

NHTSA 2027 Communications Calendar

Campaign Dates and Promotional Periods

JANUARY							FEBRUARY													
S	M	T	W	T	F	S	S	M	T	W	T	F	S	Feb. 8–14 DRUNK DRIVING <i>Fans Don't Let Fans Drive Drunk</i> Super Bowl LXI						
					1	2	1	2	3	4	5	6								
3	4	5	6	7	8	9	7	8	9	10	11	12	13							
10	11	12	13	14	15	16	14	15	16	17	18	19	20							
17	18	19	20	21	22	23	21	22	23	24	25	26	27							
24	25	26	27	28	29	30	28													
31																				
MARCH							APRIL													
S	M	T	W	T	F	S	National Distracted Driving Awareness Month													
	1	2	3	4	5	6	April 5–12 DISTRACTED DRIVING <i>Put the Phone Away or Pay</i> High-Visibility Enforcement PUT THE PHONE AWAY OR PAY	April 14–20 DRUG-IMPAIRED DRIVING <i>If You Feel Different, You Drive Different</i> 4/20 IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT												
7	8	9	10	11	12	13	4	5	6	7	8	9	10							
14	15	16	17	18	19	20	11	12	13	14	15	16	17							
21	22	23	24	25	26	27	18	19	20	21	22	23	24							
28	29	30	31				25	26	27	28	29	30								
MAY							JUNE													
National Youth Traffic Safety Month			National Bicycle Safety Month				Motorcycle Safety Awareness Month													
S	M	T	W	T	F	S	May 1 CHILD SAFETY National Heatstroke Prevention Day  STOP. LOOK. LOCK.	May 17–June 6 SEAT BELTS <i>Click It or Ticket</i> High-Visibility Enforcement 												
						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												
JULY							AUGUST													
Vehicle Theft Prevention Month							National Distracted Driving Awareness Month													
S	M	T	W	T	F	S	June 28–July 4 IMPAIRED DRIVING <i>Buzzed Driving Is Drunk Driving</i> <i>If You Feel Different, You Drive Different</i> Fourth of July  IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT	July 5–31 SPEEDING <i>Speeding Catches Up With You</i> National Paid Media SPEEDING CATCHES UP WITH YOU												
					1	2	3	4	5	6	7	8	9	10						
4	5	6	7	8	9	10	11	12	13	14	15	16	17							
11	12	13	14	15	16	17	18	19	20	21	22	23	24							
18	19	20	21	22	23	24	25	26	27	28	29	30	31							
25	26	27	28	29	30	31														

Campaign material available at TrafficSafetyMarketing.gov

NHTSA 2027 Communications Calendar

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				

Aug. 13–Sept. 5 IMPAIRED DRIVING

Drive Sober or Get Pulled Over
Drive High, Get a DUI
Ride Sober or Get Pulled Over
August/Labor Day
High-Visibility Enforcement



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		

Aug. 13–Sept. 5 IMPAIRED DRIVING

Drive Sober or Get Pulled Over
Drive High, Get a DUI
Ride Sober or Get Pulled Over
August/Labor Day
High-Visibility Enforcement



Sept. 19–25 CHILD SAFETY

Child Passenger Safety Week
and National Seat Check Saturday



OCTOBER

Pedestrian Safety Month

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						

**Oct. 17–23
TEEN DRIVER SAFETY**
Teen Driver Safety Week



**Oct. 18–22
SCHOOL BUS SAFETY**
National School Bus Safety Week

**Oct. 25–31
IMPAIRED DRIVING**
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different
Halloween



**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				

**Nov. 20–24
DRUNK DRIVING**
Buzzed Driving Is Drunk Driving
Thanksgiving Eve



**Nov. 22–28
SEAT BELTS**
Buckle Up. Every Trip. Every Time.
Thanksgiving Holiday



**Nov. 22–28
IMPAIRED DRIVING**
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different
Thanksgiving Holiday



**IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT**

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	1

**Dec. 1–
Jan. 1, 2028
IMPAIRED DRIVING**
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different
Winter Holidays



**IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT**

**Dec. 6–10
Older Driver
Safety Week**

**Dec. 8–
Jan. 1, 2028
IMPAIRED DRIVING**
Drive Sober or Get Pulled Over
Drive High, Get a DUI
Winter Holidays
High-Visibility Enforcement



**DRIVE HIGH
GET A DUI**

Campaign material available at TrafficSafetyMarketing.gov