deer are involved in a high number of collisions and collected data to understand deer habitat and behavior patterns using drones, GPS collars, trail cameras and field surveys.

KYTC is continuing its assessment to identify infrastructure solutions to reduce wildlife-vehicle collisions.



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