2022 NHTSA Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

	5						-
JANUARY		S	мт	W	т	F	S
1/1		2	7 4	-	c	7	1
Happy New Year!		2	34 1011		6 13	7 14	8 15
OTHER EVENTS:		16	17 18	19	20	21	22
		23/30	²⁴ /31 25	26	27	28	29
FEBRUARY		S	ΜТ	W	Т	F	S
2/13			1	2	3		5
Super Bowl LVI		6	78 1415				
IMPAIRED DRIVING Primary Message: Fans Don't Let Fans Drive Drunk		_	¹ / ₂₈ 22				
OTHER EVENTS:							
		c	мт	14/	т	E	c
MARCH		S		W 2		F 4	S 5
3/7 — 3/11 Vehicle Safety Recalls Week	-	6	78	9	10	11	12
3/17	buzzed		14 15		<u> </u>		_
St. Patrick's Day	drunk		21 22 28 29		-		26
IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving	designate a sober driver						
3/21 - 4/11							
Rail Grade Crossing Campaign	TRAINS CAN'T.						
Primary Message: Stop. Trains Can't.							
Paid Media							
OTHER EVENTS:							
APRIL		S	мт	W	Т	F	S
National Distracted Driving Awareness Month	U DRIVE. U TEXT.		A E		67	1	2
4/4 – 4/11		10	11 12	13	14	15	16
U Drive. U Text. U Pay. DISTRACTED DRIVING	÷ 9		18 19	_			
Primary Message: U Drive. U Text. U Pay.		24	25 26	27	28	29	30
Paid Media							
4/20 Drug-Impaired Driving Campaign			F YOU F	EEL D	IFFE	RENI	ſ
Primary Message: If You Feel Different, You Drive Diffe	rent	Ň	OU DR	VE DI	}}£	(ENI	
OTHER EVENTS:							
· · · · · ·							
MAY		-	МТ		Т	F	S
National Youth Traffic Safety Month	d a	1 8	2 3 9 10			6 13	7 14
Motorcycle Safety Awareness Month 5/1	Share	-	9 10 16 17				_
National Heatstroke Prevention Day	Röad 💽		23 24		26	27	28
HEATSTROKE AWARENESS	- W	29	30 31				
Paid Media							
5/16 – 6/05 Click It or Ticket	ict fast. where's baby?			LIT OR	lice		
OCCUPANT PROTECTION	AVE a LIFE. Look before you look.		E	Ä	E		
Primary Message: Click It or Ticket			N	FRNI	GH		
Paid Media for National Enforcement							
Paid Media for National Enforcement OTHER EVENTS:							

AUGUST 8/17 – 9/5 Drive Sober or Get Pulled Over Impaired Driving National Enforcement Mobilis IMPAIRED DRIVING Primary Messages: Drive Sober or Get Pulled Over Ride Sober or Get Pulled Over If You Fee Different, You Drive Different. Drive High, O Paid Media OTHER EVENTS:	RIDE SOBER OR GET FULLED OVER IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT
SEPTEMBER	S M T W T F
9/6 – 9/26 Rail Grade Crossing Campaign	4 5 6 7 8 9 2
Primary Message: Stop. Trains Can't.	STUE II 12 13 14 15 16 18 19 20 21 22 23 23
Paid Media 1 9/18 – 9/24	TRAINS CAN'I. 18 19 20 21 22 23 25 26 27 28 29 30
Child Decconger Sefety Week	• Child Car
OCCUPANT PROTECTION 9/24	Safety
National Seat Check Saturday	
OTHER EVENTS:	
OCTOBER Pedestrian Safety Month 10/16 – 10/22 National Teen Driver Safety Week TEEN DRIVING ISSUES 10/31 Halloween IMPAIRED DRIVING	EVERYONE (SA) S M T W T F 2 3 4 5 6 7 9 10 11 12 13 14 14 Image: Contract of the contract
Primary Messages:	DUZCECI drunking is IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT
Buzzed Driving Is Drunk Driving If You Feel Different, You Drive Different	
OTHER EVENTS:	
NOVEMBER	S M T W T F
	1 2 3 4 6 7 8 9 10 11 1
Thanksgiving Holiday Travel IMPAIRED DRIVING	13 14 15 16 17 18 2 20 21 22 23 24 25 2
11/23 – 11/27 Thanksgiving Holiday Travel IMPAIRED DRIVING DRUG-IMPAIRED DRIVING Primary Messages: Buzzed Driving Is Drunk Driving	
Thanksgiving Holiday Travel IMPAIRED DRIVING DRUG-IMPAIRED DRIVING	20 21 22 23 24 25 2

11/28 - 12/13

Pre-Holiday Season IMPAIRED DRIVING DRUG-IMPAIRED DRIVING Primary Messages:

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

OTHER EVENTS:



JUNE SMTWTFS 1 2 3 4 6/20 5 6 7 8 9 10 11 đ National Ride to Work Day 12 13 14 15 16 17 18 MOTORCYCLE SAFETY 19 20 21 22 23 24 25 Primary Message: Share the Road With Motorcyclists 26 27 28 29 30





OTHER EVENTS:

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: Buzzed Driving Is Drunk Driving

OTHER EVENTS:







U.S. Department of Transportation

National Highway Traffic Safety Administration

