

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
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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

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31						

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



APRIL

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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

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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*

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

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Share the Road


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

JULY

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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*

act fast. Save a Life.

31 where's baby? Look before you lock.

31 National Heatstroke Prevention Day
HEATSTROKE AWARENESS
Paid Media



AUGUST

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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

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15-21 Child Passenger Safety Week
OCCUPANT PROTECTION

21 National Seat Check Saturday
Child Car Safety

OCTOBER


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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

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



NOVEMBER

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

27 Impaired Boycott Blackout Wednesday
If You Feel Different, You Drive Different Drive High - Get a DUI

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 DRIVE HIGH GET A DUI

28-DEC 1
Impaired Dunk Dankssgiving
If You Feel Different, You Drive Different Drive High - Get a DUI

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

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29	30	31				

1-7 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



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