

NHTSA 2026 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

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January 1

Happy New Year!

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buzzed drunk

driving is a choice

March 2 – 8

VEHICLE SAFETY RECALLS WEEK

March 17

St. Patrick's Day

IMPAIRED DRIVING

Primary Message:

Buzzed Driving Is Drunk Driving

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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

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buzzed drunk

driving is a choice

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

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September 20 – 26

CHILD PASSENGER SAFETY WEEK

OCCUPANT PROTECTION

September 26

NATIONAL SEAT CHECK SATURDAY

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buzzed drunk

driving is a choice

IF YOU FEEL DIFFERENT

YOU DRIVE DIFFERENT

BUCKLE UP

SAVES LIVES

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.

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February 8

Super Bowl LX

IMPAIRED DRIVING

Primary Message:

Fans Don't Let Fans Drive Drunk

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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

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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

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buzzed drunk

driving is a choice

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

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Jan 1 2027

buzzed drunk

driving is a choice

IF YOU FEEL DIFFERENT

YOU DRIVE DIFFERENT



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



U.S. Department of Transportation
National Highway Traffic Safety Administration

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