

NHTSA 2025 Communications Calendar

Campaign Material Available at 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
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

February 9
Super Bowl LIX
IMPAIRED DRIVING
Primary Message:
Fans Don't Let Fans Drive Drunk

MARCH

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

March 3 – 9
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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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

National Distracted Driving Awareness Month

April 7 – 14
DISTRACTED DRIVING
Primary Message:
Put the Phone Away or Pay
Paid Media

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

MAY

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

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

May 1
National Heatstroke Prevention Day
HEATSTROKE AWARENESS

May 12 – June 1
Click It or Ticket
OCCUPANT PROTECTION
Primary Message:
Click It or Ticket
Paid Media

JUNE

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29	30					

JULY

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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 7 – 31
SPEED CAMPAIGN

AUGUST

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23	24	25	26	27	28	29
30	31					

August 13 – September 1
AUGUST/LABOR DAY IMPAIRED DRIVING
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
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

SEPTEMBER

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23	24	25	26	27	28	29
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September 21 – 27
CHILD PASSENGER SAFETY WEEK
OCCUPANT PROTECTION

September 27
NATIONAL SEAT CHECK SATURDAY

OCTOBER

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30	31					

Pedestrian Safety Month

October 19 – 25
TEEN DRIVER SAFETY WEEK
TEEN DRIVING ISSUES

October 20 – 24
NATIONAL SCHOOL BUS SAFETY WEEK

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

NOVEMBER

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23	24	25	26	27	28	29
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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 Driving Is Drunk Driving
If You Feel Different, You Drive Different

November 27
Thanksgiving
OCCUPANT PROTECTION
Primary Message:
Buckle Up. Every Trip. Every Time.

DECEMBER

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30	31					

December 1 – 5
OLDER DRIVER SAFETY AWARENESS WEEK

Impaired Driving Winter Holiday Season

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