### January
- Happy New Year!

### February
- 3: Super Bowl LIII (Atlanta, GA)
  - IMPAIRED DRIVING
  - Primary Message: Fans Don’t Let Fans Drive Drunk

### March
- 17: St. Patrick’s Day
  - IMPAIRED DRIVING
  - Buzzed Driving Is Drunk Driving

### April
- National Distracted Driving Awareness Month
  - Paid Media
- National Walking Day
- 3 – 15: National Bike to School Day
  - U Drive. U Text. U Pay.
  - Mobilization

### May
- 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
- Bike to School Day
- 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
- National Ride to Work Day
  - Primary Message: Share the Road With Motorcyclists and Scooter Riders

### July
- Fourth of July
  - IMPAIRED DRIVING
  - Drive Sober or Get Pulled Over
  - Secondary Message: Buzzed Driving Is Drunk Driving

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

### September
- Child Passenger Safety Week
  - Occupant Protection
- National Seat Check Saturday

### October
- National Walk to School Day
- National School Bus Safety Week
- National Teen Driver Safety Week
  - TEEN DRIVING ISSUES

### November
- Impaired Boycott Blackout Wednesday
  - If You Feel Different, You Drive Different
  - Drive High - Get a DUI
- Thanksgiving Holiday Travel
  - Occupant Protection
- Pre-Holiday Season
  - IMPAIRED DRIVING
  - Primary Message: Buzzed Driving Is Drunk Driving

### December
- Older Driver Safety Awareness Week
- 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

**NHTSA Communications Calendar**

Campaign Material Available at www.TrafficSafetyMarketing.gov