



# 2023 STRATEGIC COMMUNICATIONS FORUM



# NHTSA RECAP



# NHTSA Communications Calendar 2024

# NHTSA 2024 Communications Calendar

Campaign Material Available at [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov)

JANUARY							January 1 Happy New Year!
S	M	T	W	T	F	S	
	1	2	3	4	5	6	
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14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

FEBRUARY							February 11 Super Bowl LVIII IMPAIRED DRIVING Primary Message: Fans Don't Let Fans Drive Drunk
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MARCH							March 4 – 10 VEHICLE SAFETY RECALLS WEEK  March 17 St. Patrick's Day IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving
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31							

APRIL							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
S	M	T	W	T	F	S	
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14	15	16	17	18	19	20	
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MAY							National Youth Traffic Safety Month National Bicycle Safety Month Motorcycle Safety Awareness Month  May 1 National Heartstroke Prevention Day HEARTSTRONG AWARENESS Paid Media  May 13 – June 2 Click It or Ticket OCCUPANT PROTECTION Primary Message: Click It or Ticket Paid Media
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JULY							Vehicle Theft Prevention Month  July 4 Fourth of July IMPAIRED DRIVING DRUG-IMPAIRED DRIVING Primary Message: 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 – 21 VIOLENCE PREVENTION
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AUGUST							August 14 – September 2 AUGUST/SEPT. DAY IMPAIRED DRIVING IMPAIRED DRIVING DRUG-IMPAIRED DRIVING Primary Message: 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
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- TSM has two formats for the comms calendar. One fillable and one static.
- We strive to get the earned media materials in advance 90 days.

<https://www.trafficsafetymarketing.gov/calendars>



# Near Future: Oct-Dec 2023

## Illegal Passing of School Buses

- Week One: September 18-October 1, 2023
- Week Two: October 9-22, 2023

October

December

## Impaired Driving

December 13, 2023 - January 1, 2024



**IF YOU FEEL DIFFERENT  
YOU DRIVE DIFFERENT  
DRIVE HIGH GET A DUI**







WHAT'S COMING  
SOON

# First Half Calendar Year 2024



U Drive. U Text. U Pay.

- April 8 -15
- NEW Ad Council Campaign



Click it or Ticket

- May 13 - June 2
- NEW Rural TV Ad





# Second Half Calendar Year 2024

**SPEEDING CATCHES  
UP WITH YOU**



## Heatstroke

- NEW Campaign Ads coming Spring 2024
- NEW logo!

## Child Car Safety

- New assets coming Fall 2024

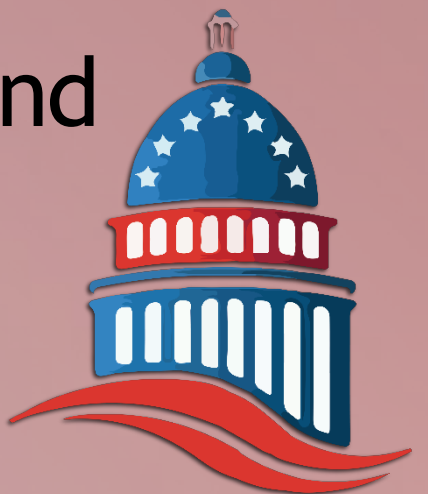
## Speed

- July 10-31

## Drive Sober

- Aug - Labor Day
- Impaired Driving Campaign
- NEW TV Ad and Assets

Heatstroke and CCS are ongoing campaigns with Ad council





# CONSUMER RESEARCH

## ALCOHOL SEGMENTATION



# Alcohol Segmentation Study

**2017** Topline Notes



**2,201** surveyed  
(ages 21-54)

- ✓ Drinking and driving behaviors
- ✓ Attitudes on impaired driving
- ✓ Existing advertising

**4**

Segments appeared

**1 Negligents**

Heavy drinkers, didn't care about consequences

**2 Cautious Copers**

Emotional drinkers who made poor decisions

**3 Oblivious Regulars**

Risk takers who did not understand the consequences

**4 Occasional Over-Indulgers**

Proactive drinkers but one mistake is all it takes

**Final recommendation**

Target **Occasional Over-Indulgers**  
with messaging, praising positive  
behavior it only takes one poor  
decision to have dire consequences

**35%**

of all impaired  
drivers.



# Alcohol Segmentation Study

Coming Soon



**5,400** participants  
(ages 21-54)



- ✓ Webcam interviews
- ✓ Online quantitative survey
- ✓ English and Spanish

## Objective

Gain better understanding of behaviors and attitudes related to operating a motor vehicle (cars and motorcycles) after consuming alcohol.

## The Results

Will be applied to develop the agency's impaired driving messages that resonate with target audiences.







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gov



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Safety TopicsPlanning CalendarsMarketing GuidesRetag RequestsState PSAs

Contact Us  
Sign up for updates

# Communications Resources

For States, Partner Organizations and Highway Safety Professionals

I want communication materials for

Safety Topic

View

## Campaigns Happening Now & Upcoming

HAPPENING NOW

Always be alert for pedestrians.  
**Safer Drivers Save Lives**

NHTSA

UPCOMING

Your teen is in the driver's seat but  
**YOU'RE IN CONTROL.**

Talk with your teen about the rules for the road.  
Wear seat belts | No speeding | No texting  
No alcohol or drugs | Limit extra passengers

NHTSA RULES for the ROAD

**Pedestrian Safety Month**

States and stakeholders are invited to join us in helping to create a transportation system for all people to easily and safely walk.

