NHTSA 2025 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov



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

1 2 3 National Bicycle Safety Month Motorcycle Safety Awareness Month May 1				MA				Hot Car Deaths STOP. LOOK. LOCK.
Motorcycle Safety Awareness Monta 4 5 6 7 8 9 10 May 1 National Heatstroke Prevention Day HEATSTROKE AWARENESS May 12 – June 1 Click It or Ticket OCCUPANT PROTECTION Primary Message:	S	М	Т	W	T	F	S	National Youth Traffic Safety Mont
11 12 13 14 15 16 17 National Heatstroke Prevention Day HEATSTROKE AWARENESS May 12 – June 1 Click It or Ticket OCCUPANT PROTECTION Primary Message:					1	2	3	
11 12 13 14 15 16 17 HEATSTROKE AWARENESS May 12 – June 1 Click It or Ticket OCCUPANT PROTECTION Primary Message:	4	5	6	7	8	9	10	
18 19 20 21 22 23 24	11	12	13	14	15	16	17	
25 26 27 28 29 30 31 OCCUPANT PROTECTION Primary Message:								-
	18	19	20	21	22	25	24	
	25	26	27	28	29	30	31	

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S	м т	W	Т	F	S	■ Vehicle Theft Prevention Month
	1 7 8 4 15	9 16	3 10 17	11 18	5 12 19	July 4 Fourth of July IMPAIRED DRIVING DRUG-IMPAIRED DRIVING Primary Messages: Buzzed Driving Is Drunk Driving
	21) (22) (28) (29)	30	31	25	26	If You Feel Different, You Drive Different July 7 – 31 SPEED CAMPAIGN

S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 September 21 – 27 CHILD PASSENGER SAFETY WEEK OCCUPANT PROTECTION September 27 NATIONAL SEAT CHECK SATURDAY 4 15 16 17 18 19 20
7 8 9 10 11 12 13 September 27 NATIONAL SEAT CHECK SATURDAY
NATIONAL SEAT CHECK SATURDA
1 22 23 24 25 26 27
8 29 30

	1	10/	/EM	BE	R		buzed drung is you feel different you drive different
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 IMPAIRED DRIVING
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	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	

		A	PRI	IL	•		PUT THE PH¶NE
•	М	T 1	w 2	T 3	F 4	s 5	National Distracted Driving Awareness Month
3	7	8 15	9	10 17	18	12 19	April 7 – 14 DISTRACTED DRIVING Primary Message: Put the Phone Away or Pay Paid Media
			23	24	25	26	■ Falu Media
	28	29	30				

	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							

AUGUST		BY SOME ON CITY SO
S M T W T F	s . 2	August 13 – September 1 AUGUST/LABOR DAY IMPAIRED DRIVING IMPAIRED DRIVING DRUG-IMPAIRED DRIVING
3 4 5 6 7 8 10 11 12 13 14 15 17 18 19 20 21 22 24 25 26 27 28 25 31	16 2 23	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
		A 1

OCTOBER	ROAD CHAPTER TO THE PROPERTY OF THE PROPERTY O
S M T W T F S	■ Pedestrian Safety Month
1 2 3 4	October 19 – 25
5 6 7 8 9 10 11	TEEN DRIVER SAFETY WEEK TEEN DRIVING ISSUES
12 13 14 15 16 17 18	October 20 – 24 NATIONAL SCHOOL BUS SAFETY WEEK
19 20 21 22 23 24 25 26 27 28 29 30 31	October 31 Halloween IMPAIRED DRIVING Primary Messages: Buzzed Driving Is Drunk Driving If You Feel Different, You Drive Different
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DECEMBER	DUZČED OF VOU FEEL DIFFERENT ON THE VOU DRIVE DIFFERENT ON THE DEFENDATION OF THE PROPERTY OF
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 1 2026	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

