NHTSA 2020 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY		SEPTEMBER		
S 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	September 20-26 Child Passenger Safety Week OCCUPANT PROTECTION September 26 National Seat Check Saturday	E Child Car Safety
FEBRUARY				
S M T W T F S 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	February 2 Super Bowl LIV IMPAIRED DRIVING Primary Message: <i>Fans Don't Let Fans Drive Drunk</i>	S M T W T F S 4 5 6 7 8 9 10 1 12 13 14 15 66 17 18 19 20 22 23 24 25 26 27 28 29 50 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	U DRIVE. U TEXT.
SMTWTFS	March 2-6		National Enforcement Mobilization	
2 3 4 5 6 7 9 10 11 12 13 14	Vehicle Safety Recalls Week		October 7 National Walk to School Day	×
5 16 17 18 19 20 21 2 23 24 25 26 27 28 0 30 31	March 17 St. Patrick's Day IMPAIRED DRIVING		October 11 – November 8 Rail Grade Crossing	STOP.
APRIL	Primary Message: Buzzed Driving Is Drunk Driving		October 18-24 National Teen Driver Safety Week TEEN DRIVING ISSUES	
M T W T F S	April 1		October 19-23 National School Bus Safety Week	
1 2 3 4 6 7 8 9 10 11 1 13 14 15 16 17 18 20 21 22 23 24 25 6 27 28 29 30	National Walking Day		October 31 Halloween IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving	buzzed driving is drunk drunk driving designate a ober driver
1 2 4 5 6 7 8 9 11 12 13 14 15 16 18 19 20 21 22 23 25 26 27 28 29 30	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	NOVEMBER 5 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	November 9-29 <i>Click It or Ticket</i> OCCUPANT PROTECTION Paid Media National Enforcement Mobilization	NOR NOR
JUNE		29 30	November 25-29	
M T W T F S 1 2 3 4 5 6 8 9 10 11 12 13	June 15 National Ride to Work Day MOTORCYCLE SAFETY		Thanksgiving Holiday Travel IMPAIRED DRIVING DRUG-IMPAIRED DRIVING	driving is driving driving driving driving
15 16 17 18 19 20 22 23 24 25 26 27	Primary Message: Share the Road With Motorcyclists		November 25 Blackout Wednesday	
29 30	Share the Road with Motorcyclists		November 26 Ditch Danksgiving	IF YOU FEEL DIFFEREN You drive different
JULY M T W T F S 1 2 3 4 6 7 8 9 10 11 13 14 15 16 17 18 20 21 22 23 24 25	July 1 HEATSTROKE AWARENESS Paid Media July 4		November 26 Thanksgiving Holiday Travel OCCUPANT PROTECTION Primary Message: Buckle Up. Every Trip Every Time.	EVERY TRP. EUCXLEUP EVERY TIME
5 20 21 22 23 24 23 5 27 28 29 30 31	Fourth of July IMPAIRED DRIVING DRUG-IMPAIRED DRIVING Primary Messages: Drive Sober or Get Pulled Over; Buzzed Driving Is Drunk Driving;		November 30 – December 15 Pre-Holiday Season IMPAIRED DRIVING DRUG-IMPAIRED DRIVING Primary Message: Buzzed Driving	buzzed driving is driving deignate a sober driver

Buzzed Driving Is Drunk Driving; If You Feel Different, You Drive Different



imary Message: Buzzed Driving Is Drunk Driving

AUGUST

M T W T F S 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 50 51

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 YOU DRIVE DIFFERENT DRIVE HIGH GET A DUI



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







U.S. Department of Transportation

National Highway Traffic Safety Administration



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