### JANUARY
- **January 1**
  - Happy New Year!

### FEBRUARY
- **February 2**
  - Super Bowl LIV
  - IMPAIRED DRIVING
  - Primary Message: Fans Don’t Let Fans Drive Drunk

### MARCH
- **March 2-6**
  - Vehicle Safety Recalls Week
- **March 17**
  - St. Patrick’s Day
  - IMPAIRED DRIVING
  - Primary Message: Buzzed Driving is Drunk Driving

### APRIL
- **April 1**
  - National Walking Day
- **April 6-13**
  - U Drive. U Text. U Pay.
  - DISTRACTED DRIVING
  - Paid Media
  - National Enforcement Mobilization

### MAY
- **May 1**
  - National Heatstroke Prevention Day
  - HEATSTROKE AWARENESS
  - Paid Media
- **May 6**
  - Bike to School Day
- **May 11-31**
  - Click It or Ticket
  - OCCUPANT PROTECTION
  - Paid Media
  - National Enforcement Mobilization

### JUNE
- **June 13**
  - National Ride to Work Day
  - MOTORCYCLE SAFETY
  - Primary Message: Share the Road With Motorcyclists

### JULY
- **July 4**
  - Fourth of July
  - IMPAIRED DRIVING
  - Primary Messages: Drive Sober or Get Pulled Over; Buzzed Driving is Drunk Driving; If You Feel Different, You Drive Different

### AUGUST
- **August 19 – September 7**
  - Drive Sober or Get Pulled Over
  - IMPAIRED DRIVING
  - Primary Messages: Drive Sober or Get Pulled Over; Ride Sober or Get Pulled Over; If You Feel Different, You Drive Different
  - Drive High - Get a DUI
  - Paid Media
  - National Enforcement Mobilization

### SEPTEMBER
- **September 20-26**
  - Child Passenger Safety Week
  - OCCUPANT PROTECTION
- **September 26**
  - National Seat Check Saturday

### OCTOBER
- **October 7**
  - National Walk to School Day
- **October 18-24**
  - National Teen Driver Safety Week
  - TEEN DRIVING ISSUES
- **October 19-23**
  - National School Bus Safety Week
- **October 31**
  - Halloween
  - IMPAIRED DRIVING
  - Primary Message: Buzzed Driving is Drunk Driving

### NOVEMBER
- **November 25-29**
  - Thanksgiving Holiday Travel
  - OCCUPANT PROTECTION
  - Paid Media
  - National Enforcement Mobilization
- **November 25**
  - Blackout Wednesday
- **November 26**
  - Ditch Danksgiving
- **November 30 – December 15**
  - Pre-Holiday Season
  - IMPAIRED DRIVING
  - Primary Message: Buzzed Driving is Drunk Driving

### DECEMBER
- **December 16 – January 1**
  - Holiday Season
  - IMPAIRED DRIVING
  - Primary Messages: Drive Sober or Get Pulled Over; If You Feel Different, You Drive Different
  - Drive High - Get a DUI
  - Project Roadblock: Buzzed Driving is Drunk Driving
  - Paid Media
  - National Enforcement Mobilization