


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																			




Review your year-round communications plan!

MARCH																			
S	M	T	W	T	F	S	March 8–14 VEHICLE SAFETY Recalls Week	March 11–17 DRUNK DRIVING <i>Buzzed Driving Is Drunk Driving</i> St. Patrick's Day											
	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																

APRIL																			
National Distracted Driving Awareness Month																			
S	M	T	W	T	F	S	April 5–12 DISTRACTED DRIVING <i>Put the Phone Away or Pay</i> High-Visibility Enforcement	April 14–20 DRUG-IMPAIRED DRIVING <i>If You Feel Different, You Drive Different</i> 4/20	 										
				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														

MAY																			
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	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																		

JUNE																			
S	M	T	W	T	F	S	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																

JULY																			
Vehicle Theft Prevention 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	July 5–31 SPEEDING <i>Speeding Catches Up With You</i> National Paid Media	  										
				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													

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



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



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



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



