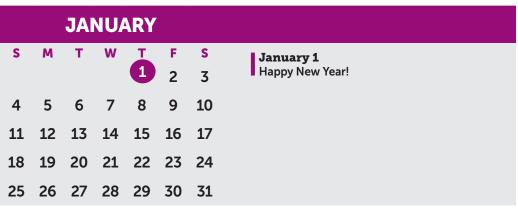
NHTSA 2026 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov



25	26	27	28	29	30	31	
		M	ARC	ЭН			buz z ed drunk _{iving}
s 1	M 2	T 3	W 4	T 5	F 6	S 7	March 2 – 8 VEHICLE SAFETY RECALLS WEEK March 17
8	9	10	11	12	13	14	St. Patrick's Day IMPAIRED DRIVING
15	16	17	18	19	20	21	Primary Message: Buzzed Driving Is Drunk Driving
22	23	24	25	26	27	28	
29	30	31					

MAY	Prevent Child Hot Car Deaths STOP, LOOK, LOCK.
S M T W T F S 1 2	 National Youth Traffic Safety Month National Bicycle Safety Month Motorcycle Safety Awareness Month
3 4 5 6 7 8 9 10 11 12 13 14 15 16	May 1 National Heatstroke Prevention Day HEATSTROKE AWARENESS
17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	May 11 – 31 Click It or Ticket OCCUPANT PROTECTION Primary Message: Click It or Ticket Paid Media
JULY	DUZED IFYOU FEEL DIFFERENT SPEEDING CATCHES WOLLDRIVE DIFFERENT SPEEDING CATCHES

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S M	Т	W	Т	F	S	■ Vehicle Theft Prevention Month
		1	2	3	4	July 4
5 6	7	8	9	10	11	Fourth of July IMPAIRED DRIVING DRUG-IMPAIRED DRIVING
12 13	14	15	16	17	18	Primary Messages:
19 20	21	22	23	24	25	Buzzed Driving Is Drunk Driving If You Feel Different, You Drive Differ
26 27	28	29	30	31		July 6 – 31 SPEED CAMPAIGN

	S	EP	ΓEΝ	IBE	R		
S	M	1		T 3			September 20 – 26 CHILD PASSENGER SAFETY WEEK OCCUPANT PROTECTION
6	7	8	9	10	11	12	September 26 NATIONAL SEAT CHECK SATURDAY
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				
							. 7.

27	28			24	25	26	
	1	VO\	/EM	BE	R		DUZŽEĆ IF YOU FEEL DIFFERENT VOU DRIVE DIFFERENT
S	M	Т	W	Т	F	S	November 25
1	2	3	4	5	6	7	THANKSGIVING EVE Primary Message:
8	9	10	11	12	13	14	Buzzed Driving Is Drunk Driving November 25 – 29
15	16	17	18	19	20	21	Thanksgiving Holiday Travel
22	23	24	25	26	27	28	DRUG-IMPAIRED DRIVING Primary Messages:
29	30						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.

		FEB	RU	ARY	7	
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			A	PRI	L			PUT THE PHINE IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT		
	S	M	Т	W	Т	F	S	National Distracted Driving		
				1	2	3	4	Awareness Month		
	5	6	7		9		11	April 6 – 13 DISTRACTED DRIVING Primary Message:		
	12)	(13)	14	15	16	17	18	Put the Phone Away or Pay		
	19	20	21	22	23	24	25	Paid Media		
ľ		4						April 20 DRUG-IMPAIRED DRIVING CAMPAIGN		
	26	27	28	29	30			Primary Message:		
								If You Feel Different, You Drive Different		

		J	UN	E		
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21	22	23	24	25	26	27
28	29	30				

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10 11 12 13 14 15	Primai			
		C-1		O
17 18 10 20 21 22	Ride S		Get Pulled Get Pulled C	
	Paid M	-	a D01	
24 25 26 27 28 29				
31				

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OCTOBER RULES ROAD BY USE OF THE PROPERTY OF
S M T W T F S Pedestrian Safety Month
1 2 3 October 18 – 24 TEEN DRIVER SAFETY WEEK TEEN DRIVING ISSUES
11 12 13 14 15 16 17 October 19 – 23 NATIONAL SCHOOL BUS SAFETY WEEK
18 19 20 21 22 23 24 25 26 27 28 29 30 31 October 31 Halloween IMPAIRED DRIVING Primary Messages: Buzzed Driving Is Drunk Driving If You Feel Different, You Drive Different
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