

NHTSA 2017 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

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February 5
Super Bowl LI
 IMPAIRED DRIVING
 Primary Message: Fans Don't Let Fans Drive Drunk
 Twitter Chat: Super Bowl

MARCH

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March 17
St. Patrick's Day
 IMPAIRED DRIVING
 Primary Message: Buzed Driving Is Drunk Driving
 Twitter Chat: Buzed Driving

APRIL

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National Distracted Driving Awareness Month
 Primary Message: U Drive. U Text. U Pay.
April (TBD)
 U Drive. U Text. U Pay.
National Enforcement Mobilization
 Tweet Up: #justdrive
 Paid Media

MAY

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Motorcycle Safety Awareness Month
 Primary Message: Motorists: Share the Road With Motorcyclists and Scooter Riders
Bicycle Safety Month
 Primary Message: Share the Road With Bicyclists
Cinco de Mayo – Friday, May 5
 IMPAIRED DRIVING
 Primary Message: Buzed Driving Is Drunk Driving
May 15 – June 4
 Click It or Ticket
National Enforcement Mobilization
 OCCUPANT PROTECTION
 Primary Message: Click It or Ticket
 Paid Media
May 22 – June 4
National Tire Safety Week
 Heatstroke Awareness
 Paid Media

JUNE

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June 19
National Ride to Work Day
 Primary Message: Share the Road With Motorcyclists and Scooter Riders
 Heatstroke Awareness
 Paid Media

JULY

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Vehicle Theft Prevention Month
July 4, Fourth of July
 IMPAIRED DRIVING
 Primary Message: Drive Sober or Get Pulled Over
 Secondary Message: Buzed Driving Is Drunk Driving
 Twitter Chat: Buzed Driving
July 31
National Heatstroke Prevention Day
 Heatstroke Awareness
 Paid Media

AUGUST

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Back to School Safety Month
 Primary Message: Walk, Bike, and Ride to School Safely!
August 16 – September 4
Drive Sober or Get Pulled Over National Enforcement
 IMPAIRED DRIVING
 Primary Message: Drive Sober or Get Pulled Over
 Paid Media
 Heatstroke Awareness
 Paid Media

SEPTEMBER

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September 17 – 23
Child Passenger Safety Week
 OCCUPANT PROTECTION
 Twitter Chat: Child Passenger Safety
September 23
National Seat Check Saturday
 Heatstroke Awareness
 Paid Media

OCTOBER

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October 4
Walk to School Day
October 15 – 21
National Teen Driver Safety Week
 TEEN DRIVING ISSUES
 Primary Message: 5 to Drive
October 16 – 20
National School Bus Safety Week
October 31
Halloween
 IMPAIRED DRIVING
 Primary Message: Buzed Driving Is Drunk Driving

NOVEMBER

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November 24
Thanksgiving Holiday Travel
 OCCUPANT PROTECTION
 Primary Message: Buckle Up. Every Trip. Every Time.
November 24 – December 12
Pre-Holiday Season
 IMPAIRED DRIVING
 Primary Message: Buzed Driving Is Drunk Driving
 Twitter Chat: Buzed Driving

DECEMBER

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24	25	26	27	28	29	30
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December 13 – 31
Holiday Season
 IMPAIRED DRIVING
 Primary Message: Drive Sober or Get Pulled Over
 Paid Media
 TVB Project Roadblock: Buzed Driving Is Drunk Driving