

NHTSA 2023 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

| 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 |
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January 1
Happy New Year!

FEBRUARY

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

MARCH

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| 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

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National Distracted Driving Awareness Month
April 3 - 10
DISTRACTED DRIVING
Primary Message:
U Drive. U Text. U Pay.
Paid Media
April 20
DRUG-IMPAIRED DRIVING CAMPAIGN
Primary Message:
If You Feel Different, You Drive Different



MAY

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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

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JULY

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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

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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

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September 17 - 23
CHILD PASSENGER SAFETY WEEK
OCCUPANT PROTECTION
September 23
NATIONAL SEAT CHECK SATURDAY



OCTOBER

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| 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 |
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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

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| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | Jan 1 2024 | | | | | |

December 13 - January 1, 2024
Winter 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

