

# NHTSA 2020 Communications Calendar

Campaign Material Available at [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov)

## JANUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**Happy New Year!**

## FEBRUARY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29


**February 2**  
**Super Bowl LIV**  
**IMPAIRED DRIVING**  
 Primary Message: *Fans Don't Let Fans Drive Drunk*

## MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**March 2-6**  
**Vehicle Safety Recalls Week**

**March 17**  
**St. Patrick's Day**  
**IMPAIRED DRIVING**  
 Primary Message: *Buzzed Driving Is Drunk Driving*



## APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**National Distracted Driving Awareness Month**

**April 1**  
**National Walking Day**

**April 6-13**  
*U Drive. U Text. U Pay.*  
**DISTRACTED DRIVING**  
 Primary Message: *U Drive. U Text. U Pay.*  
**Paid Media**  
**National Enforcement Mobilization**



## MAY

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**National Youth Traffic Safety Month**  
**Motorcycle Safety Awareness Month**  
**National Bicycle Safety Month**

**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

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

**June 15**  
**National Ride to Work Day**  
**MOTORCYCLE SAFETY**

## JULY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**July 4**  
**Fourth of July**  
**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*








## AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**August 19 – 21**  
**Drive Sober or Get Pulled Over**  
**IMPAIRED DRIVING**  
**DRUG-IMPAIRED DRIVING**  
 Primary Messages:  
*Drive Sober or Get Pulled Over;*  
*Ride Sober Sober or Get Pulled Over;*  
*If You Feel Different, You Drive Different*  
*Drive High - Get a DUI*  
**Paid Media**  
**National Enforcement Mobilization**






## SEPTEMBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**September 20-26**  
**Child Passenger Safety Week**  
**OCCUPANT PROTECTION**

**September 26**  
**National Seat Check Saturday**



## OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**Pedestrian Safety Month**

**October 7**  
**National Walk to School Day**

**October 18-24**  
**National Teen Driver Safety Week**  
**TEEN DRIVING ISSUES**

**October 19-23**  
**National School Bus Safety Week**

**October 31**  
**Halloween**  
**IMPAIRED DRIVING**  
 Primary Message: *Buzzed Driving Is Drunk Driving*




## NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**November 26**  
**Thanksgiving Holiday Travel**  
**OCCUPANT PROTECTION**  
 Primary Message: *Buckle Up. Every Trip. Every Time.*



**November 25-29**  
**IMPAIRED DRIVING**  
**DRUG-IMPAIRED DRIVING**



**November 25**  
**Blackout Wednesday**

**November 26**  
**Ditch Dankssgiving**  
**IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT**



**November 30 – December 11**  
**Pre-Holiday Season**  
**IMPAIRED DRIVING**  
**DRUG-IMPAIRED DRIVING**  
 Primary Message: *Buzzed Driving Is Drunk Driving*

## DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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



