

# NHTSA 2020 Communications Calendar

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

## JANUARY

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**Happy New Year!**

## FEBRUARY

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**February 2**  
Super Bowl LIV  
IMPAIRED DRIVING  
Primary Message: *Fans Don't Let Fans Drive Drunk*

## MARCH

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**March 2-6**  
Vehicle Safety Recalls Week

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



## APRIL

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**April 1**  
National Walking Day

## MAY

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**National Youth Traffic Safety Month**  
**Motorcycle Safety Awareness Month**  
**National Bicycle Safety Month**


**May 6**  
Bike to School Day

**May 15**  
National Bike to Work Day

## JUNE

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**June 15**  
National Ride to Work Day  
MOTORCYCLE SAFETY  
Primary Message: *Share the Road With Motorcyclists*



## JULY

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**Heatstroke Awareness**  
Paid Media  
July-September



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





## AUGUST

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**Heatstroke Awareness**  
Paid Media  
July-September



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





## SEPTEMBER

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**Heatstroke Awareness**  
Paid Media  
July-September



**September 20-26**  
Child Passenger Safety Week  
OCCUPANT PROTECTION




**September 26**  
National Seat Check Saturday

## OCTOBER


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**Pedestrian Safety Month**

**October 5-12**  
*U Drive. U Text. U Pay.*  
DISTRACTED DRIVING  
Primary Message: *U Drive. U Text. U Pay.*  
Paid Media  
National Enforcement Mobilization



**October 5 – November 8**  
Rail Grade Crossing




**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

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**November 9-29**  
*Click It or Ticket*  
OCCUPANT PROTECTION  
Paid Media  
National Enforcement Mobilization



**November 25-29**  
Thanksgiving Holiday Travel  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING



**November 25**  
Blackout Wednesday

**November 26**  
Ditch Dankssgiving

**November 26**  
Thanksgiving Holiday Travel  
OCCUPANT PROTECTION  
Primary Message: *Buckle Up. Every Trip. Every Time.*



**November 30 – December 15**  
Pre-Holiday Season  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
Primary Message: *Buzzed Driving Is Drunk Driving*



## DECEMBER

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**December 16 - January 1**  
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  
Project Roadblock:  
*Buzzed Driving Is Drunk Driving*  
Paid Media  
National Enforcement Mobilization



