NHTSA 2025 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

							Campaign Material Available	e at www.Tra	affic	Safet	уМа	rketi	ng.g	ov	
		JA	NUA	RY	,					FEB	RU	ARY	7		
S	М	т	w 1	т 2	F 3	s 4	January 1 Happy New Year!	S	М	т	W	т	F	s 1	February 9 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
12	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	ARC	CH.				1		A	PRI	IL	•		PUT THE PHIMME
S	М	т	W	Т	F	S	March 3 – 9	S	Μ	т	W	т	F	S	National Distracted Driving
						1	VEHICLE SAFETY RECALLS WEEK			1	2	3	4	5	Awareness Month April 7 – 14
2	3	4	5	6	7	8	March 17 St. Patrick's Day IMPAIRED DRIVING	6	7	8	9	10	11	12	DISTRACTED DRIVING Primary Message:
	10	11	12	13	14	15	Primary Message: Buzzed Driving Is Drunk Driving	13	14	15	16	17	18	19	Put the Phone Away or Pay Paid Media
.6	17	18	19	20	21	22	- Salesa binning is braink briving	20	21	22	23	24	25	26	April 20 420 DRUG-IMPAIRED DRIVING CAMPAIGN
23	24	25	26	27	28	29		27	28	29	30				Primary Message: If You Feel Different, You Drive Different
0	31														
				_						J	UN	E			
			MAY				Prevent Child Hot Car Deaths STOP. LOOK. LOCK.	S	M	T	W	Ţ	F	S	
	М	т	W	т 1	F 2	s 3	 National Youth Traffic Safety Month National Bicycle Safety Month Motorcycle Safety Awareness Month 	8	2 9	3 10	4 11	5 12	6 13	7 14	
ŀ	5	6	7	8	9	10	May 1 National Heatstroke Prevention Day	15	16	17	18	19	20	21	
1	12	13	14	15	16	17	HEATSTROKE AWARENESS May 12 – June 1	22	23	24	25	26	27	28	
8	19	20	21	22	23	24	Click It or Ticket	29	30						
5	26	27	28	29	30	31	Primary Message: Click It or Ticket		_						
							Paid Media				IGU				UNIT SUBGEOR BET WILLIOUTER DEVYE MICHORY DUFFERIT DEVYE MICHORY A DU
							L. Z. J	S S	Μ	т	W	т	F 1	s 2	August 13 – September 1 AUGUST/LABOR DAY IMPAIRED DRIVING
			JUL	ſ				3	4	5	6	7	1 8	2	IMPAIRED DRIVING DRUG-IMPAIRED DRIVING
5	Μ	Т	W	Т	F	S	Vehicle Theft Prevention Month	- 3 10	4 11					9 16	Primary Messages: Drive Sober or Get Pulled Over
		1	2	3	4		July 4 Fourth of July		11	12				23	Ride Sober or Get Pulled Over If You Feel Different, You Drive Different. Drive High, Get 2 DUI
5	7	8	9	10	11	12	IMPAIRED DRIVING DRUG-IMPAIRED DRIVING								Drive High, Get a DUI Paid Media
3	14	15	16	17	18	19	Primary Messages: Buzzed Driving Is Drunk Driving		4	20	27	28	4	30	
0	21	22	23	24		26	If You Feel Different, You Drive Different July 7 – 31	31							
7	28	29	30	31			SPEED CAMPAIGN			oc	το	BER			RULES DUZZED GATUNG ROAD DUTUNG TVING TVING TVING TVING
								S	Μ	т	W	т	F	S	Pedestrian Safety Month
											1	2	3	4	October 19 – 25 TEEN DRIVER SAFETY WEEK
	5	SED.	ГЕМ	BE	R		■ 물 ≥	5	6	7	8	9	10	11	TEEN DRIVING ISSUES
								12	13	14	15	16	17	18	October 20 – 24 NATIONAL SCHOOL BUS SAFETY WEEK

S	М	Т	W	т	F	S	September 21 – 27
	1	2	3	4	5	6	CHILD PASSENGER SAFETY WEEK OCCUPANT PROTECTION

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

	ľ	10/	/EM	BE	R		
S	Μ	т	W	т	F	S	November 26
						1	THANKSGIVING EVE Primary Message:
2	3	4	5	6	7	8	Buzzed Driving Is Drunk Driving
9	10	11	12	13	14	15	November 26 – 30 Thanksgiving Holiday Travel IMPAIRED DRIVING
16	17	18	19	20	21	22	DRUG-IMPAIRED DRIVING
23	24	25	26	27	28	29	Primary Messages: Buzzed Driving Is Drunk Driving If You Feel Different, You Drive Different
30							November 27 Thanksgiving OCCUPANT PROTECTION

September 27 NATIONAL SEAT CHECK SATURDAY

Primary Message:

Buckle Up. Every Trip. Every Time.



19 20 21 22 23 24 25

IMPAIRED DRIVING Primary Messages:

DUZZEC drung b drun

October 31

Halloween

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

NATIONAL SCHOOL BUS SAFETY WEEK

DECEMBER



December 1 – 5 OLDER DRIVER SAFETY AWARENESS WEEK

Impaired Driving Winter Holiday Season

DRIVE SOBER OR GET PULLED OVER

IF YOU FEEL DIFFERENT You drive different Drive High get a <u>Dui</u>

December 1 – 9 (Social Norming) **Primary Messages:**

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

December 10 - January 1, 2026 (Enforcement)

Primary Messages: Drive Sober or Get Pulled Over Drive High, Get a DUI

Paid Media

December 26 – January 1, 2026 TV Bureau of Advertising Roadblock Primary Message: Buzzed Driving Is Drunk Driving



National Highway Traffic Safety Administration

