

# NHTSA 2021 Communications Calendar

Campaign Material Available at [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov)

## S M T W T F S JANUARY

				1	2
3	4	5	6	7	8
10	11	12	13	14	15
17	18	19	20	21	22
24	25	26	27	28	29
31					

**Happy New Year!**

## S M T W T F S FEBRUARY

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21	22	23	24	25	26	27
28						

**February 7**

**Super Bowl LV**

IMPAIRED DRIVING

Primary Message: *Fans Don't Let Fans Drive Drunk*

## S M T W T F S MARCH

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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.*



## S M T W T F S APRIL

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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*

**April 20**

**Drug-Impaired Driving Campaign**

Primary Message: *If You Feel Different, You Drive Different*



## S M T W T F S MAY

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23	24	25	26	27	28	29
30	31					

**National Youth Traffic Safety Month**  
**Motorcycle Safety Awareness Month**

**May 1**

**National Heatstroke Prevention Day**

HEATSTROKE AWARENESS

*Paid Media*

**May 17 - June 6**

**Click It or Ticket**

OCCUPANT PROTECTION

Primary Message: *Click It or Ticket*

*Paid Media*

*National Enforcement Mobilization*



## S M T W T F S JUNE

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27	28	29	30			

**June 21**

**National Ride to Work Day**

MOTORCYCLE SAFETY

Primary Message: *Share the Road With Motorcyclists*



## S M T W T F S JULY

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25	26	27	28	29	30	31

**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*



## S M T W T F S AUGUST

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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*



## S M T W T F S SEPTEMBER

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**September 6 - 27**

**Rail Grade Crossing Campaign**

Primary Message: *Stop. Trains Can't.*

**September 19 - 25**

**Child Passenger Safety Week**

OCCUPANT PROTECTION

**September 25**

**National Seat Check Saturday**



## S M T W T F S OCTOBER

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24	25	26	27	28	29	30
31						

**Pedestrian Safety Month**

**October 17 - 23**

**National Teen Driver Safety Week**

TEEN DRIVING ISSUES

**October 31**

**Halloween**

IMPAIRED DRIVING

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



## S M T W T F S NOVEMBER

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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*



## S M T W T F S DECEMBER

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
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 Drive High - Get a DUI*

*Paid Media*

*National Enforcement Mobilization*

**December 26 - 31**

**TV Bureau of Advertising Roadblock**

Primary Message: *Buzzed Driving Is Drunk Driving*