**Oct. 1 – Oct. 31**

**National Teen Driver Safety Week**

We offer various messaging options for parents about the importance of having conversations with their teens – and tips for teen drivers.

**Oct. 15 – Oct. 21**

UPCOMING

**School Bus Safety Week**

School Bus Safety

**Oct. 16 – Oct. 20**

UPCOMING

**Halloween Drunk Driving**

**Oct. 24 – Oct. 31**

UPCOMING

**Thanksgiving Travel Seat Belts**

**Nov. 22 – Nov. 26**

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Safety TopicsPlanning CalendarsMarketing GuidesRetag RequestsState PSAs

Contact Us  
Sign up for updates

# Bicycle Safety

Communication is a key part of bicycle safety programs. Use these materials to spread awareness and educate the public about bicycle safety, especially the importance of wearing a helmet and encouraging safe choices. And, be sure your bicycle safety communication plan includes driver behavior messaging – like distracted driving prevention, driving sober, and obeying speed limits.

Many assets are available in English and Spanish. Share this information with partner organizations to help spread the message across all communities.

A reminder, May is Bicycle Safety Month – an opportunity to increase safety messaging.

Facts

Social Media

Bicycle Safety Month

Videos

Resources

## Facts

- In 2021 there were 966 bicyclist fatalities, accounting for 2.2% of all traffic fatalities that year.
- In 2021 there was a 1.9% increase in bicyclist killed from 2020.
- In 2021 an estimated 41,615 bicyclist were injured, a 7% increase from 2020.

Bicycle facts and stats from NHTSA's National Center for Statistics and Analysis

GET MORE FACTS

- For facts translated in Spanish, visit [NHTSA.gov/Espanol](#).

## Social Media

Sample social media posts are available for download in [English](#) and [Spanish](#).

You can use the social post on your various social media platforms,

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Safety TopicsPlanning CalendarsMarketing GuidesRetag RequestsState PSAs

Contact Us  
Sign up for updates

PLANNING CALENDARS

# Communications Planning Calendar

Scroll through the calendar. Click any event for campaign materials. Printable PDFs are available at the bottom.

Campaigns by Date

Filter by Safety Topic AllMonth AllYear All

Oct 1 – Oct 31

HAPPENING NOW

**Pedestrian Safety Month**

Safety Topic: Pedestrian Safety

Oct 15 – Oct 21

UPCOMING

**National Teen Drivers Safety Week**

Safety Topic: Teen Driving Safety

Oct 16 – Oct 20

UPCOMING

**National School Bus Safety Week**

Safety Topic: School Bus Safety

Oct 24 – Oct 31

UPCOMING

**Halloween**

Safety Topic: Drunk Driving

Oct 24 – Oct 31

UPCOMING

**Halloween**

Safety Topic: Drug-Impaired Driving

Nov 17 – Nov 27

**Thanksgiving Holiday Travel**

Safety Topic: Seat Belts

Nov 22 – Nov 26

**Thanksgiving**

Safety Topic: Drunk Driving

Nov 22 – Nov 26

**Thanksgiving**

Safety Topic: Drug-Impaired Driving

Nov 27 – Dec 12

**Ahead of Winter Holiday**

Safety Topic: Drunk Driving



# TrafficSafetyMarketing.gov

- Preview of What's Coming Soon
  - Redesigned Homepage
  - New Digital Calendar
  - Improved Page Layout
- Types of Assets Available for You



Scan QR Code  
to  
Submit Questions





Q&A




# What TSM Looks Like Today

**TSM** Traffic Safety Marketing

Get Materials - Marketing Tools Share Ideas Calendars Retag Requests 

Contact Us  
Sign up for updates



Always be alert  
for pedestrians.

## Safe Drivers Save Lives

### Traffic Safety Marketing

Welcome to the National Highway  
Traffic Safety Administration  
communication resource for states,  
partner organizations, and highway  
safety professionals.

Materials Search

GO

#### Latest News

- [October is National Pedestrian Safety Month](#)
- [Oct 15-21, 2023 / National Teen Driver Safety Week](#)
- [Oct 16-20, 2023 / National School Bus Safety Week](#)
- [Oct 31, 2023 / Halloween Impaired Driving Prevention Campaign](#)

Q&A





# What TSM Looks Like Today

## Campaigns

### Bicycle Safety

[Bicycle Safety Month](#)  
[Evergreen Campaign Material](#)

### Child Safety

[Car Seat Registration](#)  
[Child Car Safety](#)  
[Child Passenger Safety Week](#)  
[Ease of Use](#)  
[Heatstroke Prevention](#)  
[If You Love Them Enough](#)  
[Tweens \(ages 8-14\)](#)

### Drowsy Driving

[Drive Awake](#)

### Distracted Driving

[Evergreen Campaign Material](#)  
[One Text Or Call Could Wreck It All](#)  
[U Drive. U Text. U Pay.](#)

### Drunk Driving

[Buzzed Driving Is Drunk Driving](#)  
[Drive Sober Or Get Pulled Over](#)  
[PEAK Enforcement Kit](#)

