If You Feel Different, You Drive Different. Drive High, Get a DUI

Drive Sober or Get Pulled Over

DRUG-IMPAIRED DRIVING

Vehicle Theft Prevention Month

MOTORCYCLE SAFETY

Vehicle Theft Prevention Month

DRUG-IMPAIRED DRIVING

Buzzed Driving Is Drunk Driving

DECEMBER

9/12 – 12/14

Rail Grade Crossing Campaign

Primary Message: Stop. Trains Can’t.

Paid Media

11/23 – 11/27

Thanksgiving Holiday Travel

IMPROVED DRIVING

IMPROVED DRIVING

Primary Messages: Buzzed Driving Is Drunk Driving

If You Feel Different, You Drive Different

11/24

Thanksgiving Holiday Travel

IMPROVED DRIVING

Primary Messages: Buzzed Driving Is Drunk Driving

If You Feel Different, You Drive Different

11/28 – 12/13

Pre-Holiday Season

IMPROVED DRIVING

IMPROVED DRIVING

Primary Messages: Buzzed Driving Is Drunk Driving

If You Feel Different, You Drive Different

OTHER EVENTS:

AUGUST

9/17 – 9/5

Drive Sober or Get Pulled Over

Impaired Driving National Enforcement Mobilization

IMPROVED DRIVING

IMPROVED 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.

OTHER EVENTS:

SEPTEMBER

9/12 – 12/14

Rail Grade Crossing Campaign

Primary Message: Stop. Trains Can’t.

Paid Media

9/12 – 9/24

Child Passenger Safety Week

OCCUPANT PROTECTION

OTHER EVENTS:

OCTOBER

Pedestrian Safety Month

9/12 – 12/14

Rail Grade Crossing Campaign

Primary Message: Stop. Trains Can’t.

Paid Media

10/16 – 10/22

National Teen Driver Safety Week

TEEN DRIVING ISSUES

10/31

Halloween

IMPROVED DRIVING

Primary Messages: Buzzed Driving Is Drunk Driving

If You Feel Different, You Drive Different

OTHER EVENTS:

NOVEMBER

9/12 – 12/14

Rail Grade Crossing Campaign

Primary Message: Stop. Trains Can’t.

Paid Media

11/23 – 11/27

Thanksgiving Holiday Travel

IMPROVED DRIVING

IMPROVED DRIVING

Primary Messages: Buzzed Driving Is Drunk Driving

If You Feel Different, You Drive Different

11/24

Thanksgiving Holiday Travel

IMPROVED DRIVING

Primary Messages: Buzzed Driving Is Drunk Driving

If You Feel Different, You Drive Different

11/28 – 12/13

Pre-Holiday Season

IMPROVED DRIVING

IMPROVED DRIVING

Primary Messages: Buzzed Driving Is Drunk Driving

If You Feel Different, You Drive Different

OTHER EVENTS:

JANUARY

1/1

Happy New Year!

OTHER EVENTS:

FEBRUARY

2/13

Super Bowl LVI

IMPROVED DRIVING

Primary Message: Fans Don’t Let Fans Drive Drunk

OTHER EVENTS:

MARCH

3/7 – 3/13

Vehicle Safety Recalls Week

3/17

St. Patrick’s Day

IMPROVED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

OTHER EVENTS:

APRIL

National Distracted Driving Awareness Month

4/4 – 4/11

U Drive. U Text. U Pay.

DISTRACTED DRIVING


Paid Media

4/20

Drug-Impaired Driving Campaign

Primary Message: If You Feel Different, You Drive Different

OTHER EVENTS:

MAY

National Youth Traffic Safety Month

Motorcycle Safety Awareness Month

5/1

National Heatstroke Prevention Day

HEATSTROKE AWARENESS

Paid Media

5/16 – 6/5

Click It or Ticket

OCCUPANT PROTECTION

Primary Message: Click It or Ticket

Paid Media for National Enforcement

OTHER EVENTS:

JUNE

6/20

National Ride to Work Day

MOTORCYCLE SAFETY

Primary Message: Share the Road With Motorcyclists

OTHER EVENTS:

JULY

Vehicle Theft Prevention Month

7/4

IMPROVED DRIVING

DRUG-IMPARED DRIVING

Primary Messages: Buzzed Driving Is Drunk Driving

Drive Sober or Get Pulled Over

Ride Sober or Get Pulled Over

If You Feel Different, You Drive Different

If You Feel Different, You Drive Different. Drive High, Get a DUI

OTHER EVENTS:

2022 NHTSA Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

U.S. Department of Transportation

National Highway Traffic Safety Administration

2022-001722-v10b