






NHTSA 2027 Communications Calendar

Campaign Dates and Promotional Periods

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

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. 11–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. 11–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
2						

**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. 15–
Jan. 2, 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