### Drug-Impaired Driving

[Drive High - Get a DUI](#)  
[If You Feel Different, You Drive Different](#)  
[OTC - Rx](#)

### First Responder Safety

[Move Over](#)

### Motorcycle Safety

[Motorcycle Safety Awareness Month](#)  
[Motorist Awareness of Motorcycles](#)  
[Ride Sober or Get Pulled Over \(motorcycles\)](#)  
[Rider Safety](#)  
[Share The Road](#)

### Older Drivers

[Older Driver Safety](#)

### Pedestrian Safety

[Everyone is a Pedestrian](#)

### Rail Grade Crossing

[Stop. Trains Can't.](#)

### Seat Belts

[Buckle Up](#)  
[Click It or Ticket](#)

### School Bus Safety

[Evergreen Campaign Material](#)  
[School Bus Passing](#)

### Speed Prevention

[Speeding Wrecks Lives](#)

### Teen Safety

[Drivers Ed](#)  
[Drivers Ed Professionals](#)  
[National Teen Driver Safety Week](#)  
[Teens And Seat Belt Use](#)

### Vehicle Safety

[Advanced Technologies](#)  
[Being TireWise](#)  
[Recalls Safety Campaign](#)  
[Secure Your Load](#)  
[Summer Driving Tips](#)  
[Vehicle Theft Prevention](#)  
[Winter Driving Tips](#)

### Others

[4th of July](#)  
[National Local Radio Campaign](#)  
[Thanksgiving Weekend](#)

Q&A



# Communication Resources

For States, Partner Organizations and Highway Safety Professionals

I want communication materials for

Safety Topic ▾

View

## Campaigns Happening Now & Upcoming

More than 100 people die a day in traffic crashes. Join us now in helping to communicate important traffic safety information.



### Pedestrian Safety Month

States and stakeholders are invited to join us in helping to create a transportation system for all people to easily and safely walk.

Oct. 1 – Oct. 31



### National Teen Driver Safety Week

We offer various messaging options for parents about the importance of having conversations with their teens – and tips for teen drivers.

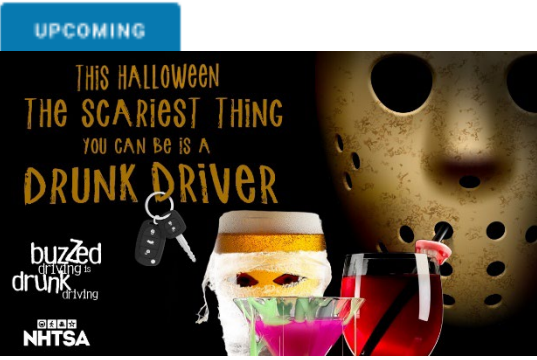
Oct. 15 – Oct. 21



### School Bus Safety Week

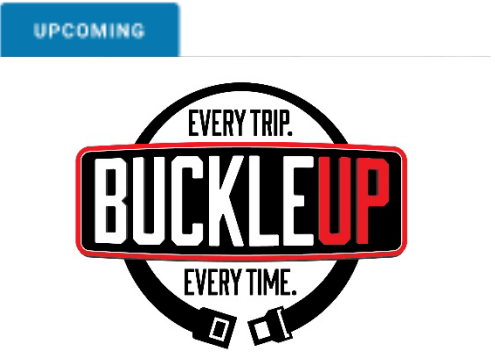
School Bus Safety

Oct. 16 – Oct. 20



### Halloween Drunk Driving

Oct. 24 – Oct. 31



### Thanksgiving Travel Seat Belts

Nov. 22 – Nov. 26

Q&A





# Bicycle Safety

Communication is a key part of bicycle safety programs. Use these materials to spread awareness and educate the public about bicycle safety, especially the importance of wearing a helmet and encouraging safe choices. And, be sure your bicycle safety communication plan includes driver behavior messaging – like distracted driving prevention, driving sober, and obeying speed limits.

- Facts
- Social Media
- Bicycle Safety Month
- Videos
- Resources

## Facts

- In 2021 there were 966 bicyclist fatalities, accounting for 2.2% of all traffic fatalities that year.
- In 2021 there was a 1.9% increase in bicyclist killed from 2020.
- In 2021 an estimated 41,615 bicyclist were injured, a 7% increase from 2020.

Bicycle facts and stats from NHTSA's National Center for Statistics and Analysis

GET MORE FACTS

- *For facts translated in Spanish, visit [NHTSA.gov/Espanol](#).*

## Talking Points

We've prepared talking points related to bicycle safety. Some are for a general audience and others are for drivers and bicycles. After downloading, we encourage you to add local stats and facts to the document.

- [Talking Points | English\\_NEW](#)
- [Talking Points | Spanish\\_NEW](#)

## Bicycle Safety Month

- [Sample News Release | English\\_NEW](#)
- [Sample News Release | Spanish\\_NEW](#)
- [Sample Op Ed | English\\_NEW](#)
- [Sample Op Ed | Spanish\\_NEW](#)

Q&A





# Drunk Driving

Drunk driving prevention messaging is essential to any road safety communication plan.

We offer communication resources, in English and Spanish, for year-round social norming messaging and messaging to be used during enforcement periods.

