# **NHTSA 2017 Communications Calendar**

Campaign Material Available at www.TrafficSafetyMarketing.gov

## JANUARY

	S	М	Т	W	Т	F	S	
	1	2	3	4	5	6	7	Happy New Year!
8	B	9	10	11	12	13	14	
1	5	16	17	18	19	20	21	
2	2	23	24	25	26	27	28	
2	9	30	31					
1 2	.5 22	16 23	17 24	18	19	20	21	

## **FEBRUARY**

S	M	T	W	Т	F	S	
			1	2	3	4	February 5
5	6	7	8	9	10	11	Super Bowl LI IMPAIRED DRIVING
12	13	14	15	16	17	18	Primary Message: Fans Don't Let Fans Drive Drunk
19	20	21	22	23	24	25	Twitter Chat: Super Bowl
26	27	28					

## MARCH

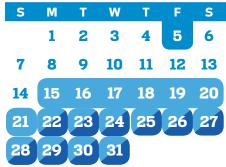
S	Μ	Т	W	Т	F	S	
			1	2	3	4	March 17
5	6	7	8	9	10	11	St. Patrick's Day IMPAIRED DRIVING
12	13	14	15	16	17	18	Primary Message: Buzzed Driving Is Drunk Driving
19	20	21	22	23	24	25	Twitter Chat: Buzzed Driving
26	27	28	29	30	31		

# APRIL

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

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## MAY



# **Motorcycle Safety**

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

**National Distracted Driving** 

Primary Message: U Drive. U Text. U Pay.

**National Enforcement Mobilization** 

**Awareness Month** 

U Drive. U Text. U Pay.

Tweet Up: #justdrive

April (TBD)

Paid Media

**Bicycle Safety Month** 

Primary Message: Share the Road With Bicyclists

Cinco de Mayo - Friday, May 5 IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving

May 15 - June 4

JU	JULY											
S	М	Т	W	Т	F	S						
						1	Vehicle Theft Prevention Month					
2	3	4	5	6	7	8	July 4, Fourth of July					
9	10	11	12	13	14	15	IMPAIRED DRIVING Primary Message: Drive Sober or					
16	17	<b>18</b>	19	20	21	22	Get Pulled Over Secondary Message: Buzzed Driving Is					
23	24	25	26	27	<b>28</b>	29	Drunk Driving Twitter Chat: Buzzed Driving					
30	31						July 31 National Heatstroke Prevention Day					
							Heatstroke Awareness					

Heatstroke Awareness Paid Media

# AUGUST

S	M		W		F	S
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
						26
27	28	29	30	31		

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

August 16 – September 4 Drive Sober or Get Pulled Over **National Enforcement** IMPAIRED DRIVING Primary Message: Drive Sober or Get Pulled Over Paid Media

Heatstroke Awareness Paid Media

#### SEPTEMBER

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

September 17 - 23 **Child Passenger Safety Week OCCUPANT PROTECTION** Twitter Chat: Child Passenger Safety September 23

National Seat Check Saturday

Heatstroke Awareness Paid Media

#### **OCTOBER**

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22	23	24	25	26	27	28
		31				

**October 4** Walk to School Day

**October 15 - 21 National Teen Driver Safety Week** TEEN DRIVING ISSUES Primary Message: 5 to Drive

**October 16 - 20 National School Bus Safety Week** 

# **October 31**

Halloween

IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving

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М	Т	W	Т	F	S	
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6	7	8	9	10	11	

**November 24 Thanksgiving Holiday Travel** OCCUPANT PROTECTION

Click It or Ticket **National Enforcement Mobilization** 

**OCCUPANT PROTECTION** Primary Message: Click It or Ticket

#### Paid Media

May 22 – June 4 National Tire Safety Week

Heatstroke Awareness

Paid Media



# DECEMBER

Primary Message: Buckle Up. Every Trip. Every Time.

#### **November 24 – December 12 Pre-Holiday Season**

IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving

Twitter Chat: Buzzed Driving

JUI	NE						
S	М	Т	W	Т	F	S	
				1	2	З	June 19
4	5	6	7	8	9	10	National Ri Primary Mes Motorcyclist
11	12	13	14	15	16	17	Heatstroke
18	19	20	21	22	23	24	Paid Media
25	26	27	28	29	30		

#### ide to Work Day

essage: Share the Road With sts and Scooter Riders

Awareness



#### **December 13 - 31 Holiday Season**

IMPAIRED DRIVING Primary Message: Drive Sober or Get Pulled Over

#### Paid Media

TVB Project Roadblock: Buzzed Driving Is Drunk Driving

