

OTS 2026 - 2027 COMMUNICATIONS CALENDAR

Campaign materials available at gosafelyca.org/media-toolkits

OCT
2026

DATE	EVENT	CAMPAIGN	
Month of October	National Pedestrian Safety Month	Everyone is a Pedestrian	
October 7	Bike, Walk and Roll to School Day	Bike/Walk/Roll to School	
October 17	National Move Over Day	National Move Over Day	
October 18 - 24	National Teen Driver Safety Week	Just Drive	
October 19 - 23	National School Bus Safety Week	Buses Need a Brake	
October 25-31	Halloween Buzzed Driving is Drunk Driving Enforcement	Choose a Sober Way to Go	

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NOV
2026

DATE	EVENT	CAMPAIGN	
November 1 - 7	Drowsy Driving Prevention Week	Drowsy Driving	
November 15	World Day of Remembrance	N/A	
November 2 - 6	National Crash Responder Safety Week	N/A	
November 25	Drinksgiving/Blackout Wednesday	Choose a Sober Way to Go	
November 23 - 29	Thanksgiving Holiday Travel Impaired Driving Enforcement Campaign	Choose a Sober Way to Go	
November 23 - 29	Thanksgiving Holiday Travel Occupant Protection: Buckle Up. Every Trip. Every Time.	Click It or Ticket	

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DEC
2026

DATE	EVENT	CAMPAIGN	
Month of December	National Drunk & Drug Impaired Driving Prevention Month	Choose a Sober Way to Go	
December 16 - January 1, 2026	Winter Holidays Impaired Driving Enforcement	Choose a Sober Way to Go	
December 7 - 11	Older Driver Safety Awareness Week	Go Safely, California	
December 16 - January 1, 2027	Holiday Season Impaired Driving Enforcement Mobilization	Choose a Sober Way to Go	
December 26 - January 1, 2027	Project Roadblock	Choose a Sober Way to Go	

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JAN
2027

DATE	EVENT	CAMPAIGN	
January 1	New Year's Day	Go Safely, California	
January 1	DUI enforcement	Choose a Sober Way to Go	

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FEB
2027

DATE	EVENT	CAMPAIGN	
February 8- 14	Super Bowl Sunday Fans Don't Let Fans Drive Drunk Impaired Driving Campaign	Choose a Sober Way to Go	

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MAR
2027

DATE	EVENT	CAMPAIGN	
March 6 - 9	2027 Lifesavers Conference (San Antonio, Texas)	N/A	
March 8 - 14	Vehicle Safety Recalls Week	Vehicle Safety Recalls Week	
March 11 - 17	St. Patrick's Day Buzzed Driving is Drunk Driving Anti-DUI Campaign	Choose a Sober Way to Go	
March 15 - 21	National Drug & Alcohol Facts Week	Shatter the Myth	

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APR
2027

DATE	EVENT	CAMPAIGN	
Month of April	Alcohol Awareness Month	Choose a Sober Way to Go	
Month of April	Distracted Driving Awareness Month	Just Drive	
April 7	National Walking Day	Think Two Steps Ahead	
April 5 - 12	National Distracted Driving Enforcement Mobilization	Just Drive	
April 11 - 17	National Public Safety Telecommunicators Week	N/A	
April 14 - 20	If You Feel Different, You Drive Different Enforcement Mobilization	Drug-Impaired Driving Campaign	
April 19 - 23	National Work Zone Awareness Week	National Work Zone Awareness Week	

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CONTINUED

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MAY
2027

DATE	EVENT	CAMPAIGN	
Month of May	National Bicycle Safety Month	Go Safely, California	
Month of May	Motorcycle Safety Awareness Month	Check Twice for Motorcycles	
Month of May	National Youth Traffic Safety Month	N/A	
May 9 - 15	National Police Week	N/A	
May 16 - 22	EMS Week	N/A	
May 17 - June 6	Click It or Ticket National Enforcement Mobilization	Click It or Ticket	
May 28	National Heatstroke Awareness Day	Where's Baby?	

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JUN
2027

DATE	EVENT	CAMPAIGN	
June 6	Secure Your Load Day	Secure Your Load	
June 8	National Ride to Work Day	Look Twice for Motorcycles	
Last week of June	Tire Safety Week	N/A	

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JUL
2027

DATE	EVENT	CAMPAIGN	
Month of July	Vehicle Theft Prevention Month	Keep Your Keys Out of the Hands of Thieves	
June 28 - July 4	4th of July Impaired Driving Enforcement Mobilization	Choose a Sober Way to Go	
July 5 - 31	Speeding Campaign	Speeding Catches Up With You	

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AUG
2027

DATE	EVENT	CAMPAIGN	
Month of August	Back to School Safety Month	Buses Need a Brake	
August 1 - 7	National Stop on Red Week	Stop on Red Week	
August 11 - September 5	Drive Sober or Get Pulled Over Impaired Driving Enforcement Mobilization	Choose a Sober Way to Go	

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SEP
2027

DATE	EVENT	CAMPAIGN	
Month of September	California Pedestrian Safety Month	Think Two Steps Ahead	
August 28 - September 1	Governors Highway Safety Association Annual Meeting: Anaheim, California	GHSA	
September 19 - 25	Child Passenger Safety Week	The Right Seat	
September 25	National Seat Check Saturday	The Right Seat	

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YEAR-ROUND CAMPAIGNS

HIGHWAY WORKER SAFETY	COMMUNITY CALL TO ACTION	WRONG-WAY DRIVING	VEHICLE RECALLS
			

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Go Safely, California is a public awareness and education program through the California Office of Traffic Safety.

- SINGLE DAY CAMPAIGN
- MONTH LONG CAMPAIGN
- MULTI-DAY CAMPAIGN
- MAJOR HOLIDAY
- OVERLAPPING CAMPAIGN

