### NHTSA 2023 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

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**February 12**

**Super Bowl LVI**

**Primary Message:** Fans Don’t Let Fans Drive Drunk

**Vehicle Theft Prevention Month**

**Primary Messages:**
- Busted Driving is Drunk Driving
- Drive Sober or Get Pulled Over
- Ride Sober or Get Pulled Over
- If You Feel Different, You Drive Different
- If You Feel Different, You Drive Different
- Drive High. Get a DUI

**September 17 – 23**

**Child Passenger Safety Week**

**Primary Message:**
- Busted Driving Is Drunk Driving

**November 22**

**Blackout Wednesday**

**Primary Message:**
- Busted Driving Is Drunk Driving

**December 13 – January 1, 2024**

**Holiday Season**

**Primary Messages:**
- Drive Sober or Get Pulled Over
- If You Feel Different, You Drive Different
- Drive High. Get a DUI

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**Vehicle Theft Prevention Month**

**Primary Messages:**
- Busted Driving is Drunk Driving
- Drive Sober or Get Pulled Over
- Ride Sober or Get Pulled Over
- If You Feel Different, You Drive Different
- If You Feel Different, You Drive Different
- Drive High. Get a DUI

**July 4**

**Fourth of July**

**Primary Messages:**
- Busted Driving is Drunk Driving
- Drive Sober or Get Pulled Over
- Ride Sober or Get Pulled Over
- If You Feel Different, You Drive Different
- If You Feel Different, You Drive Different
- Drive High. Get a DUI

**August 16 – September 4**

**August 16**

**Primary Messages:**
- Busted Driving is Drunk Driving
- Drive Sober or Get Pulled Over
- Ride Sober or Get Pulled Over
- If You Feel Different, You Drive Different
- Drive High. Get a DUI

**Paid Media**

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**October 31**

**NATIONAL TEEN DRIVER SAFETY WEEK**

**Primary Messages:**
- Busted Driving Is Drunk Driving
- Buzzed Driving Is Drunk Driving
- If You Feel Different, You Drive Different

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**November 22**

**Thanksgiving Holiday Travel**

**Primary Messages:**
- Busted Driving Is Drunk Driving
- Buzzed Driving Is Drunk Driving
- If You Feel Different, You Drive Different

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**December 26 – 31**

**TV Bureau of Advertising Roadblock**

**Primary Message:**
- Busted Driving Is Drunk Driving

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**September 17 – 23**

**Child Passenger Safety Week**

**Primary Message:**
- Busted Driving Is Drunk Driving

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**December 26 – 31**

**TV Bureau of Advertising Roadblock**

**Primary Message:**
- Busted Driving Is Drunk Driving