

2017 / 2018 Ohio Traffic Safety Office - Communications Calendar

October 2017						
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	E27	E28
E29	E30	E31				

March 2018						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	E17
E18	E19	20	21	22	23	24
25	26	27	28	29	30	31

August 2018						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	E17	E18
E19	E20	E21	E22	E23	E24	E25
E26	E27	E28	E29	E30	E31	

November 2017						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	E17	E18
E19	E20	E21	E22	E23	E24	E25
E26	27	28	29	30		

April 2018						
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				See Prom Note	

September 2018						
S	M	T	W	T	F	S
						E1
E2	E3	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						

December 2017						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	E8	E9
E10	E11	E12	E13	E14	E15	E16
E17	E18	E19	E20	E21	E22	E23
E24	E25	E26	E27	E28	E29	E30
E31						

May 2018						
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	E21	E22	E23	E24	E25	E26
E27	E28	E29	E30	E31		

October 2018						
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	E31			

January 2018						
S	M	T	W	T	F	S
	E1	E2	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			

June 2018						
S	M	T	W	T	F	S
					E1	E2
E3	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

November 2018						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	E16	E17
E18	E19	E20	E21	E22	E23	E24
E25	26	27	28	29	30	

February 2018						
S	M	T	W	T	F	S
				1	2	3
E4	E5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

July 2018						
S	M	T	W	T	F	S
E1	E2	E3	E4	E5	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				

December 2018						
S	M	T	W	T	F	S
						1
2	3	4	5	6	E7	E8
E9	E10	E11	E12	E13	E14	E15
E16	E17	E18	E19	E20	E21	E22
E23	E24	E25	E26	E27	E28	E29
E30	E31					

October 15 - 21, 2017
National Teen Driver Safety Week - Occupant Protection
 Primary Message: 5 to Drive

October 27 - 31, 2017
Halloween
IMPAIRED DRIVING
 Primary Message: Buzed Driving is Drunk Driving.

November 17 - 26, 2017
Thanksgiving Weekend Travel
OCCUPANT PROTECTION
 Primary Message: Buckle Up America. Every Trip. Every Time.
 Secondary Message: Click It or Ticket

November 25, 2017
Ohio State vs. Michigan
IMPAIRED DRIVING
 Primary Message: Fans Don't Let Fans Drive Drunk.
 Secondary Message: Buckle Up America. Every Trip. Every Time.

Corridor Project - US 23
November 24 - December 12, 2017
Holiday Season - IMPAIRED DRIVING
 Primary Message: Buzed Driving is Drunk Driving.
 Twitter Chat: Buzed Driving

Note: Calendar dates and themes are subject to change. Dates with E in front (i.e., E26) is a date where enforcement will take place.
<http://ohiohighwaysafetyoffice.ohio.gov/index.stm>

Revised 10/31/2017

December 8, 2017 - January 2, 2018
Holiday Season
IMPAIRED DRIVING
 Primary Message: Drive Sober or Get Pulled Over.

February 4 - 5, 2018
Super Bowl Sunday
IMPAIRED DRIVING
 Primary Message: Fans Don't Let Fans Drive Drunk.
 Twitter Chat: Super Bowl

March 17 - 19, 2018
St. Patrick's Day
IMPAIRED DRIVING
 Primary Message: Buzed Driving is Drunk Driving.
 Twitter Chat: Buzed Driving

April 2018
National Distracted Driving Awareness Month
 Primary Message: U Drive, U Text, U Pay
 Secondary Message: Stay Alive! Don't TXT & Drive

National Enforcement Mobilization / Twitter Chat: #justdrive
May 2018
Motorcycle Safety Awareness Month
 Primary Message: Motorists: Share the Road with Motorcyclist and Scooter Riders
 Secondary Message: Motorists: Look Out For Motorcycles

Communications Note: Motorcycle Awareness Messaging to continue from April until CIOT, resume after Fourth of July throughout the rest of the riding season.

Note: PROM SEASON ENFORCEMENT BLITZ - APRIL/MAY

May 5, 2018
Cinco de Mayo
 Primary Message: Buzed Driving is Drunk Driving.
 May 14 - June 3, 2018
"Click It or Ticket" (CIOT)
National Enforcement Mobilization
OCCUPANT PROTECTION Primary Message: Click it or Ticket.
June 18, 2018
National Ride to Work Day
MOTORCYCLE SAFETY
 Primary Message: Share the Road with Motorcyclist and Scooter riders.
July 1 - 5, 2018
Fourth of July
IMPAIRED DRIVING
 Primary Message: Drive Sober or Get Pulled Over.
 Secondary Message: Buzed Driving is Drunk Driving.
 Twitter Chat: Buzed Driving

August 2018
Back to School Safety Month
 Primary Message: Walk, Bike, and Ride to School Safely!

August 15 - September 3, 2018
National Enforcement Crackdown
IMPAIRED DRIVING
 Primary Message: Drive Sober or Get Pulled Over.

September 23 - 29, 2018
Child Passenger Safety Week
National Seat Check Saturday (September 29)
OCCUPANT PROTECTION

Note: HOMECOMING SEASON ENFORCEMENT BLITZ - SEPT/OCT

October 3, 2018
Walk to School Day
October 21 - 27, 2018
National Teen Driver Safety Week - Occupant Protection
 Teen Driving Issues
October 31, 2018
Halloween
IMPAIRED DRIVING
 Primary Message: Buzed Driving is Drunk Driving.

November 22, 2018
Thanksgiving Weekend Travel
OCCUPANT PROTECTION
 Primary Message: Buckle Up America. Every Trip. Every Time.
 Secondary Message: Click It or Ticket

November 24, 2018
Ohio State vs. Michigan IMPAIRED DRIVING
 Primary Message: Fans Don't Let Fans Drive Drunk.
 Secondary Message: Buckle Up America. Every Trip. Every Time.

Corridor Project - US 23
November 23 - December 12, 2018
Holiday Season - IMPAIRED DRIVING
 Primary Message: Buzed Driving is Drunk Driving.
 Twitter Chat: Buzed Driving

December 13- 31, 2018
Holiday Season
IMPAIRED DRIVING
 Primary Message: Drive Sober or Get Pulled Over.
 TVB Project Roadblock: Buzed Driving is Drunk Driving