

NHTSA 2020 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

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	31	

Happy New Year!

FEBRUARY

S	M	T	W	T	F	S
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23	24	25	26	27	28	29

February 2
Super Bowl LIV
IMPAIRED DRIVING
 Primary Message: *Fans Don't Let Fans Drive Drunk*

MARCH

S	M	T	W	T	F	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

March 2-6
Vehicle Safety Recalls Week

March 17
St. Patrick's Day
IMPAIRED DRIVING
 Primary Message: *Buzzed Driving Is Drunk Driving*



APRIL

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26	27	28	29	30		

April 1
National Walking Day

MAY

S	M	T	W	T	F	S
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23	24	25	26	27	28	29
30	31					

National Youth Traffic Safety Month
Motorcycle Safety Awareness Month
National Bicycle Safety Month


May 6
Bike to School Day

May 15
National Bike to Work Day

JUNE

S	M	T	W	T	F	S
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28	29	30				

June 15
National Ride to Work Day
MOTORCYCLE SAFETY
 Primary Message: *Share the Road With Motorcyclists*



JULY

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July 1
HEATSTROKE AWARENESS
Paid Media

July 4
Fourth of July
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
 Primary Messages:
Drive Sober or Get Pulled Over;
Buzzed Driving Is Drunk Driving;
If You Feel Different, You Drive Different






AUGUST

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30	31					

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





SEPTEMBER

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27	28	29	30			

September 20-26
Child Passenger Safety Week
OCCUPANT PROTECTION

September 26
National Seat Check Saturday



OCTOBER

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30	31					

Pedestrian Safety Month

October 5-12
U Drive. U Text. U Pay.
DISTRACTED DRIVING
 Primary Message: *U Drive. U Text. U Pay.*
Paid Media
National Enforcement Mobilization



October 7
National Walk to School Day

October 11 – November 8
Rail Grade Crossing



October 18-24
National Teen Driver Safety Week
TEEN DRIVING ISSUES

October 19-23
National School Bus Safety Week

October 31
Halloween
IMPAIRED DRIVING
 Primary Message: *Buzzed Driving Is Drunk Driving*



NOVEMBER

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22	23	24	25	26	27	28
29	30					

November 9-29
Click It or Ticket
OCCUPANT PROTECTION
Paid Media
National Enforcement Mobilization



November 25-29
Thanksgiving Holiday Travel
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING



November 25
Blackout Wednesday

November 26
Ditch Dankssgiving

November 26
Thanksgiving Holiday Travel
OCCUPANT PROTECTION
 Primary Message: *Buckle Up. Every Trip. Every Time.*



November 30 – December 15
Pre-Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
 Primary Message: *Buzzed Driving Is Drunk Driving*



DECEMBER

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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



