

# 2022 NHTSA Communications Calendar

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

## JANUARY

1/1  
Happy New Year!

OTHER EVENTS:

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

## FEBRUARY

2/13  
Super Bowl LVI  
IMPAIRED DRIVING  
Primary Message: Fans Don't Let Fans Drive Drunk

OTHER EVENTS:

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		

## MARCH

3/7 – 3/13  
Vehicle Safety Recalls Week  
3/17  
St. Patrick's Day  
IMPAIRED DRIVING  
Primary Message: Buzzed Driving Is Drunk Driving

OTHER EVENTS:



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	

## APRIL

National Distracted Driving Awareness Month  
4/4 – 4/11  
U Drive. U Text. U Pay.  
DISTRACTED DRIVING  
Primary Message: U Drive. U Text. U Pay.  
Paid Media  
4/20  
Drug-Impaired Driving Campaign  
Primary Message: If You Feel Different, You Drive Different

OTHER EVENTS:



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
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## MAY

National Youth Traffic Safety Month  
Motorcycle Safety Awareness Month  
5/1  
National Heatstroke Prevention Day  
HEATSTROKE AWARENESS  
Paid Media  
5/16 – 6/05  
Click It or Ticket  
OCCUPANT PROTECTION  
Primary Message: Click It or Ticket  
Paid Media for National Enforcement

OTHER EVENTS:



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				

## JUNE

6/20  
National Ride to Work Day  
MOTORCYCLE SAFETY  
Primary Message: Share the Road With Motorcyclists

OTHER EVENTS:



S	M	T	W	T	F	S
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
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## JULY

Vehicle Theft Prevention Month  
7/4  
IMPAIRED DRIVING  
DRUG-IMPAIRED 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:



S	M	T	W	T	F	S
						1
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30	31					

## AUGUST

8/17 – 9/5  
Drive Sober or Get Pulled Over  
Impaired Driving National Enforcement Mobilization  
IMPAIRED DRIVING  
DRUG-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

OTHER EVENTS:



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## SEPTEMBER

9/12 – 12/14  
Rail Grade Crossing Campaign  
Primary Message: Stop. Trains Can't.  
Paid Media  
9/18 – 9/24  
Child Passenger Safety Week  
OCCUPANT PROTECTION  
9/24  
National Seat Check Saturday

OTHER EVENTS:



S	M	T	W	T	F	S
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## 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  
IMPAIRED DRIVING  
Primary Messages:  
Buzzed Driving Is Drunk Driving  
If You Feel Different, You Drive Different

OTHER EVENTS:



S	M	T	W	T	F	S
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## NOVEMBER

9/12 – 12/14  
Rail Grade Crossing Campaign  
Primary Message: Stop. Trains Can't.  
Paid Media  
11/23 – 11/27  
Thanksgiving Holiday Travel  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
Primary Messages:  
Buzzed Driving Is Drunk Driving  
If You Feel Different, You Drive Different  
11/24  
Thanksgiving Holiday Travel  
OCCUPANT PROTECTION  
Primary Message: Buckle Up. Every Trip. Every Time.  
11/28 – 12/13  
Pre-Holiday Season  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
Primary Messages:  
Buzzed Driving Is Drunk Driving  
If You Feel Different, You Drive Different

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## DECEMBER

9/12 – 12/14  
Rail Grade Crossing Campaign  
Primary Message: Stop. Trains Can't.  
Paid Media  
12/14 – 1/1/23  
Holiday Season  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
Primary Messages:  
Drive Sober or Get Pulled Over  
If You Feel Different, You Drive Different. Drive High, Get a DUI  
Paid Media  
12/26 – 12/31  
TV Bureau of Advertising Roadblock  
Primary Message:  
Buzzed Driving Is Drunk Driving

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