While both enforcement and social norming campaigns help spread awareness and educate the public about the deadly consequences of drunk driving, it's important to understand the differences — and use the right communication materials at the right time.

## Buzzed Driving Is Drunk Driving

### Social Norming

*This campaign runs year-round, when high-visibility enforcement is not taking place, and focuses on social norming as a way of deterring people from drinking and driving.*

[Learn More →](#)

## Drive Sober or Get Pulled Over

### Enforcement

*This high-visibility enforcement campaign runs during specific times of the year. Messaging should include the consequences of an arrest and be supported by increased law enforcement.*

[Learn More →](#)

## Special Activations Within the Next 90 days

UPCOMING



Halloween

Oct 24, 2023 - Oct 31, 2023

UPCOMING



Thanksgiving \_NEW

Nov 22, 2023 - Nov 26, 2023

UPCOMING



Pre-Holiday Season

Nov 27, 2023 - Dec 12, 2023

Q&A



# Holiday Season

Tragically, December can be a dangerous time for people on the roads. More parties and festivities celebrating the season brings out more drunk drivers. Join NHTSA and law enforcement as we work to spread the word about the dangers and consequences of drunk driving.

Key Dates

- Earned Media**  
November 13, 2023 - January 8, 2024
- Paid Media**  
December 13, 2023 - January 1, 2024
- Enforcement**  
December 15, 2023 - January 1, 2024



- Facts
- Social & Earned Media
- Media Plans & Ads
- Message Boards
- Law Enforcement

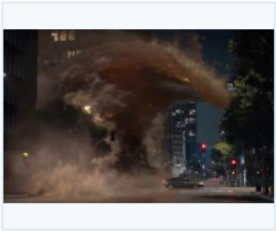
Media Plans

As part of this high-visibility enforcement campaign, we'll be conducting a national media buy. We make our media work plan and buy summary available ahead of the campaign launch.

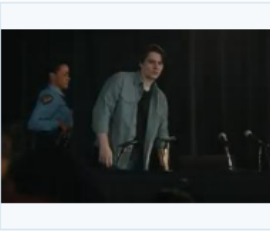
- [Media Buy Summary](#)
- [Media Work Plan](#)

Ads

- Video | English
- Audio | English
- Video & Audio | Spanish

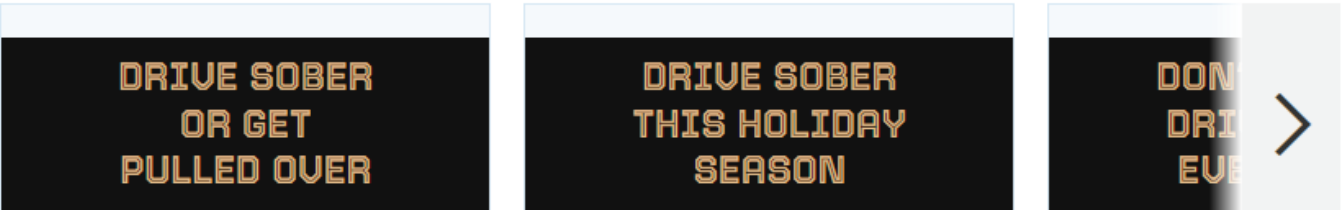


-Tsunami\_NEW  
TV & Digital | :30, :15, :06  
Available by Request



Press Conference\_NEW  
Digital | :30, :15, :06 Available  
by Request

Variable Message Boards



Above are examples of messages that can be used on variable message boards. We made the [message board text availbale for download](#).

Q&A





Traffic Safety Marketing  
Powered by NHTSA

Safety TopicsPlanning CalendarsMarketing GuidesRetag RequestsState PSAs

Contact Us  
Sign up for updates

PLANNING CALENDARS

Communications Planning Calendar

Scroll through the calendar. Click any event for campaign materials. Printable PDFs are available at the bottom.

Campaigns by Date


Filter by Safety Topic: AllMonth: AllYear: All

Oct 1 — Oct 31

HAPPENING NOW

Pedestrian Safety Month

Safety Topic: Pedestrian Safety




Oct 15 — Oct 21

UPCOMING

National Teen Drivers Safety Week

Safety Topic: Teen Driving Safety




Oct 16 — Oct 20

UPCOMING

National School Bus Safety Week

Safety Topic: School Bus Safety




Oct 24 — Oct 31

UPCOMING

Halloween

Safety Topic: Drunk Driving




Oct 24 — Oct 31

UPCOMING

Halloween


Safety Topic: Drug-Impaired Driving



Nov 17 — Nov 27

Thanksgiving Holiday Travel


Safety Topic: Seat Belts



Nov 22 — Nov 26

Thanksgiving


Safety Topic: Drunk Driving



Nov 22 — Nov 26

Thanksgiving


Safety Topic: Drug-Impaired Driving



Nov 27 — Dec 12

Ahead of Winter Holiday

Safety Topic: Drunk Driving



## Download PDF Calendars



- Download 2023 NHTSA Communications Calendar
- Download Fillable 2023 NHTSA Communications Calendar



