

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				

buzzed driving

Don't Drink and Drive

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
			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		

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
					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						

Prevent Child Hot Car Deaths

STOP. LOOK. LOCK.

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
	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				

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					

DRIVE SOBER OR GET PULLED OVER

DRIVE HIGH GET A DUI

DRIVE SOBER OR GET PULLED OVER

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

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	

buzzed driving

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

SPEEDING CATCHES UP WITH YOU

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

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

RULES OF THE ROAD

buzzed driving

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

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

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 20 – 26

CHILD PASSENGER SAFETY WEEK

OCCUPANT PROTECTION

September 26

NATIONAL SEAT CHECK SATURDAY

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 2027	

buzzed driving

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

DRIVE SOBER OR GET PULLED OVER

DRIVE HIGH GET A DUI

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

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
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29	30					

buzzed driving

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

BUCKLE UP

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.