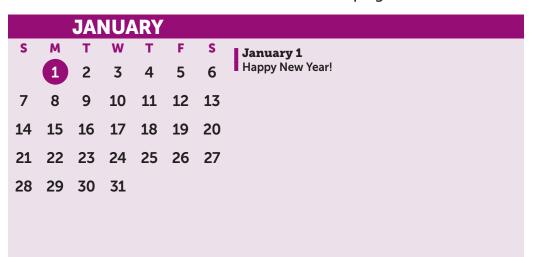
NHTSA 2024 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov



		FEB	RU	ARY	7	
S	M	Т	W	Т	F	S
				1	2	3
4	5	6	7	8	9	10
1	12	13	14	15	16	17
•						
18	19	20	21	22	23	24
25	26	27	28	29		

		M	ARC	CH			
S	М	Т	W	Т	F	S	March 4 – 10
					1	2	VEHICLE SAFETY RECALLS WEEK March 17
3	4	5	6	7	8	9	St. Patrick's Day
10			13				IMPAIRED DRIVING Primary Message: driving is driving is driving is driving is
10	TT	12	13	14	13	10	Buzzed Driving Is Drunk Driving
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31							

		A	PR	L				
S	M	T	W	T	F	S	National Distracted Driving Awaren	ess Month
7 14	1 8 15	916	31017	11 18	12 19	61320	April 1 – 8 DISTRACTED DRIVING Primary Message: Put the Phone Away or Pay Paid Media	PUT THE PHONE
21 28	22 29	23 30	24	25	26	27	April 20 DRUG-IMPAIRED DRIVING CAMPAIGN Primary Message: If You Feel Different, You Drive Different	IF YOU FEEL DIFFEREN You drive different

			MAY	1				
S	M	Т	W	Т	F	S	National Youth Traffic Safety Month	
			1	2	3	4	National Bicycle Safety Month Motorcycle Safety Awareness Month	_
5	6	7	8	9	10	11	May 1 National Heatstroke Prevention Day	
12	13	14	15	16	17	18	HEATSTROKE AWARENESS Paid Media	
19	20	21	22	23	24	25	May 13 – June 2	
26	27	28	29	30	31		Click It or Ticket OCCUPANT PROTECTION	UT OR IV
							Primary Message: Click It or Ticket	PAP & HIGH
							Paid Media	

		J	UN	E		
S	М	Т	W	Т	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						

		į	JUĽ	Y				
S	М	Т	W	T	F	S	Vehicle Theft Prevention Month	
7 14 21 28	1 8 15 22 29	9 16 23 30	3 10 17 24 31	4 11 18 25	5 12 19 26	6 13 20 27	July 4 Fourth of July 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 If You Feel Different, You Drive Different. Drive High, Get a DUI July 8 – 31 SPEED CAMPAIGN	DUZZEĆ drunktos drunktos ir you feel different you drive different you drive different Speeding carches "UP WITH YOU
		AU	JGU	ST				
S	М	Т	W	T 1	F 2	s 3	August 14 – September 2 AUGUST/LABOR DAY IMPAIRED DRIVING IMPAIRED DRIVING	*
4	5	6	7	8	9	10	DRUG-IMPAIRED DRIVING Primary Messages:	DRIVE SOBER OR GET PULLED OVER
11 18 25	12 19 26	13 20 27	14 21 28	15 22 29	16 23 30	17 24 31	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	RIDE SOBER OR GET PULLED OVER IF YOU FEEL DIFFERENT YOU DRIVE HIGH GET A DUI

	S	EP	ΓΕΝ	IBE	R		
S	M	Т	W	Т	F	S	September 15 – 21 CHILD PASSENGER SAFETY
1	2	3	4	5	6	7	CHILD PASSENGER SAFETY OCCUPANT PROTECTION
8	9	10	11	12	13	14	September 21 NATIONAL SEAT CHECK SA
15	16	17	18	19	20	21	

29 30



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10 11 12



		101	/EM	BE	R		
S	M	Т	W	Т	F	S	November 23 – 27
					1	2	DRINKSGIVING/BLACKOUT WEDNESDA
_	_	_	_	_	_	_	Primary Message: Buzzed Driving Is Drunk Driving
3	4	5	6	7	8	9	November 23 – 30
10	11	12	13	14	15	16	Thanksgiving
							IMPAIRED DRIVING
17	18	19	20	21	22	23	DRUG-IMPAIRED DRIVING Primary Messages:
_	_	_	_				Buzzed Driving Is Drunk Driving
24	25	26	27	28	29	30	If You Feel Different, You Drive Diffe
							November 23 – December 1
							OCCUPANT PROTECTION
							Primary Message:

OCTOBER

9

14 15 16 17 18 19

8

27 28 29 30 31

ovember 23 – 27 INKSGIVING/BLACKOUT WEDNESDAY mary Message: zzed Driving Is Drunk Driving ovember 23 – 30 anksgiving PAIRED DRIVING UG-IMPAIRED DRIVING imary Messages: zzed Driving Is Drunk Driving You Feel Different, You Drive Different

Primary Messages:

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

Buckle Up. Every Trip. Every Time.



IF YOU FEEL DIFFERENT

buzzed drunk driving

buzæd

drunk driving

IF YOU FEEL DIFFERENT

DECEMBER	
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	December 1 – December 10 Pre-Holidays (Winter) IMPAIRED DRIVING DRUG-IMPAIRED DRIVING Primary Messages: Buzzed Driving Is Drunk Driving If You Feel Different, You Drive Different December 2 – 6
22 23 24 25 26 27 28 29 30 31 1 2025	OLDER DRIVER SAFETY WEEK December 11 — January 1, 2025 Winter 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

December 26 – January 1, 2025 TV Bureau of Advertising Roadblock