### JANUARY
- **Happy New Year!**

### FEBRUARY
- **February 2**
  - Super Bowl LIV
  - IMPAIRED DRIVING
  - Primary Message: Fans Don’t Let Fans Drive Drunk

### MARCH
- **March 2-6**
  - Vehicle Safety Recalls Week
- **March 17**
  - St. Patrick’s Day
  - IMPAIRED DRIVING
  - Primary Message: Buzzed Driving Is Drunk Driving

### APRIL
- **April 1**
  - National Distracted Driving Awareness Month
- **April 6-13**
  - U Drive. U Text. U Pay.
  - DISTRACTED DRIVING
  - Paid Media
  - National Enforcement Mobilization

### MAY
- **May 1**
  - National Heatstroke Prevention Day
  - HEATSTROKE AWARENESS
  - Paid Media
- **May 6**
  - Bike to School Day
- **May 11-31**
  - Click It or Ticket
  - OCCUPANT PROTECTION
  - Paid Media
  - National Enforcement Mobilization

### JUNE
- **June 15**
  - National Ride to Work Day
  - MOTORCYCLE SAFETY

### JULY
- **July 4**
  - Fourth of July
  - IMPAIRED DRIVING
  - Primary Messages: Drive Sober or Get Pulled Over; Buzzed Driving Is Drunk Driving; If You Feel Different, You Drive Different

### AUGUST
- **August 19 – 21**
  - Child Passenger Safety Week
  - OCCUPANT PROTECTION

### SEPTEMBER
- **September 20-26**
  - National Seat Check Saturday
  - Paid Media
  - National Enforcement Mobilization

### OCTOBER
- **October 1**
  - National Walking Day
- **October 7**
  - National Walk to School Day
- **October 18-24**
  - National Teen Driver Safety Week
  - TEEN DRIVING ISSUES
- **October 31**
  - Halloween
  - IMPAIRED DRIVING
  - Primary Message: Buzzed Driving Is Drunk Driving

### NOVEMBER
- **November 26**
  - Thanksgiving Holiday Travel
  - OCCUPANT PROTECTION
- **November 25-29**
  - IMPAIRED DRIVING
  - DRUG-IMPAIRED DRIVING
- **November 25**
  - Blackout Wednesday
- **November 26**
  - Ditch Danksgiving
- **November 30 – December 11**
  - Pre-Holiday Season
  - IMPAIRED DRIVING
  - DRUG-IMPAIRED DRIVING
  - Primary Message: Buzzed Driving Is Drunk Driving

### DECEMBER
- **December 16 - January 1**
  - Holiday Season
  - IMPAIRED DRIVING
  - DRUG-IMPAIRED DRIVING
  - Primary Messages: Drive Sober or Get Pulled Over; Buzzed Driving Is Drunk Driving; If You Feel Different, You Drive Different
  - Project Roadblock: Buzzed Driving Is Drunk Driving
  - Paid Media
  - National Enforcement Mobilization