

NHTSA 2021 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

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31						

Happy New Year!

FEBRUARY

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February 7
Super Bowl LV
IMPAIRED DRIVING
Primary Message: Fans Don't Let Fans Drive Drunk

MARCH

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March 8 – 12
Vehicle Safety Recalls Week

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

March 22 – April 12
Rail Grade Crossing Campaign
Primary Message: Stop. Trains Can't.



APRIL

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National Distracted Driving Awareness Month

April 5 – 12
U Drive. U Text. U Pay.
DISTRACTED DRIVING
Primary Message: U Drive. U Text. U Pay.
Paid Media

April 20
Drug-Impaired Driving Campaign
Primary Message: If You Feel Different, You Drive Different



MAY

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National Youth Traffic Safety Month
Motorcycle Safety Awareness Month

May 1
National Heatstroke Prevention Day
HEATSTROKE AWARENESS
Paid Media

May 17 – June 6
Click It or Ticket
OCCUPANT PROTECTION
Primary Message: Click It or Ticket
Paid Media
National Enforcement Mobilization



JUNE

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June 21
National Ride to Work Day
MOTORCYCLE SAFETY
Primary Message: Share the Road With Motorcyclists



JULY

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Vehicle Theft Prevention Month

July 4
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



AUGUST

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August 18 – September 6
Impaired Driving National Enforcement
Drive Sober or Get Pulled Over
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
National Enforcement Mobilization



SEPTEMBER

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September 6 – 27
Rail Grade Crossing Campaign
Primary Message: Stop. Trains Can't.

September 19 – 25
Child Passenger Safety Week
OCCUPANT PROTECTION

September 25
National Seat Check Saturday



OCTOBER

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Pedestrian Safety Month

October 17 – 23
National Teen Driver Safety Week
TEEN DRIVING ISSUES

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



NOVEMBER

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November 24 – 28
Thanksgiving Holiday Travel
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING

November 24
Blackout Wednesday
Primary Message: Buzzed Driving Is Drunk Driving

November 25
Thanksgiving Holiday Travel
OCCUPANT PROTECTION
Primary Message: Buckle Up. Every Trip. Every Time.

November 30 – December 14
Pre-Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages: Buzzed Driving Is Drunk Driving; If You Feel Different, You Drive Different



DECEMBER

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December 15 – January 1, 2022
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
National Enforcement Mobilization



December 26 – 31
TV Bureau of Advertising Roadblock
Primary Message: Buzzed Driving Is Drunk Driving

