

2019 NHTSA Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

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			

Happy New Year!

FEBRUARY

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		

3 Super Bowl LIII (Atlanta, GA)
IMPAIRED DRIVING
Primary Message: *Fans Don't Let Fans Drive Drunk*

MARCH

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						

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

buzzed driving is drunk driving

APRIL

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						

U DRIVE. U TEXT. U PAY
National Distracted Driving Awareness Month
Primary Message: *U Drive. U Text. U Pay.*
Paid Media

3 National Walking Day

8-15 U Drive. U Text. U Pay. National Enforcement Mobilization

MAY

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	

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*

8 Bike to School Day

17 National Bike to Work Day

13-JUNE 2 Paid Media
Click It or Ticket
National Enforcement Mobilization
OCCUPANT PROTECTION
Primary Message: *Click It or Ticket*

JUNE

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						

Share the Road

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

JULY

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						

Vehicle Theft Prevention Month

4 Fourth of July
IMPAIRED DRIVING
Primary Message: *Drive Sober or Get Pulled Over*
Secondary Message: *Buzzed Driving Is Drunk Driving*
If You Feel Different, You Drive Different

DRIVE SOBER OR GET PULLED OVER

buzzed driving is drunk driving

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

act fast. Save a Life.

where's baby? Look before you lock.

31 National Heatstroke Prevention Day
HEATSTROKE AWARENESS
Paid Media

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	

Back to School Safety Month
Primary Message: *Walk, Bike, and Ride to School Safely!*

DRIVE SOBER OR GET PULLED OVER

14-SEPT 2
Paid Media
Drive Sober or Get Pulled Over
Ride Sober or Get Pulled Over
If You Feel Different, You Drive Different
Drive High - Get a DUI
National Enforcement Mobilization
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT DRIVE HIGH GET A DUI

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					

15-21 Child Passenger Safety Week
OCCUPANT PROTECTION

21 National Seat Check Saturday
Child Car Safety

OCTOBER

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			

2 National Walk to School Day

21-25 National School Bus Safety Week

20-26 National Teen Driver Safety Week
TEEN DRIVING ISSUES

buzzed driving is drunk driving designate a sober driver

31 Halloween
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*

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

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

27 Impaired Boycott Blackout Wednesday
If You Feel Different, You Drive Different

EVERY TRIP. BUCKLE UP EVERY TIME.

28 Thanksgiving Holiday Travel
OCCUPANT PROTECTION
Primary Message: *Buckle Up. Every Trip. Every Time.*

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

28-DEC 1 Impaired Dunk Dankssgiving
If You Feel Different, You Drive Different

buzzed driving is drunk driving designate a sober driver

29-DEC 10 Pre-Holiday Season
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*

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			

17 Older Driver Safety Awareness Week

DRIVE SOBER OR GET PULLED OVER

11-JAN 1
Paid Media
Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Message: *Drive Sober or Get Pulled Over*
If You Feel Different, You Drive Different
Drive High - Get a DUI
National Enforcement Mobilization
TVB Project Roadblock: *Buzzed Driving Is Drunk Driving*

buzzed driving is drunk driving designate a sober driver

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT DRIVE HIGH GET A DUI