

# NHTSA 2017 Communications Calendar

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

## JANUARY

S	M	T	W	T	F	S	
1	2	3	4	5	6	7	Happy New Year!
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

## FEBRUARY

S	M	T	W	T	F	S	
			1	2	3	4	February 5 Super Bowl LI IMPAIRED DRIVING Primary Message: <i>Fans Don't Let Fans Drive Drunk</i> Twitter Chat: <i>Super Bowl</i>
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28					

## MARCH

S	M	T	W	T	F	S	
			1	2	3	4	March 17 St. Patrick's Day IMPAIRED DRIVING Primary Message: <i>Buzzed Driving Is Drunk Driving</i> Twitter Chat: <i>Buzzed Driving</i>
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

S	M	T	W	T	F	S	
						1	National Distracted Driving Awareness Month Primary Message: <i>U Drive. U Text. U Pay.</i>
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	April (TBD) <i>U Drive. U Text. U Pay.</i>
16	17	18	19	20	21	22	National Enforcement Mobilization Tweet Up: <i>#justdrive</i> <i>Paid Media</i>
23	24	25	26	27	28	29	
30							

## MAY

S	M	T	W	T	F	S	
	1	2	3	4	5	6	Motorcycle Safety Awareness Month Primary Message: <i>Motorists: Share the Road With Motorcyclists and Scooter Riders</i>
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	Bicycle Safety Month Primary Message: <i>Share the Road With Bicyclists</i>
28	29	30	31				
							Cinco de Mayo – Friday, May 5 IMPAIRED DRIVING Primary Message: <i>Buzzed Driving Is Drunk Driving</i>
							May 15 – June 4 <i>Click It or Ticket</i> National Enforcement Mobilization OCCUPANT PROTECTION Primary Message: <i>Click It or Ticket</i> <i>Paid Media</i>
							May 22 – June 4 National Tire Safety Week Heatstroke Awareness <i>Paid Media</i>

## JUNE

S	M	T	W	T	F	S	
				1	2	3	June 19 National Ride to Work Day Primary Message: <i>Share the Road With Motorcyclists and Scooter Riders</i>
4	5	6	7	8	9	10	Heatstroke Awareness <i>Paid Media</i>
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30		

## JULY

S	M	T	W	T	F	S	
						1	Vehicle Theft Prevention Month
2	3	4	5	6	7	8	July 4, Fourth of July IMPAIRED DRIVING Primary Message: <i>Drive Sober or Get Pulled Over</i> Secondary Message: <i>Buzzed Driving Is Drunk Driving</i> Twitter Chat: <i>Buzzed Driving</i>
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						July 31 National Heatstroke Prevention Day Heatstroke Awareness <i>Paid Media</i>

## AUGUST

S	M	T	W	T	F	S	
			1	2	3	4	5
6	7	8	9	10	11	12	Back to School Safety Month Primary Message: <i>Walk, Bike, and Ride to School Safely!</i>
13	14	15	16	17	18	19	August 16 – September 3 <i>Drive Sober or Get Pulled Over</i> National Enforcement IMPAIRED DRIVING Primary Message: <i>Drive Sober or Get Pulled Over</i> <i>Paid Media</i>
20	21	22	23	24	25	26	Heatstroke Awareness <i>Paid Media</i>
27	28	29	30	31			

## SEPTEMBER

S	M	T	W	T	F	S	
					1	2	September 17 – 23 Child Passenger Safety Week OCCUPANT PROTECTION Twitter Chat: <i>Child Passenger Safety</i>
3	4	5	6	7	8	9	September 23 National Seat Check Saturday Heatstroke Awareness <i>Paid Media</i>
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

## OCTOBER

S	M	T	W	T	F	S	
1	2	3	4	5	6	7	October 4 Walk to School Day
8	9	10	11	12	13	14	October 15 – 21 National Teen Driver Safety Week TEEN DRIVING ISSUES Primary Message: <i>5 to Drive</i>
15	16	17	18	19	20	21	October 16 – 20 National School Bus Safety Week
22	23	24	25	26	27	28	October 31 Halloween IMPAIRED DRIVING Primary Message: <i>Buzzed Driving Is Drunk Driving</i>
29	30	31					

## NOVEMBER

S	M	T	W	T	F	S	
			1	2	3	4	November 24 Thanksgiving Holiday Travel OCCUPANT PROTECTION Primary Message: <i>Buckle Up. Every Trip. Every Time.</i>
5	6	7	8	9	10	11	November 24 – December 12 Pre-Holiday Season IMPAIRED DRIVING Primary Message: <i>Buzzed Driving Is Drunk Driving</i> Twitter Chat: <i>Buzzed Driving</i>
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30			

## DECEMBER

S	M	T	W	T	F	S	
					1	2	December 13 – 31 Holiday Season IMPAIRED DRIVING Primary Message: <i>Drive Sober or Get Pulled Over</i> <i>Paid Media</i>
3	4	5	6	7	8	9	TVB Project Roadblock: <i>Buzzed Driving Is Drunk Driving</i>
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31							