

NHTSA 2023 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				

January 1
Happy New Year!

FEBRUARY

S	M	T	W	T	F	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

February 12
Super Bowl LVII
IMPAIRED DRIVING
Primary Message:
Fans Don't Let Fans Drive Drunk

MARCH

S	M	T	W	T	F	S
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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	

March 6 - 12
VEHICLE SAFETY RECALLS WEEK

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




APRIL


S	M	T	W	T	F	S
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

National Distracted Driving Awareness Month

April 3 - 10
DISTRACTED DRIVING
Primary Message:
U Drive. U Text. U Pay.



April 20
DRUG-IMPAIRED DRIVING CAMPAIGN
Primary Message:
If You Feel Different, You Drive Different



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			

National Youth Traffic Safety Month

National Bicycle Safety Month

Motorcycle Safety Awareness Month

May 1
National Heatstroke Prevention Day
HEATSTROKE AWARENESS
Paid Media

May 15 - June 4
Click It or Ticket
OCCUPANT PROTECTION
Primary Message:
Click It or Ticket
Paid Media





JUNE


S	M	T	W	T	F	S
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11	12	13	14	15	16	17
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25	26	27	28	29	30	

JULY


S	M	T	W	T	F	S
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23	24	25	26	27	28	29
30	31					

Vehicle Theft Prevention Month

July 4
Fourth of July
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



July 10 - 31
SPEED CAMPAIGN



AUGUST

S	M	T	W	T	F	S
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August 16 - September 4
AUGUST/LABOR DAY IMPAIRED DRIVING
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




SEPTEMBER

S	M	T	W	T	F	S
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

September 17 - 23
CHILD PASSENGER SAFETY WEEK
OCCUPANT PROTECTION



September 23
NATIONAL SEAT CHECK SATURDAY

OCTOBER



S	M	T	W	T	F	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Pedestrian Safety Month

October 15 - 21
NATIONAL TEEN DRIVER SAFETY WEEK
TEEN DRIVING ISSUES

October 16-20
NATIONAL SCHOOL BUS SAFETY WEEK

October 31
Halloween
IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different


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		


November 22
BLACKOUT WEDNESDAY
Primary Message:
Buzzed Driving Is Drunk Driving

November 22 - 26
Thanksgiving Holiday Travel
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

November 23 - Thanksgiving
OCCUPANT PROTECTION
Primary Message:
Buckle Up. Every Trip. Every Time.





November 27 - December 12
Pre-Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different



DECEMBER

S	M	T	W	T	F	S
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

December 13 - January 1, 2024
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

December 26 - 31
TV Bureau of Advertising Roadblock
Primary Message:
Buzzed Driving Is Drunk Driving

