# **NHTSA 2025 Communications Calendar**

Campaign Material Available at www.TrafficSafetyMarketing.gov

	Campaign Matchat Availa				.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				
JANUARY			FEB	RU	ARY	1			
S M T W T F 1 2 3	S 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		16	17	18	19	20	21	22	
26 27 28 29 30 31		23	24	25	26	27	28		
MARCH				A	PR	IL			PUT THE PHINE
S M T W T 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 11 12 13 14	15 IMPAIRED DRIVING Primary Message:	13	14	15	16	17	18	19	Primary Message: Put the Phone Away or Pay
	Buzzed Driving Is Drunk Driving	20	21	22	23	24	25	26	Paid Media April 20
23 24 25 26 27 28		27	28	29	30				420 DRUG-IMPAIRED DRIVING CAMPAIGN Primary Message:
23 24 25 26 27 26 30 31									If You Feel Different, You Drive Different
		_		J	JUN	E			
MAY	Prevent Child Hot Car Deaths STOP. LOOK, LOCK,	S	М	т	W	т	F	S	
S M T W T F	S National Youth Traffic Safety Month	1	2	3	4	5	6	7	
1 2	3 National Bicycle Safety Month Motorcycle Safety Awareness Month	8	9	10	11	12	13	14	
4 5 6 7 8 9	10 May 1	15	16	17	18	19	20	21	
11 12 13 14 15 16	National Heatstroke Prevention Day           HEATSTROKE AWARENESS	22	23	24	25	26	27	28	
18 19 20 21 22 23	May 12 – June 1 Click It or Ticket	29	30						
25 26 27 28 29 30	OCCUPANT PROTECTION Primary Message:	_							
	Click It or Ticket Paid Media			AL	JGU	IST			DITE SOFTAGE OF TOUTEL OFFERENT SOFTAGE OF DUIDENT CONTRACTOR SOFTAGE OF DUIDENT CONTRACTOR SOFTAGE OF DUIDENT SOFTAGE OF DUIDE
		S	М	т	W	т	F	S	August 13 – September 1
JULY							1	2	AUGUST/LABOR DAY IMPAIRED DRIVING IMPAIRED DRIVING
S M T W T 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 11	12 Fourth of July IMPAIRED DRIVING	17	18	19	20	21	22	23	<i>If You Feel Different, You Drive Different.</i> <i>Drive High, Get a DUI</i>
13 14 15 16 17 18	DRUG-IMPAIRED DRIVING	24	25	26	27	28	29	30	Paid Media
20 21 22 23 24 25	Buzzed Driving Is Drunk Driving	31							
	July 7 – 31								
27 28 29 30 31	SPEED CAMPAIGN			oc	ΤΟ	BER	R		RULES DUZZED ROAD drukering in yourfeel different Your of the states of
		S	Μ	т	W	т	F	S	Pedestrian Safety Month
					1	2	3	4	October 19 – 25 TEEN DRIVER SAFETY WEEK
SEPTEMBER	🐱 🔮 📐	5	6	7	8	9	10	11	TEEN DRIVING ISSUES
S M T W T F	S September 21 – 27	12	13	14	15	16	17	18	NATIONAL SCHOOL BUS SAFETY WEEK
1 2 3 4 5	6 CHILD PASSENGER SAFETY WEEK	19	20	)21	22	23	24	25	October 31 Halloween
7 0 0 10 11 12	OCCUPANT PROTECTION	26	27	28	29	30	31		IMPAIRED DRIVING

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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September 27
NATIONAL SEAT CHECK SATURDAY



#### Primary Messages:

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

# DECEMBER



#### **December 1 – 5** OLDER DRIVER SAFETY AWARENESS WEEK

## Impaired Driving Winter Holiday Season

I VE SOBER OR I PULLED OVER IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

#### **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

**Q** U.S. Department of Transportation

National Highway Traffic Safety Administration

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 trung trung

#### 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.

