

NHTSA 2018 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


S	M	T	W	T	F	S
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18	19	20	21	22	23	24
25	26	27	28			

4 Super Bowl LII
IMPAIRED DRIVING
Primary Message: *Fans Don't Let Fans Drive Drunk*
Twitter Chat: *Super Bowl*

MARCH

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

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



APRIL

S	M	T	W	T	F	S
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22	23	24	25	26	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

U Drive. U Text. U Pay.

National Enforcement Mobilization
Twitter Chat: *#justdrive*

MAY

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25	26	27	28	29	30	31

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*

5 Cinco de Mayo
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*




14-JUNE 3 Paid Media
Click It or Ticket
National Enforcement Mobilization
OCCUPANT PROTECTION
Primary Message: *Click It or Ticket*



JUNE

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



JULY

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29	30	31				

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!*

15-SEPT 3 Paid Media
Drive Sober or Get Pulled Over
National Enforcement
IMPAIRED DRIVING
Primary Message: *Drive Sober or Get Pulled Over*



SEPTEMBER

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23-29
Child Passenger Safety Week
OCCUPANT PROTECTION
Twitter Chat: *Child Passenger Safety*

29 National Seat Check Saturday
Child Car Safety



OCTOBER

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26	27	28	29	30	31	

3 Walk/Bike to School Day

22-26 National School Bus Safety Week

21-27 National Teen Driver Safety Week
TEEN DRIVING ISSUES

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



NOVEMBER

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25	26	27	28	29	30	

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



23-DEC 12
Pre-Holiday Season
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*
Twitter Chat: *Buzzed Driving*



DECEMBER

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

13-31 Paid Media
DRIVE SOBER OR GET PULLED OVER

31 Holiday Season
IMPAIRED DRIVING
Primary Message: *Drive Sober or Get Pulled Over*
TVB Project Roadblock: *Buzzed Driving Is Drunk Driving*