

# NHTSA 2025 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	

**January 1**  
Happy New Year!

## FEBRUARY

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	

**February 9**  
Super Bowl LIX  
IMPAIRED DRIVING  
**Primary Message:**  
Fans Don't Let Fans Drive Drunk

## MARCH

S	M	T	W	T	F	S
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2	3	4	5	6	7	8
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**March 3 – 9**  
VEHICLE SAFETY RECALLS WEEK

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

## APRIL

S	M	T	W	T	F	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**April 7 – 14**  
DISTRACTED DRIVING  
**Primary Message:**  
Put the Phone Away or Pay  
Paid Media

**April 20**  
DRUG-IMPAIRED DRIVING CAMPAIGN  
**Primary Message:**  
If You Feel Different, You Drive Different

## MAY

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

**National Youth Traffic Safety Month**  
**National Bicycle Safety Month**  
**Motorcycle Safety Awareness Month**

**May 1**  
National Heatstroke Prevention Day  
HEATSTROKE AWARENESS

**May 12 – June 1**  
Click It or Ticket  
OCCUPANT PROTECTION  
**Primary Message:**  
Click It or Ticket  
Paid Media

## JUNE

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22	23	24	25	26	27	28
29	30					

## JULY

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30	31					

**Vehicle Theft Prevention Month**

**July 4**  
Fourth of July  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
**Primary Messages:**  
Buzzed Driving Is Drunk Driving  
If You Feel Different, You Drive Different

**July 7 – 31**  
SPEED CAMPAIGN

## AUGUST

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23	24	25	26	27	28	29
30	31					

**August 13 – September 1**  
AUGUST/LABOR DAY IMPAIRED DRIVING  
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

## SEPTEMBER

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**September 21 – 27**  
CHILD PASSENGER SAFETY WEEK  
OCCUPANT PROTECTION

**September 27**  
NATIONAL SEAT CHECK SATURDAY

## OCTOBER

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16	17	18	19	20	21	22
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30	31					

**Pedestrian Safety Month**

**October 19 – 25**  
TEEN DRIVER SAFETY WEEK  
TEEN DRIVING ISSUES

**October 20 – 24**  
NATIONAL SCHOOL BUS SAFETY WEEK

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

## NOVEMBER

S	M	T	W	T	F	S
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**November 26**  
THANKSGIVING EVE  
**Primary Message:**  
Buzzed Driving Is Drunk Driving

**November 26 – 30**  
Thanksgiving Holiday Travel  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
**Primary Messages:**  
Buzzed Driving Is Drunk Driving  
If You Feel Different, You Drive Different

**November 27**  
Thanksgiving  
OCCUPANT PROTECTION  
**Primary Message:**  
Buckle Up. Every Trip. Every Time.

## DECEMBER

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16	17	18	19	20	21	22
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30	31					

**December 1 – 5**  
OLDER DRIVER SAFETY WEEK

**December 1 – 9**  
Pre-Holidays (Winter)  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
**Primary Messages:**  
Buzzed Driving Is Drunk Driving  
If You Feel Different, You Drive Different

**December 10 – January 1, 2026**  
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, 2026**  
TV Bureau of Advertising Roadblock  
**Primary Message:**  
Buzzed Driving Is Drunk Driving