

NHTSA 2026 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
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

February 8
Super Bowl LX
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 2 – 8
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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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

PUT THE PHONE AWAY OR PAY **IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT**

National Distracted Driving Awareness Month

April 6 – 13
DISTRACTED DRIVING
Primary Message:
Put the Phone Away or Pay
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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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

May 11 – 31
Click It or Ticket
OCCUPANT PROTECTION
Primary Message:
Click It or Ticket
Paid Media

JUNE

S	M	T	W	T	F	S
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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
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19	20	21	22	23	24	25
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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
If You Feel Different, You Drive Different

July 6 – 31
SPEED CAMPAIGN

AUGUST

S	M	T	W	T	F	S
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2	3	4	5	6	7	8
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August 19 – September 7
AUGUST/LABOR DAY IMPAIRED DRIVING
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Drive Sober or Get Pulled Over
Ride Sober or Get Pulled Over
Drive High, Get a DUI
Paid Media

SEPTEMBER

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27	28	29	30			

September 20 – 26
CHILD PASSENGER SAFETY WEEK
OCCUPANT PROTECTION

September 26
NATIONAL SEAT CHECK SATURDAY

OCTOBER

S	M	T	W	T	F	S
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4	5	6	7	8	9	10
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Pedestrian Safety Month

October 18 – 24
TEEN DRIVER SAFETY WEEK
TEEN DRIVING ISSUES

October 19 – 23
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 25
THANKSGIVING EVE
Primary Message:
Buzzed Driving Is Drunk Driving

November 25 – 29
Thanksgiving Holiday Travel
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

November 26
Thanksgiving
OCCUPANT PROTECTION
Primary Message:
Buckle Up. Every Trip. Every Time.

DECEMBER

S	M	T	W	T	F	S
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	Jan 1 2027	

Impaired Driving Winter Holiday Season

December 1 – 15 (Social Norming)
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

December 16 – January 1, 2027 (Enforcement)
Primary Messages:
Drive Sober or Get Pulled Over
Drive High, Get a DUI
Paid Media

December 7 – December 11
OLDER DRIVER SAFETY AWARENESS WEEK

December 26 – January 1, 2027
TV Bureau of Advertising Roadblock
Primary Message:
Buzzed Driving Is Drunk Driving