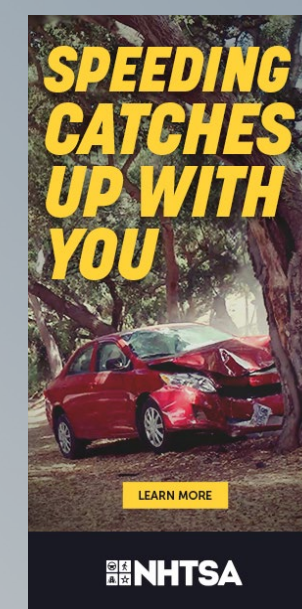
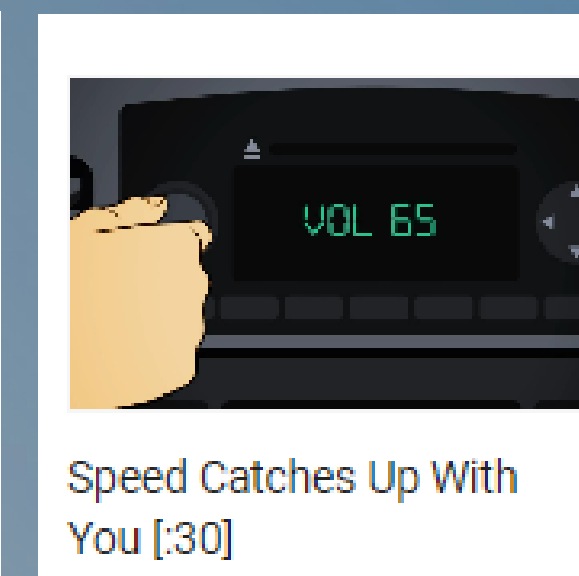
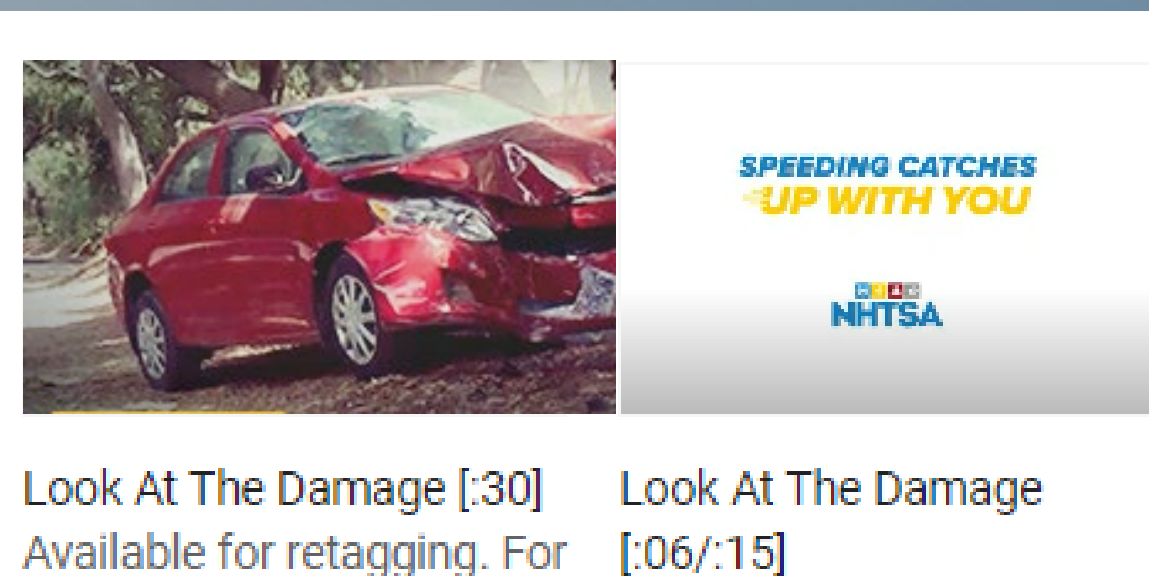
## Q&A



# Types of Assets Available

# Ads

- Video: TV & Digital
- Audio: Radio
- Banner: Digital Display



Q&A





# Types of Assets Available

# Additional Materials

- Media Plan
- Media Buy
- Letter to Law Enforcement

## Executive Summary

Each year, an increase in impaired driving fatalities coincides with celebrations and travel during the summertime leading up to Labor Day and the wintertime holiday season periods. The National Highway Traffic Safety Administration (NHTSA) supports an Impaired Driving national mobilization during these time periods through nationwide, high-visibility enforcement (HVE) campaigns, each supported by national paid media. The paid media advertising campaigns are targeted primarily at 21- to 34-year-old males—those most likely to be involved in fatal alcohol-impaired driving crashes, and 18- to 34-year-old males—those most likely to be involved in fatal drug-impaired driving crashes—to educate them on the risks and consequences of impaired driving. Additionally, the August/Labor Day period will include separate messaging t of the risks and conse

## Campaign Summary

Vendor	Estimated Paid Imps	Added Value	Estimated Total
<b>English and Spanish TV</b>			<b>35,646,991</b>
Adtheorent	17,123,288	12,000,000	29,123,288
YouTube TV - Sports			
Simulmedia- Spanish			
Telemundo - Spanish			



## 2023 Click It or Ticket

### Products for Enforcement Action Kit: Welcome Letter

The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) is proud to work with local and state law enforcement across the country to protect road users and help save lives. The Memorial Day holiday weekend is an especially dangerous time on America's roads, as it is the first long holiday weekend of summer. To keep our nation's roads safe during this busy season, NHTSA will be conducting the 2023 national *Click It or Ticket* seat belt enforcement mobilization from May 22-June 4 [2023](#).

