

NHTSA 2024 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			

January 1
Happy New Year!

FEBRUARY

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		

February 11
Super Bowl LVIII
IMPAIRED DRIVING
Primary Message:
Fans Don't Let Fans Drive Drunk

MARCH

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						

March 4 – 10
VEHICLE SAFETY RECALLS WEEK

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

APRIL

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				

National Distracted Driving Awareness Month

April 1 – 8
Distracted Driving
Primary Message:
Put the Phone Away or Pay

April 20
DRUG-IMPAIRED DRIVING CAMPAIGN
Primary Message:
If You Feel Different, You Drive Different

MAY

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	

National Youth Traffic Safety Month
National Bicycle Safety Month
Motorcycle Safety Awareness Month

May 1
National Heatstroke Prevention Day
HEATSTROKE AWARENESS
Paid Media

May 13 – June 2
Click It or Ticket
OCCUPANT PROTECTION
Primary Message:
Click It or Ticket

JUNE

S	M	T	W	T	F	S
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JULY

S	M	T	W	T	F	S
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Vehicle Theft Prevention Month

July 4
Fourth of July
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzed 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 8 – 31
SPEED CAMPAIGN

AUGUST

S	M	T	W	T	F	S
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August 14 – September 2
AUGUST/LABOR DAY IMPAIRED DRIVING
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
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

SEPTEMBER

S	M	T	W	T	F	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

September 15 – 21
CHILD PASSENGER SAFETY WEEK
OCCUPANT PROTECTION

September 21
NATIONAL SEAT CHECK SATURDAY

OCTOBER

S	M	T	W	T	F	S
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Pedestrian Safety Month

October 20 – 26
TEEN DRIVER SAFETY WEEK
TEEN DRIVING ISSUES

October 21 – 25
NATIONAL SCHOOL BUS SAFETY WEEK

October 31
Halloween
IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

NOVEMBER

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

November 23 – 27
DRINKSGIVING/BLACKOUT WEDNESDAY
Primary Message:
Buzzed Driving Is Drunk Driving

November 23 – 30
Thanksgiving
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

November 23 – December 1
OCCUPANT PROTECTION
Primary Message:
Buckle Up. Every Trip. Every Time.

DECEMBER

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	Jan 1, 2025			

December 1 – December 10
Pre-Holidays (Winter)
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

December 2 – 6
OLDER DRIVER SAFETY WEEK

December 11 – January 1, 2025
Winter Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Drive Sober or Get Pulled Over
If You Feel Different, You Drive Different
Drive High, Get a DUI
Paid Media

December 26 – January 1, 2025
TV Bureau of Advertising Roadblock
Primary Message:
Buzzed Driving Is Drunk Driving