

2019 NHTSA Communications Calendar

Campaign Material Available at 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

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24	25	26	27	28		

3 Super Bowl LIII (Atlanta, GA)
IMPAIRED DRIVING
 Primary Message: *Fans Don't Let Fans Drive Drunk*
 Twitter Chat: *Super Bowl*

MARCH

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31						

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

APRIL

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27	28	29	30			

U DRIVE. U TEXT. U PAY
National Distracted Driving Awareness Month
 Primary Message: *U Drive. U Text. U Pay.*
 Paid Media

3 National Walking Day

8-15 U Drive. U Text. U Pay.
National Enforcement Mobilization
 Twitter Chat: *#justdrive*

MAY

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Motorcycle Safety Awareness Month
 Primary Message: *Motorists: Share the Road With Motorcyclists and Scooter Riders*

Bicycle Safety Month
 Primary Message: *Share the Road With Bicyclists*

8 Bike to School Day

17 National Bike to Work Day

13-JUNE 2 Paid Media
 Click It or Ticket
National Enforcement Mobilization
OCCUPANT PROTECTION
 Primary Message: *Click It or Ticket*

JUNE

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1-AUG 31 100 Deadliest Days of Summer

17 National Ride to Work Day
 Primary Message: *Share the Road With Motorcyclists and Scooter Riders*

JULY

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Vehicle Theft Prevention Month

4 Fourth of July
IMPAIRED DRIVING
 Primary Message: *Drive Sober or Get Pulled Over*
 Secondary Message: *Buzzed Driving Is Drunk Driving*
 Twitter Chat: *Buzzed Driving*

31 National Heatstroke Prevention Day
HEATSTROKE AWARENESS
 Paid Media
 Twitter Chat: *#Heatstrokekills*

AUGUST

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Back to School Safety Month
 Primary Message: *Walk, Bike, and Ride to School Safely!*

14-SEPT 2
 Paid Media
 Drive Sober or Get Pulled Over
 Ride Sober or Get Pulled Over
National Enforcement
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING

SEPTEMBER

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29	30					

15-21 Child Passenger Safety Week
OCCUPANT PROTECTION
 Twitter Chat: *Child Passenger Safety*

21 National Seat Check Saturday
Child Car Safety

OCTOBER

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2 National Walk to School Day

21-25 National School Bus Safety Week

20-26 National Teen Driver Safety Week
TEEN DRIVING ISSUES

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

NOVEMBER

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24	25	26	27	28	29	30

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

29-DEC 10
Pre-Holiday Season
IMPAIRED DRIVING
 Primary Message: *Buzzed Driving Is Drunk Driving*
 Twitter Chat: *Buzzed Driving*

DECEMBER

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1-7 Older Driver Safety Awareness Week

11-JAN 1
 Paid Media
Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
 Primary Message: *Drive Sober or Get Pulled Over*
 TVB Project Roadblock:
Buzzed Driving Is Drunk Driving

U.S. Department of Transportation
 National Highway Traffic Safety Administration