Q&A



# Types of Assets Available

# Videos

## Web Videos



Fitting a Bike Helmet  
Multilingual

[PREVIEW](#) | [DOWNLOAD](#)



Bike Riding Safety  
Multilingual

[PREVIEW](#) | [DOWNLOAD](#)



Rules Of The Road  
Multilingual

[PREVIEW](#) | [DOWNLOAD](#)



Driving Safely  
Multilingual

[PREVIEW](#) | [DOWNLOAD](#)

Q&A

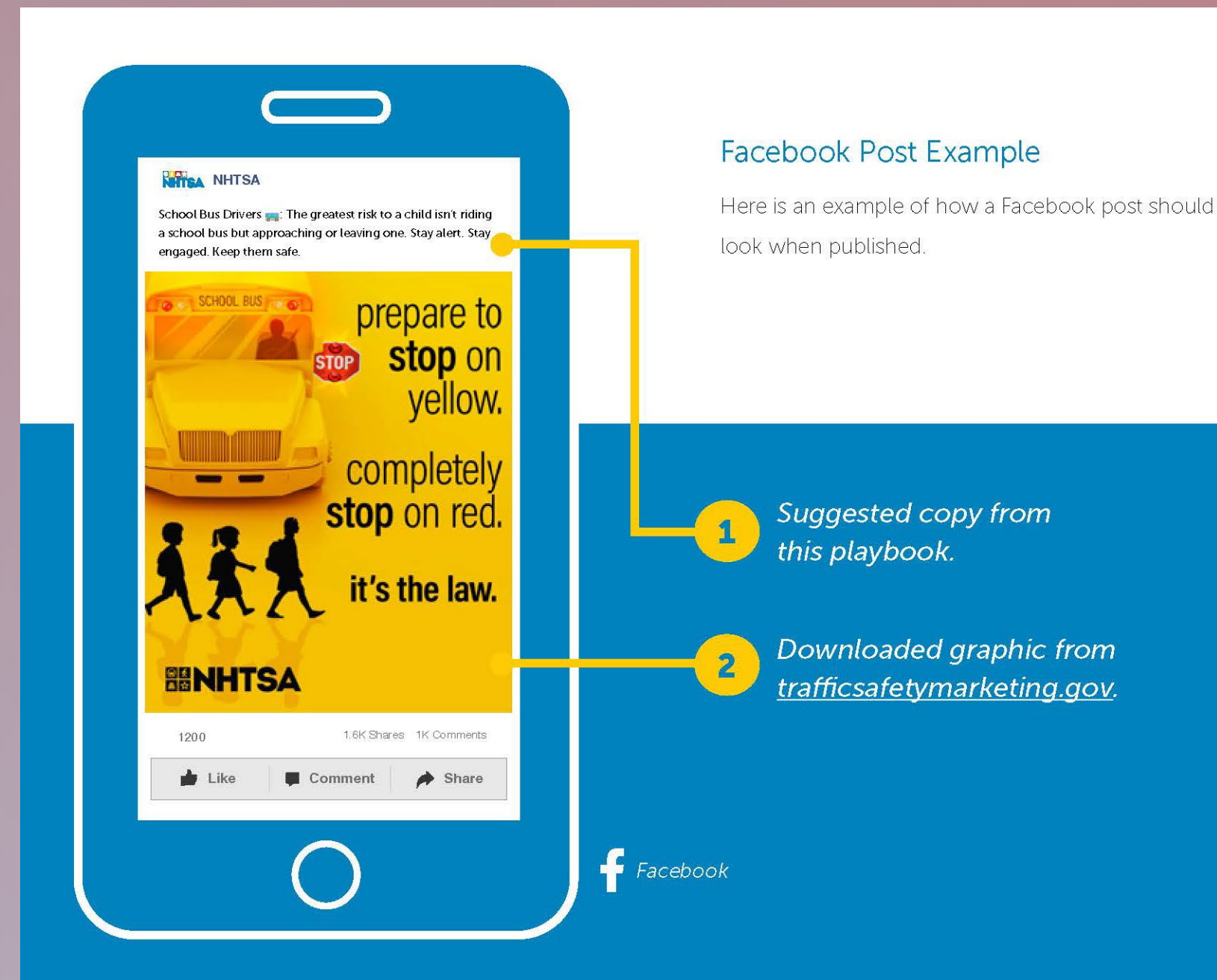




# Types of Assets Available

# Social Media

- Social Media Playbook
