NHTSA 2024 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

		JA	NU/	ARY	,						JUL	Y				
S	М	т	W	Т	F	S	January 1	S	м	т	W	т	F	S	Vehicle Theft Prevention Month	
	1	2	3	4	5	6	Happy New Year!		1	2	3	4	5	6	July 4	
-		·	-	-	-	47		-							Fourth of July	
7	8	9	10	11	12	13		7	8	9	10	11	12	13	IMPAIRED DRIVING DRUG-IMPAIRED DRIVING buz	Zed
14	15	16	17	18	19	20		14	15	16	17	18	19	20	Primary Messages: drunk Buzzed Driving Is Drunk Driving	
21	22	23	24	25	26	27		21	22	23	24	25	26	27	Drive Sober or Get Pulled Over	
28	29	30	31											-	Ride Sober or Get Pulled Over If You Feel Different, You Drive Different YOU BELD	IFFERENT
20	29	50	21					28	29	30	31				If You Feel Different, You Drive Different.	TLAL
															Drive High, Get a DUI July 8 – 31	
															SPEED CAMPAIGN	
					_					ΔΙ	JGU	ST				
		FEB	RU	ARY				S	м	T	W	Т	F	S		
S	М	т	W	Т	F	S	February 11 Super Bowl LVIII					1	2	3	August 14 – September 2 AUGUST/LABOR DAY IMPAIRED DRIVING	
				1	2	3	IMPAIRED DRIVING					-			IMPAIRED DRIVING	L
4	5	6	7	8	9	10	Primary Message: Fans Don't Let Fans Drive Drunk	4	5	6	7	8	9	10	Primary Messages: GETPULLE	ED OVER
11	12	13	14	15	16	17		11	12	13	14	15	16	17	Drive Sober or Get Pulled Over Ride Sober or Get Pulled Over	EROR
								18	19	20	21	22	23	24		
18	19	20	21	22	23	24		25							Paid Media	AFERENT FFERENT JET A DUI
25	26	27	28	29				25	20	20	28	29	30	31		
									S	EP	FEM	BE	R			
		M	ARG	~⊔				S	M		W	T	F	S	September 15 – 21 CHILD PASSENGER SAFETY WEEK	X
S	М	Т	ARC W	лс Т	5	S		1	2	3	4	5	6	7	OCCUPANT PROTECTION	
3					1	2	March 4 – 10 VEHICLE SAFETY RECALLS WEEK	8	9	10	11	12	13	14	September 21 NATIONAL SEAT CHECK SATURDAY	
					_	_	March 17	15	16	17	18	19	20	21		
3	4	5	6	7	8	9	St. Patrick's Day	22	23	24		26	27	28		
10	11	12	13	14	15	16	Primary Message: Buzzed Driving Is Drunk Driving			24	23	20	21	20		
17	18	19	20	21	22	23		29	30							
24	25															
	25	20	27	20	29	50				00	τοι	BER				
31								S	М	т	W	т	F	S	Pedestrian Safety Month	
										1	2	3	4	5	October 20 – 26	
								6	7	8	9	10	11	12	TEEN DRIVER SAFETY WEEK	
		A	PR	L					,						October 21 – 25	LES
S	М	Т	W	Т	F	S	National Distracted Driving Awareness Month	13	14	15	16	17	18	19	NATIONAL SCHOOL BUS SAFETY WEEK	DAD
	1	2	3	4	5	6	April 1 – 8	20	21	22	23	24	25	26	October 31 Halloween buz	h
67	8	9	10	11	12	13	DISTRACTED DRIVING Primary Message:	27	28	29	30	31			IMPAIRED DRIVING drund	iriying Triving
		4.5					Put the Phone Away or Pay PUT THE PHONE								Buzzed Driving Is Drunk Driving	
14	15	16	17	18	19	20	Paid Media								If You Feel Different, You Drive Different	
21	22	23	24	25	26	27	DRUG-IMPAIRED DRIVING CAMPAIGN									
28	29	30					Primary Message: If You Feel Different, You Drive Different			NO/	/EM	BE	2			
							If You Feel Different, You Drive Different	S	Μ	Т	W	Т	F	S	November 23 – 27	
													1	2	DRINKSGIVING/BLACKOUT WEDNESDAY Primary Message:	
								3	4	5	6	7	8	9	Buzzed Driving Is Drunk Driving	
								•	4.4	40	•	4.4	•	2	November 23 – 30 Thanksgiving	
			MA	Y				10	11	12	13	14	15	16	IMPAIRED DRIVING DUZ	
S	М	т	W	т	F	S	National Youth Traffic Safety Month	17	18	19	20	21	22	23	DRUG-IMPAIRED DRIVING drung Primary Messages:	iriving

2 3 4 9 10 11 5 7 8 May 1 6 12 15 16 17 (13) (18) 14 (25) 19 (20) 21 23 24 22 29 30 31 (28) 27 26

vcle Sa Motorcycle Safety Awareness Month

National Heatstroke Prevention Day HEATSTROKE AWARENESS Paid Media

May 13 – June 2 Click It or Ticket OCCUPANT PROTECTION

Primary Message: Click It or Ticket Paid Media







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

November 23 – December 1 OCCUPANT PROTECTION

Primary Message: Buckle Up. Every Trip. Every Time.



DECEMBER



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

OLDER DRIVER SAFETY WEEK

December 11 – January 1, 2025 Winter Holiday Season

IMPAIRED DRIVING DRUG-IMPAIRED DRIVING

Paid Media



Primary Messages: Drive Sober or Get Pulled Over IF YOU FEEL DIFFERENT You drive different Drive High get a <u>Dui</u> If You Feel Different, You Drive Different Drive High, Get a DUI



December 26 - January 1, 2025 TV Bureau of Advertising Roadblock **Primary Message:** Buzzed Driving Is Drunk Driving



U.S. Department of Transportation

National Highway Traffic Safety Administration

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