NHTSA 2024 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

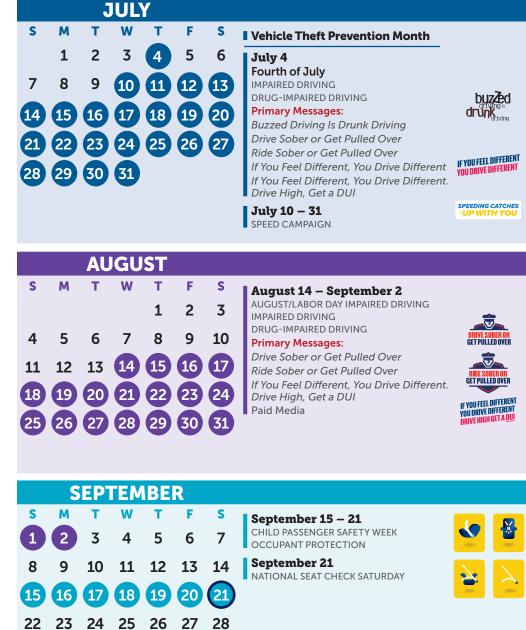


		M	ARC	H			
S	М	Т	W	Т	F 1	s 2	March 4 – 10 VEHICLE SAFETY RECALLS WEEK
3	4	5	6	7	8	9	March 17 St. Patrick's Day IMPAIRED DRIVING
10	11	12	13	14	15	16	Primary Message: drunk Buzzed Driving Is Drunk Driving
17	18	19	20	21	22	23	y y
24	25	26	27	28	29	30	
31							

		A	PRI	L			
S	M	T	W	T	F	S	National Distracted Driving Awareness Month
7	1 8	9	10	4 11	5 12	6 13	April 1 – 8 DISTRACTED DRIVING Primary Message:
14	15	16	17	18	19	20	U Drive. U Text. U Pay. Pay Attention or Pay the Price Paid Media
21	22	23	24	25	26	27	April 20
28	29	30					DRUG-IMPAIRED DRIVING CAMPAIGN Primary Message: If You Feel Different, You Drive Different YOU DRIVE DIFFERENT
	21	14 15 21 22	S M T 1 2 7 8 9 14 15 16 21 22 23	S M T W 1 2 3 7 8 9 10 14 15 16 17 21 22 23 24	1 2 3 4 7 8 9 10 11 14 15 16 17 18 21 22 23 24 25	S M T W T F 1 2 3 4 5 7 8 9 10 11 12 14 15 16 17 18 19 21 22 23 24 25 26	\$ M T W T F \$ 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

			MAY				
S	M	Т	W	т	F	S	National Youth Traffic Safety Month
			1	2	3	4	National Bicycle Safety Month Motorcycle Safety Awareness Month
5	6	7	8	9	10	11	May 1
12	13	14	15	16	17	18	National Heatstroke Prevention Day HEATSTROKE AWARENESS
		9					Paid Media
19	20	21	22	(23)	24	25	May 13 – June 2
							Click It or Ticket OCCUPANT PROTECTION
26	27	28	29	30	31		Primary Message:
							Click It or Ticket
							Paid Media

JUNE						
S	М	Т	W	Т	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						







		J	UN	E		
S	М	Т	W	Т	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						



December 2 – 6 OLDER DRIVER SAFETY WEEK

Buzzed Driving Is Drunk Driving If You Feel Different, You Drive Different

Primary Messages:

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



buzZed

IF YOU FEEL DIFFERENT



