

2022 NHTSA Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

1/1
Happy New Year!

OTHER EVENTS:

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

FEBRUARY

2/13
Super Bowl LVI
IMPAIRED DRIVING
Primary Message: Fans Don't Let Fans Drive Drunk

OTHER EVENTS:

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

MARCH

3/7 – 3/11
Vehicle Safety Recalls Week
3/17
St. Patrick's Day
IMPAIRED DRIVING
Primary Message: Buzzy Driving Is Drunk Driving

3/21 – 4/11
Rail Grade Crossing Campaign
Primary Message: Stop. Trains Can't.

Paid Media

OTHER EVENTS:



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		

APRIL

National Distracted Driving Awareness Month
4/4 – 4/11
U Drive. U Text. U Pay.
Distracted Driving
Primary Message: U Drive. U Text. U Pay.

Paid Media

4/20
Drug-Impaired Driving Campaign
Primary Message: If You Feel Different, You Drive Different

OTHER EVENTS:



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
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MAY

National Youth Traffic Safety Month
Motorcycle Safety Awareness Month
5/1
National Heatstroke Prevention Day
HEATSTROKE AWARENESS

Paid Media

5/16 – 6/05
Click It or Ticket
OCCUPANT PROTECTION
Primary Message: Click It or Ticket
Paid Media for National Enforcement

OTHER EVENTS:



S	M	T	W	T	F	S
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

6/20
National Ride to Work Day
MOTORCYCLE SAFETY
Primary Message: Share the Road With Motorcyclists

OTHER EVENTS:



S	M	T	W	T	F	S
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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	

JULY

Vehicle Theft Prevention Month
7/4
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzy Driving Is Drunk Driving
Drive Sober or Get Pulled Over
Ride Sober or Get Pulled Over
If You Feel Different, You Drive Different
If You Feel Different, You Drive Different. Drive High, Get a DUI

OTHER EVENTS:



S	M	T	W	T	F	S
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30	31					

AUGUST

8/17 – 9/5
Drive Sober or Get Pulled Over
Impaired Driving National Enforcement Mobilization
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

OTHER EVENTS:



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SEPTEMBER

9/6 – 9/26
Rail Grade Crossing Campaign
Primary Message: Stop. Trains Can't.
Paid Media
9/18 – 9/24
Child Passenger Safety Week
OCCUPANT PROTECTION
9/24
National Seat Check Saturday

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OCTOBER

Pedestrian Safety Month
10/16 – 10/22
National Teen Driver Safety Week
TEEN DRIVING ISSUES
10/31
Halloween
IMPAIRED DRIVING
Primary Messages:
Buzzy Driving Is Drunk Driving
If You Feel Different, You Drive Different

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NOVEMBER

11/23 – 11/27
Thanksgiving Holiday Travel
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzy Driving Is Drunk Driving
If You Feel Different, You Drive Different
11/24
Thanksgiving Holiday Travel
OCCUPANT PROTECTION
Primary Message: Buckle Up. Every Trip. Every Time.
11/28 – 12/13
Pre-Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzy Driving Is Drunk Driving
If You Feel Different, You Drive Different

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DECEMBER

12/14 – 1/01/23
Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Drive Sober or Get Pulled Over
If You Feel Different, You Drive Different. Drive High, Get a DUI
Paid Media
12/26 – 12/31
TV Bureau of Advertising Roadblock
Primary Message:
Buzzy Driving Is Drunk Driving

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U.S. Department of Transportation
National Highway Traffic Safety Administration

