

# NHTSA 2024 Communications Calendar

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

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

## MARCH

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						

**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
	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				

**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
			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	

**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

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						

## JULY

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			

**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 8 – 31**  
SPEED CAMPAIGN

## AUGUST

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						

**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
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					

**September 15 – 21**  
CHILD PASSENGER SAFETY WEEK  
OCCUPANT PROTECTION

**September 21**  
NATIONAL SEAT CHECK SATURDAY

## OCTOBER

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		

**Pedestrian Safety Month**

**October 20 – 26**  
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
					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

**November 23 – 27**  
DRINKSGIVING/BLACKOUT WEDNESDAY  
**Primary Message:**  
Buzzed Driving Is Drunk Driving

**November 23 – 30**  
Thanksgiving  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
**Primary Messages:**  
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

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	Jan 1, 2025			

**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  
**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