NHTSA 2025 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

		JA	NU/	ARY						FEB	RU,	ARY	/		
S	М		W	т	F	S	January 1 Happy New Year!	S	М	т		т		S	February 9 Super Bowl LIX
			1	2	3	4								1	IMPAIRED DRIVING Primary Message:
5	6	7	8	9	10	11		2	3	4	5	6	7	8	Fans Don't Let Fans Drive Drunk
2	13	14	15	16	17	18		9	10	11	12	13	14	15	
19	20	21	22	23	24	25		16	17	18	19	20	21	22	
26	27	28	29	30	31			23	24	25	26	27	28		
		м	AR	CH						A	PR	IL			PUT THE PHINE
S	М			Т	F	S	March 3 – 9	S	М	т	W	т	F	S	National Distracted Driving
						1	VEHICLE SAFETY RECALLS WEEK			1	2	3	4	5	Awareness Month
2	3	4	5	6	7	8	March 17 St. Patrick's Day	6	7	8	9	10	11	12	April 7 – 14 DISTRACTED DRIVING
9	10		12				IMPAIRED DRIVING Primary Message:	13	14	15	16	17	18	19	Primary Message: Put the Phone Away or Pay
16	17					22	Buzzed Driving Is Drunk Driving	20	21	22	23	24	25	26	Paid Media
								27	28	29	30				
23	24		26	21	28	29									
30	31														
				7			Prevent Child Hot Car Deaths			J	UN				
			MA				STOP. LOOK. LOCK.	S	M 2	T	W	T	F	S 7	
S	Μ	т	W	T	F	S T	National Youth Traffic Safety Month National Bicycle Safety Month		2	3	4	5	6	7	
				1	2	3	Motorcycle Safety Awareness Month	8	9	10	11	12	13	14	
4	5	6	7	8	9	10	May 1 National Heatstroke Prevention Day	15	16	17	18	19	20	21	
11	12	13	14	15	16	17	HEATSTROKE AWARENESS May 12 – June 1	22	23	24	25	26	27	28	
18	19	20	21	22	23	24	Click It or Ticket	29	30						
25	26	27	28	29	30	31	Primary Message:							_	
							<i>Click It or Ticket</i> Paid Media			AL	IGU	IST			INTERSITE OFFICIENT VOU PORTE OFFICIENT VOU PORTE OFFICIENT VOU DORTE OFFICIENT VOU DORTE OFFICIENT VOU PORTE OFFICIENT VOU PO
								S	М	т	W	т	F	S	August 13 – September 1
			JUĽ	Y									1	2	AUGUST/LABOR DAY IMPAIRED DRIVING
S	М		W	т	F	S	Vehicle Theft Prevention Month	3	4	5	6	7	8	9	DRUG-IMPAIRED DRIVING Primary Messages:
		1	2	3	4	5	July 4	10	11	12	13	14	15	16	Drive Sober or Get Pulled Over Ride Sober or Get Pulled Over
6	7	8	9	10		12	Fourth of July	17	18	19	20	21	22	23	If You Feel Different, You Drive Differe Drive High, Get a DUI
13	14	15	16		18		DRUG-IMPAIRED DRIVING Primary Messages:	24	25	26	27	28	29	30	Paid Media
							Buzzed Driving Is Drunk Driving If You Feel Different, You Drive Different	31							
		22				26	July 7 – 31								
21)	28	29	30	31			SPEED CAMPAIGN			oc	το	BER			RULES DUZZEC GROAD CITUDIS UFFORT
								S	М	т	W	т	F	S	Pedestrian Safety Month
											1	2	3	4	October 19 – 25
		SEP'	TEA		D		🐱 🔮 ≽ 📐	5	6	7	8	9	10	11	TEEN DRIVER SAFETY WEEK TEEN DRIVING ISSUES
6		JEP		ΠDΈ	K			12	13	14	15	16	17	18	October 20 – 24 NATIONAL SCHOOL BUS SAFETY WEEK
S	M	Т	W	Т	F	S	September 21 – 27								October 31

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

MTWTF

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10 11 12 13 14 15

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September 27	
NATIONAL SEAT CHECK SATURDAY	

OCCUPANT PROTECTION



IMPAIRED DRIVING 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 Drive High get a dui

DECEMBER



December 1 – 5 OLDER DRIVER SAFETY WEEK

DUZŽECH Christing is Christing

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 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



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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 drung drung drung drung drung

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

