## **NHTSA 2020** Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY		SEPTEMBER	
5         M         T         W         T         F         S           1         2         3         4           5         6         7         8         9         10         11           2         13         14         15         16         17         18           9         20         21         22         23         24         25           6         27         28         29         30         31	Happy New Year!	S     M     T     W     T     F     S       1     2     3     4     5       6     7     8     9     10     11     12       13     14     15     16     17     18     19       20     21     22     23     24     25     26       27     28     29     30     30	Heatstroke Awareness Paid Media July-September September 20-26 Child Passenger Safety Week OCCUPANT PROTECTION
1 3 4 5 6 7 8 10 11 12 13 14 15	<b>February 2</b> Super Bowl LIV IMPAIRED DRIVING Primary Message: <i>Fans Don't Let Fans Drive Drunk</i>	OCTOBER	Safety September 26 National Seat Check Saturday
2       3       4       5       6       7         9       10       11       12       13       14         5       16       17       18       19       20       21         2       23       24       25       26       27       28         9       30       31	March 2-6 Vehicle Safety Recalls Week March 17 St. Patrick's Day IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving	S       M       T       W       T       F       S         1       2       3         4       5       6       7       8       9       10         11       12       15       14       15       16       17         18       19       20       21       22       23       24         25       26       27       28       29       50       31	<ul> <li>Pedestrian Safety Month</li> <li>October 5-12         <ul> <li>U Drive. U Text. U Pay.</li> <li>DISTRACTED DRIVING</li> <li>Primary Message: U Drive. U Text. U Pay.</li> <li>Paid Media</li> <li>National Enforcement Mobilization</li> </ul> </li> <li>October 5 – November 8         <ul> <li>Rail Grade Crossing</li> <li>October 7</li> </ul> </li> </ul>
1       2       3       4         5       6       7       8       9       10       11         2       13       14       15       16       17       18         9       20       21       22       23       24       25         6       27       28       29       30	<b>April 1</b> National Walking Day		National Walk to School Day October 18-24 National Teen Driver Safety Week TEEN DRIVING ISSUES October 19-23 National School Bus Safety Week October 31 Halloween
1 2 5 4 5 6 7 8 9 0 11 12 13 14 15 16 7 18 19 20 21 22 23	National Youth Traffic Safety Month Motorcycle Safety Awareness Month National Bicycle Safety Month May 6 Bike to School Day	NOVEMBER	IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving
<b>JUNE</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13	May 15 National Bike to Work Day June 15 National Ride to Work Day MOTORCYCLE SAFETY	S       M       T       W       T       F       S         1       2       3       4       5       6       7         8       9       10       11       12       13       14         15       16       17       18       19       20       21         22       23       24       25       26       27       28         29       30       30       30       30       30       30	November 9-29 Click It or Ticket OCCUPANT PROTECTION Paid Media National Enforcement Mobilization November 25-29 Thanksgiving Holiday Travel IMPAIRED DRIVING
22 23 24 25 26 27 28 29 30 <b>JULY</b> S M T W T F S 1 2 3 4	Primary Message: Share the Road With Motorcyclists		DRUG-IMPAIRED DRIVING     UI UI Gruing designate a sober drive       November 25     Blackout Wednesday       November 26     IF YOU FEEL DIFFEREN YOU DRIVE DIFFEREN
5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	July-September July 4 Fourth of July IMPAIRED DRIVING DRUG-IMPAIRED DRIVING Primary Messages:		November 26 Thanksgiving Holiday Travel OCCUPANT PROTECTION Primary Message: Buckle Up. Every Trip. Every Time. November 30 – December 15 December 15
	Initially Recording to Support of Get Pulled Over;         Buzzed Driving Is Drunk Driving;         If You Feel Different, You Drive Different         You Drive Different		Pre-Holiday Season IMPAIRED DRIVING DRUG-IMPAIRED DRIVING DRUG-IMPAIRED DRIVING



## DRUG-IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving



## AUGUST



Heatstroke Awareness

August 19 – September 7 Drive Sober or Get Pulled Over IMPAIRED DRIVING DRUG-IMPAIRED DRIVING

FR OF **GET PULLED OVER GET PULLED OVER** 

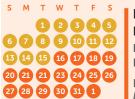
Drive Sober or Get Pulled Over; Ride Sober Sober or Get Pulled Over; If You Feel Different, You Drive Different Drive High - Get a DUI

Paid Media

**National Enforcement Mobilization** 

IF YOU FEEL DIFFERENT You drive different Drive High get a <u>Dui</u>

## DECEMBER



December 16 - January 1 Holiday Season IMPAIRED DRIVING DRUG-IMPAIRED DRIVING

Primary Messages: Drive Sober or Get Pulled Over; If You Feel Different, You Drive Different Drive High - Get a DUI

Project Roadblock: Buzzed Driving Is Drunk Driving Paid Media

**National Enforcement Mobilization** 





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U.S. Department of Transportation

National Highway Traffic Safety Administration

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