# NHTSA 2024 Communications Calendar


<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<tbody>
<tr>
<td><strong>January 1</strong> Happy New Year!</td>
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| **February 11** Super Bowl LIVII | **March 17** St. Patrick’s Day | | **April 1** – **8** National Distracted Driving Awareness Month | | **May 13** – **June 2** National Youth Traffic Safety Month
National Bicycle Safety Month
Motorcycle Safety Awareness Month | **May 15** – **June 26** National Heatstroke Prevention Day
Heatstroke Awareness
Paid Media | **May 17** – **June 26** Click It or Ticket
Occupant Protection
Primary Message: Click It or Ticket
Paid Media | **June 1** | **July 1** |
| | | | | **July 1** Vehicle Theft Prevention Month | **August 14** – **September 2** August 14 Labor Day
Injured Driving
Primary Messages: BUZZED DRIVING IS DRUNK DRIVING
Drive Sober or Get Pulled Over
If You Feel Different, You Drive Different
Drive High, Get a DUI
Paid Media | **September 15** – **21** Child Passengers Safety Week
Occupant Protection
Primary Message: BUZZED DRIVING IS DRUNK DRIVING
If You Feel Different, You Drive Different | **October 20** – **26** National School Bus Safety Week | **October 31** Halloween | **November 23** – **27** Thanksgiving
Injured Driving
Primary Message: BUZZED DRIVING IS DRUNK DRIVING
If You Feel Different, You Drive Different | **November 23** – **December 10** Pre-Holidays (Winter)
Injured Driving
Primary Messages: BUZZED DRIVING IS DRUNK DRIVING
If You Feel Different, You Drive Different
Drive High, Get a DUI
Paid Media | **December 11** – **January 1, 2025** Winter Holiday Season
Injured Driving
Primary Message: BUZZED DRIVING IS DRUNK DRIVING
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 |