# NHTSA 2020 Communications Calendar

**Campaign Material Available at www.TrafficSafetyMarketing.gov**

## 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 Walking Day

## May

- National Youth Traffic Safety Month
- Motorcycle Safety Awareness Month
- National Bicycle Month
- May 6: Bike to School Day
- May 15: National Bike to Work Day

## June

- National Ride to Work Day
- MOTORCYCLE SAFETY
  - Primary Message: Share the Road With Motorcyclists

## July

- July 1: HEATSTROKE AWARENESS
  - Paid Media
- 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 – September 7
  - 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

- September 20–26: Child Passenger Safety Week
- OCCUPANT PROTECTION

## October

- October 5–12: Buzzed Driving Is Drunk Driving
  - IMPAIRED DRIVING
  - National Enforcement Mobilization
- October 7: National Walk to School Day
- October 11 – November 8: Rail Grade Crossing
- 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

- November 9–29: Thanksgiving Holiday Travel
  - IMPAIRED DRIVING
  - National Enforcement Mobilization
- November 25: Blackout Wednesday
- November 26: Ditch Danksgiving
  - IMPAIRED DRIVING

## December

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