

OTS 2020 - 2021 COMMUNICATIONS CALENDAR

Campaign materials available at www.gosafelyca.org/toolkits

OCTOBER 2020

DATE	EVENT	CAMPAIGN
October 5 - 12	Distracted Driving National Enforcement Mobilization (Moved from April)	Just Drive
October 7	Walk to School Day	Think Two Steps Ahead
October 17 - 20	International Association of Chiefs of Police Annual Conference in New Orleans, Louisiana	International Association of Chiefs of Police
October 18 - 24	National Teen Driver Safety Week	Just Drive
October 19 - 23	National School Bus Safety Week	Buses Need a Brake
October 19 - 31	*NEW* Speeding	Not So Fast
October 31	Halloween Buzzed Driving is Drunk Driving Enforcement	Sober or Hand 'Em Over



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NOVEMBER 2020

DATE	EVENT	CAMPAIGN
November 16 - 29	National Click It or Ticket Seat Belt Enforcement Mobilization (Moved from May)	Click It or Ticket
November 25 - 29	Thanksgiving Holiday Travel Impaired Driving Enforcement Campaign	Sober or Hand 'Em Over/ DUIDJMB
November 26	Thanksgiving Holiday Travel Occupant Protection: Buckle Up. Every Trip. Every Time.	Click It or Ticket
November 30 - December 15	Pre-Holiday Season Impaired Driving Enforcement.	Sober or Hand 'Em Over/DUIDJMB



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DECEMBER 2020

DATE	EVENT	CAMPAIGN
Month of December	National Drunk & Drug Impaired Driving Prevention Month	Sober or Hand 'Em Over/ DUIDJMB
December 7 - 11	Older Driver Safety Awareness Week	Go Safely, California
December 16, 2020 - January 1, 2021	Drive Sober or Get Pulled Over Campaign	Alcohol and Drug Impaired Driving



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JANUARY 2021

DATE	EVENT	CAMPAIGN
Month of January	Happy New Year!	Go Safely, California



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FEBRUARY 2021

DATE	EVENT	CAMPAIGN
February 7	Super Bowl Sunday High Visibility Enforcement DUI Campaign	Sober or Hand 'Em Over



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MARCH 2021

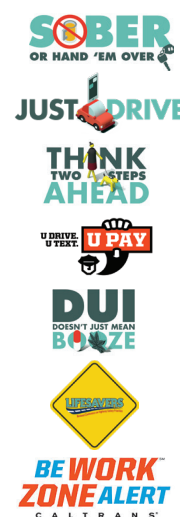
DATE	EVENT	CAMPAIGN
March 8-12	Vehicle Safety Recalls Week	Vehicle Safety Recalls Week
March 17	Saint Patrick's Day Impaired Driving Enforcement Anti-DUI Campaign	Sober or Hand 'Em Over



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APRIL 2021

DATE	EVENT	CAMPAIGN
Month of April	Alcohol Awareness Month	Sober or Hand 'Em Over
Month of April	Distracted Driving Awareness Month	Just Drive
April 1	National Walking Day	Think Two Steps Ahead
April 5-12	Distracted Driving National Enforcement Mobilization	U Drive. U Text. U Pay. & Just Drive
April (TBD)	Statewide Distracted Driving Enforcement Mobilization	Just Drive
April 20	If You Feel Different, You Drive Different Enforcement Mobilization	Drug-Impaired Driving Campaign
April 25-27	2021 Lifesavers Conference: Long Beach, California	N/A
April 26-30	National Work Zone Awareness Week	National Work Zone Awareness Week



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Visit **gosafelyca.org**

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



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CONTINUED

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MAY 2021

DATE	EVENT	CAMPAIGN
Month of May	National Youth Traffic Safety Month	Go Safely, California
Month of May	Motorcycle Safety Awareness Month	Check Twice for Motorcycles
Month of May	National Bicycle Safety Month	N/A
May 1	National Heatstroke Awareness Day	Where's Baby?
May 5	National Bike to School Day	N/A
May 9-15	National Police Week	N/A
May 16-22	EMS Week	N/A
May (Week TBD)	Tire Safety Week	N/A
May 17 - June 6	Click It or Ticket National Enforcement Mobilization	Click It or Ticket



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JUNE 2021

DATE	EVENT	CAMPAIGN
June 6	Secure Your Load Day	Secure Your Load
June 21	National Ride to Work Day	Look Twice for Motorcycles



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JULY 2021

DATE	EVENT	CAMPAIGN
Month of July	Vehicle Theft Prevention Month	Keep your keys out of the hands of thieves
July 4	4th of July Impaired Driving Enforcement Mobilization	Sober or Hand 'Em Over



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AUGUST 2021

DATE	EVENT	CAMPAIGN
Month of August	Back to School Safety Month	Buses Need a Brake
August (Week TBD)	National Stop on Red Week	Stop on Red Week
August 20 - September 6	Drive Sober or Get Pulled Over Impaired Driving Enforcement Mobilization	Sober or Hand 'Em Over
August 28 - September 1	Governors Highway Safety Association Annual Conference: Denver, Colorado	GHSA



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SEPTEMBER 2021

DATE	EVENT	CAMPAIGN
Month of September	California Pedestrian Safety Month	Think Two Steps Ahead
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

DROWSY DRIVING	LARGE TRUCK SAFETY	SCOOTER SAFETY

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