

# NHTSA 2016 Communications Calendar

Campaign Material Available at [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov)

## JANUARY

S	M	T	W	T	F	S
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17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

**Happy New Year!**

## FEBRUARY

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28	29					

**February 7**  
**Super Bowl 50**  
IMPAIRED DRIVING  
Primary Message: *Fans Don't Let Fans Drive Drunk*

## MARCH

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**March 17**  
**St. Patrick's Day**  
IMPAIRED DRIVING  
Primary Message: *Buzzed Driving Is Drunk Driving*  
Twitter Chat: *Buzzed Driving*

## APRIL

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**National Distracted Driving Awareness Month**  
Primary Message: *U Drive. U Text. U Pay.*  
**Dates TBD**  
*U Drive. U Text. U Pay.*  
**National Enforcement Mobilization**  
Tweet Up: *#justdrive*  
*Paid Media*

## MAY

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**Motorcycle Safety Awareness Month**  
Primary Message: *Motorists: Share the Road With Motorcyclists and Scooter Riders*  
**Bicycle Safety Month**  
Primary Message: *Share the Road With Bicyclists*  
**May 5**  
**Cinco de Mayo**  
IMPAIRED DRIVING  
Primary Message: *Buzzed Driving Is Drunk Driving*  
**May 16 - May 30**  
*Click It or Ticket*  
**National Enforcement Mobilization**  
OCCUPANT PROTECTION  
Primary Message: *Click It or Ticket*  
*Paid Media*

## JUNE

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**June 20**  
**National Ride to Work Day**  
Primary Message: *Share the Road With Motorcyclists and Scooter Riders*

## JULY

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**Vehicle Theft Prevention Month**

**July 4**  
**Fourth of July**  
IMPAIRED DRIVING  
Primary Message: *Drive Sober or Get Pulled Over*  
Secondary Message: *Buzzed Driving Is Drunk Driving*  
Twitter Chat: *Buzzed Driving*

## AUGUST

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**Back to School Safety Month**  
Primary Message: *Walk, Bike, and Ride to School Safely!*  
**August 17 - September 5**  
**Drive Sober or Get Pulled Over National Enforcement Crackdown**  
IMPAIRED DRIVING  
Primary Message: *Drive Sober or Get Pulled Over*  
*Paid Media*  
Twitter Chat: *Drive Sober or Get Pulled Over*

## SEPTEMBER

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**September 18 - 24**  
**Child Passenger Safety Week**  
OCCUPANT PROTECTION  
**September 24**  
**National Seat Check Saturday**  
Twitter Chat: *Child Passenger Safety*

## OCTOBER

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**October 16 - 22**  
**National Teen Driver Safety Week**  
TEEN DRIVING ISSUES  
Primary Message: *5 to Drive*  
**October 31**  
**Halloween**  
IMPAIRED DRIVING  
Primary Message: *Buzzed Driving Is Drunk Driving*

## NOVEMBER

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**November 25**  
**Thanksgiving Holiday Travel**  
OCCUPANT PROTECTION  
Primary Message: *Buckle Up. Every Trip. Every Time.*  
**November 25 - December 11**  
**Pre-Holiday Season**  
IMPAIRED DRIVING  
Primary Message: *Buzzed Driving Is Drunk Driving*  
Twitter Chat: *Buzzed Driving*

## DECEMBER

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Jan 1						

**December 14 - January 1, 2017**  
**Holiday**  
IMPAIRED DRIVING  
Primary Message: *Drive Sober or Get Pulled Over*  
*Paid Media*  
TVB Project Roadblock: *Buzzed Driving Is Drunk Driving*