

2022 NHTSA Communications Calendar

Campaign Material Available at 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
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30	31					



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
						1
2	3	4	5	6	7	8
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30	31					

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
2	3	4	5	6	7	8
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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:



S	M	T	W	T	F	S
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SEPTEMBER

9/12 – 10/30

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:



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OCTOBER

Pedestrian Safety Month

9/12 – 10/30

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:



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NOVEMBER

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

OTHER EVENTS:



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30	31					

DECEMBER

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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U.S. Department of Transportation
National Highway Traffic Safety Administration

