

NHTSA 2017 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				

Happy New Year!

FEBRUARY

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				

February 5

Super Bowl LI

IMPAIRED DRIVING

Primary Message: Fans Don't Let Fans Drive Drunk

Twitter Chat: Super Bowl

MARCH

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	

March 17

St. Patrick's Day

IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

Twitter Chat: Buzzed Driving

APRIL

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						

National Distracted Driving Awareness Month

Primary Message: U Drive. U Text. U Pay.

April (TBD)

U Drive. U Text. U Pay.

National Enforcement Mobilization

Tweet Up: #justdrive

Paid Media

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			

Motorcycle Safety Awareness Month

Primary Message: Motorists: Share the Road With Motorcyclists and Scooter Riders

Bicycle Safety Month

Primary Message: Share the Road With Bicyclists

Cinco de Mayo – Friday, May 5

IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

May 15 – June 4

Click It or Ticket

National Enforcement Mobilization

OCCUPANT PROTECTION

Primary Message: Click It or Ticket

Paid Media

May 22 – June 4

National Tire Safety Week

Heatstroke Awareness

Paid Media

JUNE

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	

June 19

National Ride to Work Day

Primary Message: Share the Road With Motorcyclists and Scooter Riders

Heatstroke Awareness

Paid Media

JULY

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					

Vehicle Theft Prevention Month

July 4, Fourth of July

IMPAIRED DRIVING

Primary Message: Drive Sober or Get Pulled Over

Secondary Message: Buzzed Driving Is Drunk Driving

Twitter Chat: Buzzed Driving

July 31

National Heatstroke Prevention Day

Heatstroke Awareness

Paid Media

AUGUST

S	M	T	W	T	F	S
			1	2	3	4
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		

Back to School Safety Month

Primary Message: Walk, Bike, and Ride to School Safely!

August 16 – September 3

Drive Sober or Get Pulled Over

National Enforcement

IMPAIRED DRIVING

Primary Message: Drive Sober or Get Pulled Over

Paid Media

Heatstroke Awareness

Paid Media

SEPTEMBER

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16