

OTS 2025 - 2026 COMMUNICATIONS CALENDAR

Campaign materials available at gosafelyca.org/media-toolkits

OCT 2025

DATE	EVENT	CAMPAIGN	
Month of October	National Pedestrian Safety Month	Everyone is a Pedestrian	
October 8	Bike, Walk and Roll to School Day	Bike/Walk/Roll to School	
October 18	National Move Over Day	National Move Over Day	
October 19 - 25	National Teen Driver Safety Week	Just Drive	
October 20 - 24	National School Bus Safety Week	Buses Need a Brake	
October 31	Halloween Buzzed Driving is Drunk Driving Enforcement	Choose a Sober Way to Go	

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NOV 2025

DATE	EVENT	CAMPAIGN	
November 2 - 8	Drowsy Driving Prevention Week	Drowsy Driving	
November 16	World Day of Remembrance	N/A	
November 17 - 21	National Crash Responder Safety Week	N/A	
November 25 - 29	Drinksgiving/Blackout Wednesday	Choose a Sober Way to Go	
November 26 - 30	Thanksgiving Holiday Travel Impaired Driving Enforcement Campaign	Choose a Sober Way to Go	
November 25 - 30	Thanksgiving Holiday Travel Occupant Protection: Buckle Up. Every Trip. Every Time.	Click It or Ticket	

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DEC 2025

DATE	EVENT	CAMPAIGN	
Month of December	National Drunk & Drug Impaired Driving Prevention Month	Choose a Sober Way to Go	
December 1 - 10	Pre-Holiday Season Impaired Driving Enforcement	Choose a Sober Way to Go	
December 1 - 5	Older Driver Safety Awareness Week	Go Safely, California	
December 12 - January 1, 2026	Holiday Season Impaired Driving Enforcement Mobilization	Choose a Sober Way to Go	
December 26 - 31	TV Bureau of Advertising Roadblock	Choose a Sober Way to Go	

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JAN 2026

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 2026

DATE	EVENT	CAMPAIGN	
February 8	Super Bowl Sunday High Visibility Enforcement DUI Campaign	Choose a Sober Way to Go	

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MAR 2026

DATE	EVENT	CAMPAIGN	
March 2 - 8	Vehicle Safety Recalls Week	Vehicle Safety Recalls Week	
March 17	St. Patrick's Day Buzzed Driving is Drunk Driving Anti-DUI Campaign	Choose a Sober Way to Go	
March 16 - 22	National Drug & Alcohol Facts Week	Shatter the Myth	

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APR 2026

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 1	National Walking Day	Think Two Steps Ahead	
April 9 - 13	Statewide Distracted Driving Enforcement Mobilization	Just Drive	
April 9 - 13	Distracted Driving National Enforcement Month	U Drive. U Text. U Pay. & Just Drive	
April 14 - 20	If You Feel Different, You Drive Different Enforcement Mobilization	Drug-Impaired Driving Campaign	
April 20 - 24	National Work Zone Awareness Week	National Work Zone Awareness Week	






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CONTINUED




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MAY 2026

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 1	National Heatstroke Prevention Day	Where's Baby? 
May 10 - 16	National Police Week	N/A
May 17 - 23	EMS Week	EMS WEEK 
May 18 - 31	Click It or Ticket National Enforcement Mobilization	Click It or Ticket 



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JUN 2026

DATE	EVENT	CAMPAIGN
June 6	Secure Your Load Day	Secure Your Load 
June 9	National Ride to Work Day	Look Twice for Motorcycles 
June 29 - July 3	Tire Safety Week	N/A 

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JUL 2026

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	Choose a Sober Way to Go 
July 6 - 31	Speeding Campaign	Speeding Catches Up With You 

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AUG 2026

DATE	EVENT	CAMPAIGN
Month of August	Back to School Safety Month	Buses Need a Brake 
August 2 - 8	National Stop on Red Week	Stop on Red Week 
August 14 - September 7	Drive Sober or Get Pulled Over Impaired Driving Enforcement Mobilization	Choose a Sober Way to Go 

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SEP 2026

DATE	EVENT	CAMPAIGN
Month of September	California Pedestrian Safety Month	Think Two Steps Ahead 
September 20 - 26	Child Passenger Safety Week	The Right Seat 
September 26	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



CALIFORNIA OFFICE OF TRAFFIC SAFETY IN PARTNERSHIP WITH CALTRANS