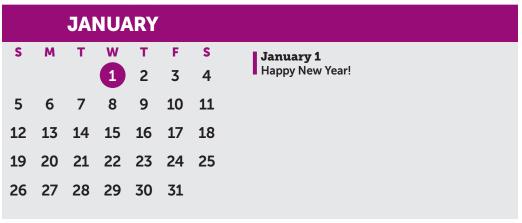
## **NHTSA 2025 Communications Calendar**

Campaign Material Available at www.TrafficSafetyMarketing.gov



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

			MA	Y			Hot Car Deaths STOP. LOOK. LOCK.
S	М	Т	W	<b>1</b>	F 2	s 3	National Youth Traffic Safety Mont National Bicycle Safety Month Motorcycle Safety Awareness Mont
4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28	8 15 22 29	9 16 23 30	10 17 24 31	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

		JUĽ	Y			DUZED  OF UND FINE DIFFERENT  OF UND FINE DIFFERENT  SPEEDING CATCHES  UP WITH YOU
S M	Т	W	Т	F	S	■ Vehicle Theft Prevention Month
6 7 13 14 20 21 27 28	1 8 15 22 29	2 9 16 23 30	3 10 17 24 31	11 18 25	5 12 19 26	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

	S	EP	ΓΕΝ	1BE	R		<b>◆ ★ &gt;</b>
S	M	Т	W	Т	F	S	September 21 – 27
	1	2	3	4	5	6	CHILD PASSENGER SAFETY WE OCCUPANT PROTECTION
7	8	9	10	11	12	13	September 27 NATIONAL SEAT CHECK SATUR
<b>L4</b>	15	16	17	18	19	20	•
21	22	23	24	25	26	27	
	29						

	1	10/	/EM	BE	R		buzzed drunk
S	M	Т	W	Т	F	s 1	November 26 THANKSGIVING EVE Primary Message:
2	3	4	5	6	7	8	Buzzed Driving Is Drunk Driving  November 26 – 30
9	10	11	12	13	14	15	Thanksgiving Holiday Travel
16	17	18	19	20	21	22	DRUG-IMPAIRED DRIVING  Primary Messages:
23	24	25	26	27	28	29	Buzzed Driving Is Drunk Driving If You Feel Different, You Drive Different
30							November 27 Thanksgiving OCCUPANT PROTECTION Primary Message: Buckle Up. Every Trip. Every Time.

		FEB	RU	ARY	7	
S	M	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	

		A	PR	IL			PUT THE PHONE IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT
S	M	Т	W	Т	F	S	National Distracted Driving
		1	2	3	4	5	Awareness Month
6	7	8	9	10	11	12	April 7 – 14 DISTRACTED DRIVING Primary Message:
13	14	15	16	17	18	19	Put the Phone Away or Pay
20	21	22	23	24	25	26	Paid Media  April 20
27	28	29	30				DRUG-IMPAIRED DRIVING CAMPAIGN  Primary Message:  If You Feel Different, You Drive Different

		J	UN	E						
S	M	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									
	ALICHICT									

S         M         T         W         T         F         S           1         2         August 13 – September 1           AUGUST/LABOR DAY IMPAIRED DRIVING IMPAIRED DRIVING DRUG-IMPAIRED DRIVING         DRUG-IMPAIRED DRIVING           Primary Messages:         Drive Sober or Get Pulled Over Ride Sober or Get Pulled Over           17         18         19         20         21         22         23           17         18         19         20         21         22         23           24         25         26         27         28         29         30			AU	JGU	ST			DOTY SOUR OR DE YOU DEED DIFFERNI ORIVE HOME GET A DUI
10 11 12 13 14 15 16  17 18 19 20 21 22 23  24 25 26 27 28 29 30  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		M	T		Т	1	2	AUGUST/LABOR DAY IMPAIRED DRIVING IMPAIRED DRIVING
	10 17 24	18	12	13 20	14 21	15 22	16 23	Drive Sober or Get Pulled Over Ride Sober or Get Pulled Over If You Feel Different, You Drive Different. Drive High, Get a DUI

	OC	TO	BER	2		FULES DUZĒCI CINGRO DE POU PEEL DIFFERENT YOU DRIVE DIFFERENT
S M	Т	W	Т	F	S	Pedestrian Safety Month
		1	2	3	4	October 19 – 25 TEEN DRIVER SAFETY WEEK
5 6	7	8	9	10	11	TEEN DRIVING ISSUES
12 13	14	15	16	17	18	October 20 – 24  NATIONAL SCHOOL BUS SAFETY WEEK
19 20 26 27	28	29	30	31	25	October 31 Halloween IMPAIRED DRIVING Primary Messages: Buzzed Driving Is Drunk Driving If You Feel Different, You Drive Different
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