NHTSA 2021 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

SMTWTFS **JANUARY**

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

31

28

Happy New Year!

FEBRUARY

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

February 7 **Super Bowl LV**

IMPAIRED DRIVING Primary Message: Fans Don't Let Fans Drive Drunk

SMTWTFS MARCH

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 31

March 8 - 12 **Vehicle Safety Recalls Week**

March 17 St. Patrick's Day IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

March 22 - April 12 **Rail Grade Crossing Campaign**

Primary Message: Stop. Trains Can't.





U DRIVE, U TEXT.

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S M T W T F S APRIL



25 26 27 28 29 30

National Distracted Driving Awareness Month

April 5 - 12 U Drive. U Text. U Pay. DISTRACTED DRIVING

Primary Message: U Drive. U Text. U Pay.

Paid Media



Drug-Impaired Driving Campaign

Primary Message: If You Feel Different, You Drive Different

YOU DRIVE DIFFERENT



MTWTFS



MAY

National Youth Traffic Safety Month Motorcycle Safety Awareness Month

National Heatstroke Prevention Day

HEATSTROKE AWARENESS

Paid Media

May 17 - June 6 Click It or Ticket

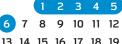
OCCUPANT PROTECTION

Primary Message: Click It or Ticket

National Enforcement Mobilization



JUNE



13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

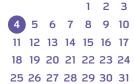
June 21

National Ride to Work Day

MOTORCYCLE SAFETY Primary Message: Share the Road With Motorcyclists



JULY SMTWTFS



Vehicle Theft Prevention Month

July 4

IMPAIRED DRIVING DRUG-IMPAIRED DRIVING Primary Messages:

Buzzed Driving Is Drunk Driving; Drive Sober or Get Pulled Over; Ride Sober or Get Pulled Over; If You Feel Different, You Drive Different







SMTWTFS **AUGUST**

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 31

August 18 – September 6 **Impaired Driving National Enforcement**

Drive Sober or Get Pulled Over

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING Primary Messages: Drive Sober or Get Pulled Over;

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

Paid Media

National Enforcement Mobilization



DRIVE HIGH GET A <u>Dui</u>

SEPTEMBER

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

September 6 - 27 **Rail Grade Crossing Campaign**

Primary Message: Stop. Trains Can't. September 19 - 25

OCCUPANT PROTECTION

September 25 **National Seat Check Saturday**

Child Passenger Safety Week



Child Car Safety

SMTWTFS **OCTOBER**

1 2

3 4 5 6 7 8 9 10 11 12 13 14 15 16 (17 18 19 20 21 22 23) **Pedestrian Safety Month**

October 17 - 23 **National Teen Driver Safety Week**

TEEN DRIVING ISSUES 24 25 26 27 28 29 30

> October 31 Halloween

> > IMPAIRED DRIVING Primary Messages: Buzzed Driving Is Drunk Driving; If You Feel Different, You Drive Different







NOVEMBER

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

November 24 - 28 Thanksgiving Holiday Travel

IMPAIRED DRIVING DRUG-IMPAIRED DRIVING

November 24

Blackout Wednesday Primary Message: Buzzed Driving Is Drunk Driving



November 25

Thanksgiving Holiday Travel OCCUPANT PROTECTION Primary Message: Buckle Up. Every Trip. Every Time.

November 30 - December 14

Pre-Holiday Season IMPAIRED DRIVING DRUG-IMPAIRED DRIVING

Primary Messages: Buzzed Driving Is Drunk Driving; If You Feel Different, You Drive Different



DECEMBER

1 2 3 4 26 27 28 29 30 31 1

December 15 - January 1, 2022 **Holiday Season** IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING Primary Messages: Drive Sober or Get Pulled Over; If You Feel Different, You Drive Different

Paid Media

Drive High - Get a DUI

National Enforcement Mobilization

December 26 - 31 TV Bureau of Advertising Roadblock

Primary Message: Buzzed Driving Is Drunk Driving



YOU DRIVE DIFFERENT DRIVE HIGH GET A <u>Dui</u>