- Social Media Posts



Q&A




# Types of Assets Available

## Graphics


- Social Media Graphics
- Static & Animated

### Graphics


English Spanish



Graphic | 1600x900 |  
Static\_New  
X/Twitter



Graphic | 1200x1200 |  
Static\_New  
Facebook, Instagram



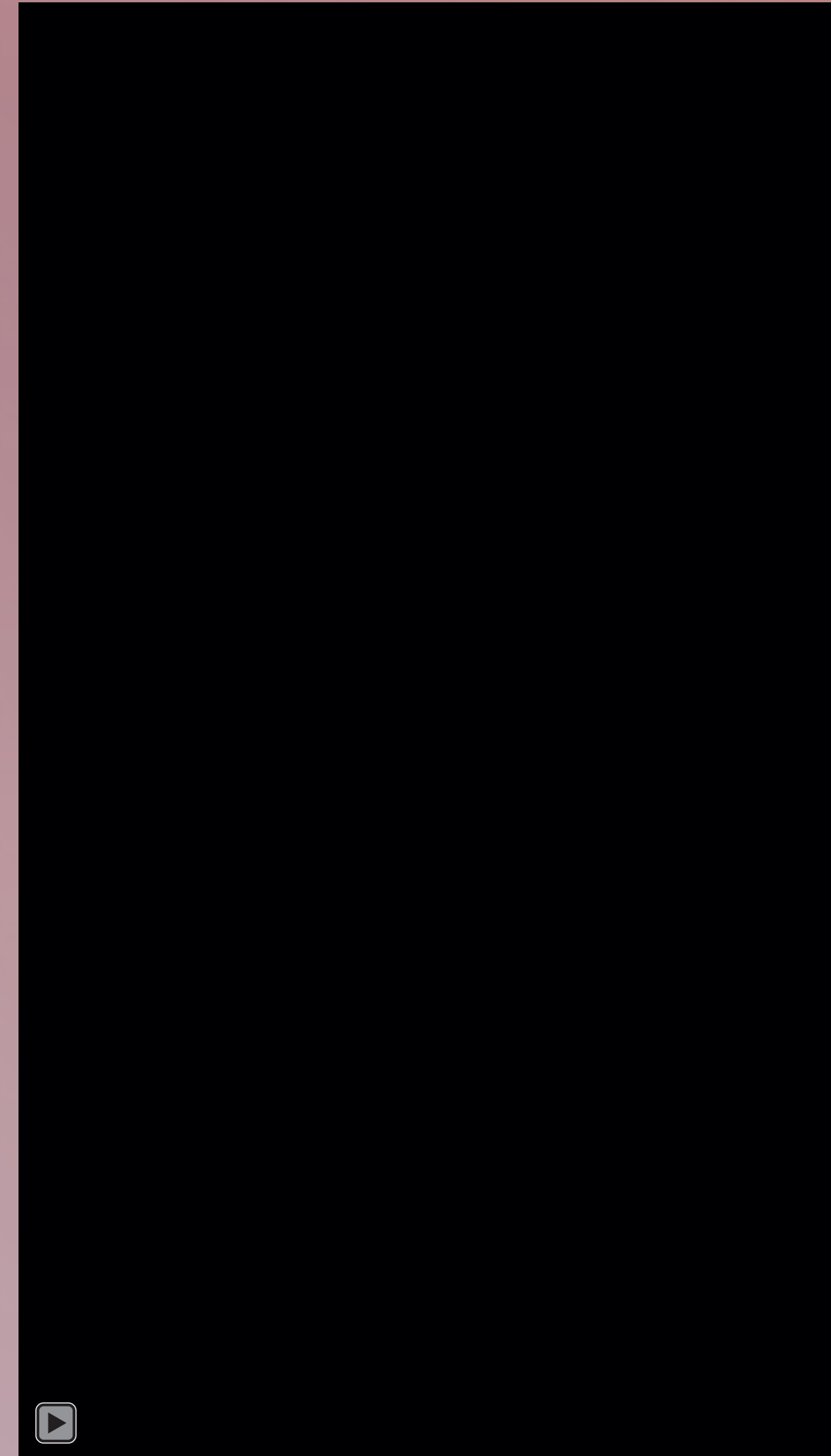
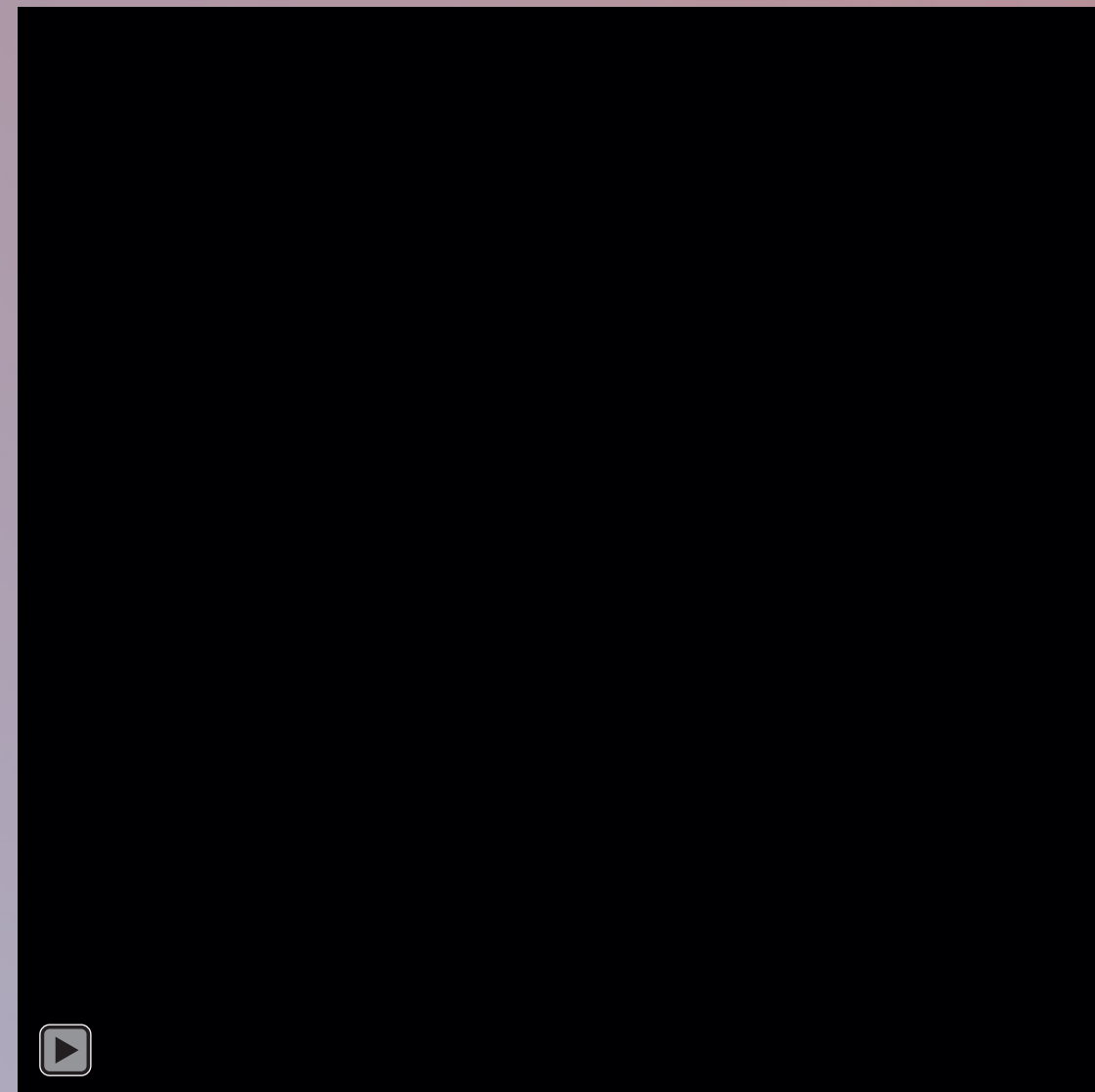
Graphic | 1200x1200 |  
Animated\_New  
Facebook, X, Instagram

