

National Impaired Driving HVE Campaign

Drive Sober or Get Pulled Over

*Ride Sober or Get Pulled Over**

If You Feel Different, You Drive Different. Drive High, Get A DUI



**IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT
DRIVE HIGH GET A DUI**

Future Dates 2022 – 2024

	2022	2023	2024
LABOR DAY			
Enforcement	August 19 – September 5, 2022	August 18 – September 4, 2023	August 16 – September 2, 2024
Paid Media	August 17 – September 5, 2022	August 16 – September 4, 2023	August 14 – September 2, 2024
Earned Media	July 24 – September 11, 2022	July 17 – September 11, 2023	July 15 – September 9, 2024
HOLIDAY			
Enforcement	December 16, 2022 – January 1, 2023	December 15, 2023 – January 1, 2024	December 13, 2024 – January 1, 2025
Paid Media	December 14, 2022 – January 1, 2023	December 13, 2023 – January 1, 2024	December 11, 2024 – January 1, 2025
Earned Media	November 27, 2022 – January 8, 2023	November 13, 2023 – January 8, 2024	November 11, 2024 – January 8, 2025

*Labor Day dates only.



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

Campaign material available at
TrafficSafetyMarketing.gov



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