

# NHTSA 2026 Communications Calendar

Campaign Material Available at [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov)

## JANUARY

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

**January 1**  
Happy New Year!

## FEBRUARY

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

**February 8**  
Super Bowl LX  
IMPAIRED DRIVING  
**Primary Message:**  
Fans Don't Let Fans Drive Drunk

## MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**March 2 – 8**  
VEHICLE SAFETY RECALLS WEEK

**March 17**  
St. Patrick's Day  
IMPAIRED DRIVING  
**Primary Message:**  
Buzzed Driving Is Drunk Driving

## APRIL

S	M	T	W	T	F	S
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19	20	21	22	23	24	25
26	27	28	29	30		

**PUT THE PHONE AWAY OR PAY** **IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT**

**National Distracted Driving Awareness Month**

**April 6 – 13**  
DISTRACTED DRIVING  
**Primary Message:**  
Put the Phone Away or Pay  
Paid Media

**April 20**  
DRUG-IMPAIRED DRIVING CAMPAIGN  
**Primary Message:**  
If You Feel Different, You Drive Different

## MAY

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						

**National Youth Traffic Safety Month**  
**National Bicycle Safety Month**  
**Motorcycle Safety Awareness Month**

**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

## JUNE

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21	22	23	24	25	26	27
28	29	30				

## MAY

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24	25	26	27	28	29	30
31						

## AUGUST

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**DRIVE SOBER OR GET PULLED OVER** **IF YOU FEEL DIFFERENT YOU DRIVE HIGH GET A DUI** **DRIVE HIGH GET A DUI**

**August 19 – September 7**  
AUGUST/LABOR DAY IMPAIRED DRIVING  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
**Primary Messages:**  
Drive Sober or Get Pulled Over  
Ride Sober or Get Pulled Over  
Drive High, Get a DUI  
Paid Media

## JULY

S	M	T	W	T	F	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**Vehicle Theft Prevention Month**

**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 6 – 31**  
SPEED CAMPAIGN

## OCTOBER

S	M	T	W	T	F	S
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**Rules of the Road** **IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT**

**Pedestrian Safety Month**

**October 18 – 24**  
TEEN DRIVER SAFETY WEEK  
TEEN DRIVING ISSUES

**October 19 – 23**  
NATIONAL SCHOOL BUS SAFETY WEEK

**October 31**  
Halloween  
IMPAIRED DRIVING  
**Primary Messages:**  
Buzzed Driving Is Drunk Driving  
If You Feel Different, You Drive Different

## SEPTEMBER

S	M	T	W	T	F	S
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20	21	22	23	24	25	26
27	28	29	30			

**September 20 – 26**  
CHILD PASSENGER SAFETY WEEK  
OCCUPANT PROTECTION

**September 26**  
NATIONAL SEAT CHECK SATURDAY

## DECEMBER

S	M	T	W	T	F	S
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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	Jan 1 2027	

**Impaired Driving Winter Holiday Season**

**December 1 – 15 (Social Norming)**  
**Primary Messages:**  
Buzzed Driving Is Drunk Driving  
If You Feel Different, You Drive Different

**December 16 – January 1, 2027 (Enforcement)**  
**Primary Messages:**  
Drive Sober or Get Pulled Over  
Drive High, Get a DUI  
Paid Media

**December 7 – December 11**  
OLDER DRIVER SAFETY AWARENESS WEEK

**December 26 – January 1, 2027**  
TV Bureau of Advertising Roadblock  
**Primary Message:**  
Buzzed Driving Is Drunk Driving

## NOVEMBER

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**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.