Q&A





# Static vs Animated



Q&A



# Types of Assets Available

## General

- Facts
- Talking Points

## Earned Media

- News Release
- Op-Ed

Q&A





# Types of Assets Available

# Spanish Materials



## Sample Facebook Messages

- Tú no eres una momia, un vampiro 🧛 ni Frankenstein 🧛: una vez que mueres, no hay regreso a la vida. Tienes una sola vida; no la desperdicias manejando borracho. #ManejarEntonado Es Manejar Borracho.

Translation: You're no mummy, vampire 🧛 or Frankenstein 🧛 — once you're gone, there's no coming back from the dead. You have one life — don't waste it by driving drunk. #BuzzedDriving is drunk driving.

manejar  
entonado  
es manejar  
borracho

2023 HALLOWEEN MANEJAR ENTONADO ES MANEJAR BORRACHO  
MUESTRA DE COMUNICADO DE PRENSA  
VERSIÓN DE NORMAS SOCIALES

PARA DIVULGACIÓN INMEDIATA: [Fecha]

CONTACTO: [Nombre, Número de Teléfono, Correo Electrónico]

Nota: Antes de llenar los espacios en blanco con los nombres de la organización y del portavoz de la organización, DEBES comunicarte con ellos para obtener permiso para usar sus nombres en este comunicado de prensa, y obtener su aprobación del lenguaje utilizado en las citas, así como para incorporar cualquier cambio o adiciones que ellos requieran. Sólo puedes enviar el comunicado de prensa si has cumplido plenamente con este requisito.

**Planifica un Viaje Sobrio Este Halloween**

**Comparte este Mensaje: *Manejar Entonado Es Manejar Borracho***

[Ciudad, Estado] — Este Halloween, la Administración Nacional de Seguridad del Tráfico en las Carreteras (NHTSA) del Departamento de Transporte de los Estados Unidos se unirá con [Organización Local] para recordarles a todos que *Manejar Entonado Es Manejar Borracho*. Los conductores deben ser más cautelosos en Halloween, ya que más personas salen durante la noche a recolectar caramelos y más personas conducen hacia y desde fiestas. Si tus planes para la noche incluyen dirigirte a una fiesta o celebración, asegúrate de planificar un viaje seguro y con un conductor sobrio a casa. Si tú eres el conductor designado, cumple el compromiso de no beber alcohol, por tu seguridad, la de tus pasajeros y de los otros conductores y peatones en la carretera. Recuerda: nunca es seguro manejar borracho.

Q&A





# Links to Other Resources

- Image Library
- CrashStats
- Data Visualization
- Countermeasures That Work
- NHTSA.gov Safety Topic Pages  
(English & Spanish)

Q&A





# Other Sections of the Website

- Marketing Tools
- Share Ideas
- Retag Requests
- Sign up for Email Updates

Q&A



# Feedback

# Feedback-TSM@dot.gov



## Q&A





Scan QR Code  
to  
Submit Questions

