

NHTSA 2024 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			

January 1
Happy New Year!

FEBRUARY

S	M	T	W	T	F	S
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4	5	6	7	8	9	10
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18	19	20	21	22	23	24
25	26	27	28	29		

February 11
Super Bowl LVIII
IMPAIRED DRIVING
Primary Message:
Fans Don't Let Fans Drive Drunk

MARCH

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

March 4 – 10
VEHICLE SAFETY RECALLS WEEK
March 17
St. Patrick's Day
IMPAIRED DRIVING
Primary Message:
Buzzed Driving Is Drunk Driving



APRIL

S	M	T	W	T	F	S
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28	29	30				

National Distracted Driving Awareness Month
April 1 – 8
DISTRACTED DRIVING
Primary Message:
U Drive. U Text. U Pay.
Pay Attention or Pay the Price
Paid Media
April 20
DRUG-IMPAIRED DRIVING CAMPAIGN
Primary Message:
If You Feel Different, You Drive Different



MAY

S	M	T	W	T	F	S
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5	6	7	8	9	10	11
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26	27	28	29	30	31	

National Youth Traffic Safety Month
National Bicycle Safety Month
Motorcycle Safety Awareness Month
May 1
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



JUNE

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30						

JULY

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Vehicle Theft Prevention Month
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 10 – 31
SPEED CAMPAIGN



AUGUST

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

August 14 – September 2
AUGUST/LABOR DAY IMPAIRED DRIVING
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
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



SEPTEMBER

S	M	T	W	T	F	S
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29	30					

September 15 – 21
CHILD PASSENGER SAFETY WEEK
OCCUPANT PROTECTION
September 21
NATIONAL SEAT CHECK SATURDAY



OCTOBER

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27	28	29	30	31		

Pedestrian Safety Month
October 13 – 19
TEEN DRIVER SAFETY WEEK
TEEN DRIVING ISSUES
October 21 – 25
NATIONAL SCHOOL BUS SAFETY WEEK
October 31
Halloween
IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different



NOVEMBER

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

November 27
DRINKSGIVING/BLACKOUT WEDNESDAY
Primary Message:
Buzzed Driving Is Drunk Driving
November 27 – December 1
Thanksgiving Holiday Travel
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different
November 28 – Thanksgiving
OCCUPANT PROTECTION
Primary Message:
Buckle Up. Every Trip. Every Time.
November 29 – 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

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	Jan 1 2025			

December 2 – 6
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
Primary Message:
Buzzed Driving Is Drunk Driving

