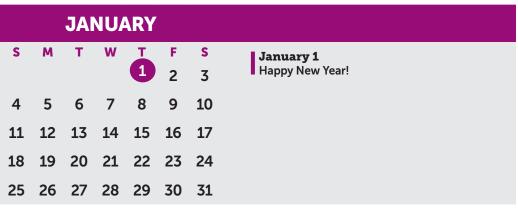
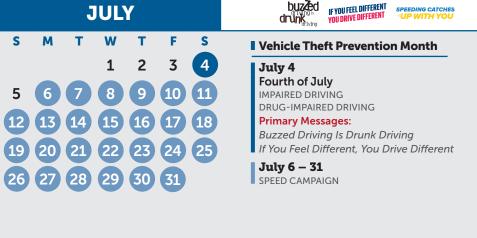
NHTSA 2026 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov



25	26	27	28	29	30	31	
		M	ARC	CH			buz ze d drunk _{riving}
S	М	Т	W	Т	F	S	March 2 – 8
1	2	3	4	5	6	7	VEHICLE SAFETY RECALLS WEEK
8	9				13		March 17 St. Patrick's Day IMPAIRED DRIVING
15	16	17	18	19	20	21	Primary Message:
		24					■ Buzzed Driving Is Drunk Driving
29	30	31					

			MA	1			Prevent Child Hot Car Deaths STOP. LOOK. LOCK.
	M	Т	W	Т	F 1	s 2	National Youth Traffic Safety Month National Bicycle Safety Month Motorcycle Safety Awareness Month
3 0 7 4 1	4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28	8 15 22 29	9 16 23 30	May 1 National Heatstroke Prevention Day HEATSTROKE AWARENESS May 11 - 31 Click It or Ticket OCCUPANT PROTECTION Primary Message: Click It or Ticket Paid Media
			וווו	Y			DUZŽECI IF YOU FEEL DIFFERENT SPEEDING CATCHES YOU DRIVE OIL FERENT SPEEDING CATCHES YOU DRIVE OIL FERENT SPEEDING CATCHES YOU DRIVE OIL FERENT SPEEDING CATCHES YOU WITH YOU



	S	EP	ΓΕΝ	IBE	R		
S	M	1		T 3	F 4	S 5	September 20 – 26 CHILD PASSENGER SAFETY WEEK OCCUPANT PROTECTION
6	7	8	9	10	11	12	September 26 NATIONAL SEAT CHECK SATURDAY
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				

		22 29	30	24	25	26	
	N	10/	/EM	BE	R		DUZŽEĆ drunž _{tving} i pyoufeel different voudrive different
22	9 16		w 4 11 18 25	12		5 7 14 21 28	November 25 THANKSGIVING EVE Primary Message: Buzzed Driving Is Drunk Driving November 25 — 29 Thanksgiving Holiday Travel IMPAIRED DRIVING DRUG-IMPAIRED DRIVING Primary Messages: Buzzed Driving Is Drunk Driving If You Feel Different, You Drive Different
							November 26 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			
ADDII									

		A	PR	L			PUT THE PHINE FYOU FEEL DIFFERENT VOU DRIVE DIFFERENT
S	М	т	W	Т	F	S	National Distracted Driving Awareness Month
			1	2	3	4	Awareness Month
5	6	7	8	9	10	11	April 6 – 13 DISTRACTED DRIVING Primary Message:
12	13	14	15	16	17	18	Put the Phone Away or Pay
45			10	10	Τ/	10	Paid Media
19	20	21	22	23	24	25	April 20 DRUG-IMPAIRED DRIVING CAMPAIGN
26	27	28	29	30			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				

OCTOBER	RULES DUZZED IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT YOU DRIVE DIFFERENT
S M T W T F S	Pedestrian Safety Month
1 2 3	October 18 – 24 TEEN DRIVER SAFETY WEEK TEEN DRIVING ISSUES
11 12 13 14 15 16 17	October 19 – 23 NATIONAL SCHOOL BUS SAFETY WEEK
18 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
DECEMBED	buzed is volifferent if you feel different



