

OTS 2022 - 2023 COMMUNICATIONS CALENDAR

Campaign materials available at gosafelyca.org/media-toolkits

OCT
2022

DATE	EVENT	CAMPAIGN	
Month of October	National Pedestrian Safety Month	Everyone is a Pedestrian	
October 12	Bike, Walk and Roll to School Day	Bike/Walk/Roll to School	
October 16 - 22	National Teen Driver Safety Week	Just Drive	
October 17	National Move Over Day	National Move Over Day	
October 17 - 21	National School Bus Safety Week	Buses Need a Brake	
October 31	Halloween Buzzed Driving is Drunk Driving Enforcement	Drive Sober or Hand 'Em Over	

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NOV
2022

DATE	EVENT	CAMPAIGN	
November 6 - 13	Drowsy Driving Prevention Week	Drowsy Driving	
November 23 - 27	Thanksgiving Holiday Travel Impaired Driving Enforcement Campaign	Sober or Hand 'Em Over/DUIDJMB	
November 24	Thanksgiving Holiday Travel Occupant Protection: Buckle Up. Every Trip. Every Time.	Click It or Ticket	
November 28 - December 13	Pre-Holiday Season Impaired Driving Enforcement.	Sober or Hand 'Em Over/DUIDJMB	

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DEC
2022

DATE	EVENT	CAMPAIGN	
Month of December	National Drunk & Drug Impaired Driving Prevention Month	Sober or Hand 'Em Over/DUIDJMB	
December 5 - 9	Older Driver Safety Awareness Week	Go Safely, California	
December 14 - January 1, 2023	Holiday Season Impaired Driving Enforcement Mobilization	Sober or Hand 'Em Over/DUIDJMB	

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JAN
2023

DATE	EVENT	CAMPAIGN	
January 1	New Year's Day	Go Safely, California	
January 1	DUI enforcement	Sober or Hand 'Em Over/DUIDJMB	

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FEB
2023

DATE	EVENT	CAMPAIGN	
February 12	Super Bowl Sunday High Visibility Enforcement DUI Campaign	Sober or Hand 'Em Over	

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MAR
2023

DATE	EVENT	CAMPAIGN	
March 6 - 12	Vehicle Safety Recalls Week	Vehicle Safety Recalls Week	
March 17	St. Patrick's Day Buzzed Driving is Drunk Driving Anti-DUI Campaign	Sober or Hand 'Em Over	
March 20 - 26	National Drug & Alcohol Facts Week	Shatter the Myth	

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APR
2023

DATE	EVENT	CAMPAIGN	
Month of April	Alcohol Awareness Month	Sober or Hand 'Em Over	
Month of April	Distracted Driving Awareness Month	Just Drive	
April 2 - 4	2023 Lifesavers Conference (Seattle, WA)	N/A	
April 5	National Walking Day	Think Two Steps Ahead	
April 3 - 10	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 26-30	National Work Zone Awareness Week	National Work Zone Awareness Week	

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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
2023

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 14 - 20	National Police Week	N/A	
May 21 - 27	EMS Week	N/A	
May 15 - June 4	Click It or Ticket National Enforcement Mobilization	Click It or Ticket	


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JUN
2023

DATE	EVENT	CAMPAIGN	
June 6	Secure Your Load Day	Secure Your Load	
June 19	National Ride to Work Day	Look Twice for Motorcycles	
Last week of June	Tire Safety Week	N/A	





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JUL
2023

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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AUG
2023

DATE	EVENT	CAMPAIGN	
Month of August	Back to School Safety Month	Buses Need a Brake	
August 6 - 12	National Stop on Red Week	Stop on Red Week	
August 12 - 16	Governors Highway Safety Association Annual Meeting: New York, N.Y.	GHSA	
August 16 - September 4	Drive Sober or Get Pulled Over Impaired Driving Enforcement Mobilization	Sober or Hand 'Em Over	

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SEP
2023

DATE	EVENT	CAMPAIGN	
Month of September	California Pedestrian Safety Month	Think Two Steps Ahead	
September 17 - 23	Child Passenger Safety Week	The Right Seat	
September 23	National Seat Check Saturday	The Right Seat	

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YEAR-ROUND CAMPAIGNS

HIGHWAY WORKER SAFETY	SLOW THE FAST DOWN	WRONG-WAY DRIVING	VEHICLE RECALLS
			 

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