

# 2019 NHTSA Communications Calendar

Campaign Material Available at [www.TrafficSafetyMarketing.gov](http://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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24	25	26	27	28		

**3 Super Bowl LIII (Atlanta, GA)**  
**IMPAIRED DRIVING**  
Primary Message: *Fans Don't Let Fans Drive Drunk*

## MARCH

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31						

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



## APRIL

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**U DRIVE. U TEXT. U PAY**  
**National Distracted Driving Awareness Month**  
Primary Message: *U Drive. U Text. U Pay.*  
Paid Media

**3 National Walking Day**

**8-15 U Drive. U Text. U Pay. National Enforcement Mobilization**

## MAY

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**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*

**8 Bike to School Day**

**17 National Bike to Work Day**

**13-JUNE 2** Paid Media  
Click It or Ticket  
**National Enforcement Mobilization**  
**OCCUPANT PROTECTION**  
Primary Message: *Click It or Ticket*



## JUNE

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**Share the Road**

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

## JULY

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**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*




**act fast. Save a Life.**

**31 where's baby? Look before you lock.**

**31 National Heatstroke Prevention Day**  
**HEATSTROKE AWARENESS**  
Paid Media

## AUGUST

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

**DRIVE SOBER OR GET PULLED OVER**

**14-SEPT 2**  
Paid Media  
*Drive Sober or Get Pulled Over*  
*Ride Sober or Get Pulled Over*  
*If You Feel Different, You Drive Different*  
*Drive High - Get a DUI*  
**National Enforcement Mobilization**  
**IMPAIRED DRIVING**  
**DRUG-IMPAIRED DRIVING**




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

## SEPTEMBER

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**15-21 Child Passenger Safety Week**  
**OCCUPANT PROTECTION**

**21 National Seat Check Saturday**  
**Child Car Safety**

## OCTOBER

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**2 National Walk to School Day**

**21-25 National School Bus Safety Week**

**20-26 National Teen Driver Safety Week**  
**TEEN DRIVING ISSUES**

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



## NOVEMBER

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

**27 Impaired Boycott Blackout Wednesday**  
*If You Feel Different, You Drive Different Drive High - Get a DUI*

**EVERY TRIP. EVERY TIME. BUCKLE UP**

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

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

**28-DEC 1 Impaired Dunk Dankssgiving**  
*If You Feel Different, You Drive Different Drive High - Get a DUI*

**buzzed driving is drunk driving designate a sober driver**

**29-DEC 10 Pre-Holiday Season**  
**IMPAIRED DRIVING**  
Primary Message: *Buzzed Driving Is Drunk Driving*

## DECEMBER

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29	30	31				

**1-7 Older Driver Safety Awareness Week**

**DRIVE SOBER OR GET PULLED OVER**

**11-JAN 1**  
Paid Media  
**Holiday Season**  
**IMPAIRED DRIVING**  
**DRUG-IMPAIRED DRIVING**  
Primary Message: *Drive Sober or Get Pulled Over*  
*If You Feel Different, You Drive Different Drive High - Get a DUI*  
**National Enforcement Mobilization**  
TVB Project Roadblock: *Buzzed Driving Is Drunk Driving*




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