NHTSA 2025 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY		FEBRUARY	
S M T W T F S 1 2 3 4	January 1 Happy New Year!	S M T W T F	S February 9 1 Super Bowl LIX IMPAIRED DRIVING
5 6 7 8 9 10 11		2 3 4 5 6 7	8 Primary Message: Fans Don't Let Fans Drive Drunk
2 13 14 15 16 17 18		9 10 11 12 13 14	15
9 20 21 22 23 24 25		16 17 18 19 20 21	22
6 27 28 29 30 31		23 24 25 26 27 28	
MARCH		APRIL	PUT THE PHINE WAY OR PAY
MTWTFS	March 3 – 9	S M T W T F	S National Distracted Driving Awareness Month
1	VEHICLE SAFETY RECALLS WEEK March 17		April 7 – 14
345678	St. Patrick's Day IMPAIRED DRIVING	6 7 8 9 10 11 7 15 16 17 19	12 DISTRACTED DRIVING Primary Message:
10 11 12 13 14 15	Primary Message: Buzzed Driving Is Drunk Driving		19 Put the Phone Away or Pay Paid Media
17 18 19 20 21 22		20 21 22 23 24 25	DRUG-IMPAIRED DRIVING CAMPAIGN
24 25 26 27 28 29		27 28 29 30	Primary Message: If You Feel Different, You Drive Different
31			
ΜΑΥ	Prevent Child Hot Car Deaths	JUNE SMTWTF	S
M T W T F S	STOP. LOOK. LOCK. National Youth Traffic Safety Month	1 2 3 4 5 6	7
1 2 3	National Bicycle Safety Month Motorcycle Safety Awareness Month	8 9 10 11 12 13	14
5 6 7 8 9 10	May 1 National Heatstroke Prevention Day	15 16 17 18 19 20	21
12 13 14 15 16 17	HEATSTROKE AWARENESS	22 23 24 25 26 27	28
19 20 21 22 23 24	May 12 – June 1 Click It or Ticket OCCUPANT PROTECTION	29 30	
26 27 28 29 30 31	Primary Message: Click It or Ticket	ALICULET	IF YOU FEED OFFERENT DIATS SUBRE NO ELEFT NULL DOWN ELEFT NULL DOWN ELEFT NULL DOWN ELEFT NULL DOWN
	Paid Media	AUGUST	
		SMTWTF 1	 S August 13 – September 1 2 AUGUST/LABOR DAY IMPAIRED DRIVING IMPAIRED DRIVING
JULY		3 4 5 6 7 8	9 Primary Messages:
M T W T F S 1 2 3 4 5	Vehicle Theft Prevention Month	10 11 12 13 14 15	Drive Sober or Get Pulled Over
	July 4 Fourth of July IMPAIRED DRIVING		23 If You Feel Different, You Drive Different. Drive High, Get a DUI
	DRUG-IMPAIRED DRIVING Primary Messages:	24 25 26 27 28 29	Paid Media
21 22 23 24 25 26	Buzzed Driving Is Drunk Driving If You Feel Different, You Drive Different	31	
	July 7 – 31		
28 29 30 31	SPEED CAMPAIGN	OCTOBER	RULES DUZZED CITURGIA ROAD CITURGIA YOU BUILD DIFFERENT
		S M T W T F	S Pedestrian Safety Month
		1 2 3	4 October 19 – 25 TEEN DRIVER SAFETY WEEK
SEPTEMBER	🐱 🔮 💊 📐	5 6 7 8 9 10	
M T W T F S	September 21 – 27	12 13 14 15 16 17	18 NATIONAL SCHOOL BUS SAFETY WEEK
1 2 3 4 5 6	CHILD PASSENGER SAFETY WEEK OCCUPANT PROTECTION	19 20 21 22 23 24	25 October 31 Halloween
9 0 10 11 12 17	September 27	26 27 28 29 30 31	IMPAIRED DRIVING Primary Messages:

7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

NOVEMBER

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11 12 13 14 15

17 18 19 20 21 22

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27 28 29

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24 25 26

September 27 NATIONAL SEAT CHECK SATURDAY



Primary Messages:

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

<u>_____</u>

DRIVE SOBER OR Get Pulled over IF YOU FEEL DIFFERENT You drive different

DECEMBER



December 1 – 5 OLDER DRIVER SAFETY WEEK

buzzed drung is drung is you drive different you drive different

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



S 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.

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U.S. Department of Transportation