## 2022 NHTSA Communications Calendar


### JANUARY
- **1/1**
  - Happy New Year!

### FEBRUARY
- **2/13**
  - Super Bowl LVI
  - IMPAIRED DRIVING
  - Primary Message: Fans Don’t Let Fans Drive Drunk

### MARCH
- **3/17**
  - St. Patrick’s Day
  - IMPAIRED DRIVING
  - Primary Message: Buzzed Driving Is Drunk Driving

### APRIL
- **4/4 – 4/11**
  - National Distracted Driving Awareness Month
  - U Drive. U Text. U Pay.
  - DISTRACTED DRIVING
  - Paid Media

### MAY
- **5/1**
  - National Youth Traffic Safety Month
  - Motorcycle Safety Awareness Month

### JUNE
- **6/20**
  - National Ride to Work Day
  - MOTOCYCLE SAFETY
  - Primary Message: Share the Road With Motorcyclists

### JULY
- **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. Drive High, Get a DUI

### 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

### SEPTEMBER
- **9/12 – 10/30**
  - Rail Grade Crossing Campaign
  - Primary Message: Stop. Trains Can’t.
  - Paid Media

### OCTOBER
- **10/16 – 10/22**
  - National Teen Driver Safety Week
  - TEEN DRIVING ISSUES

### 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

### DECEMBER
- **12/26 – 12/31**
  - TV Bureau of Advertising Roadblock
  - Primary Message: Buzzed Driving Is Drunk Driving