

NHTSA 2021 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

S M T W T F S JANUARY

				1	2
3	4	5	6	7	8
10	11	12	13	14	15
17	18	19	20	21	22
24	25	26	27	28	29
31					

Happy New Year!

S M T W T F S FEBRUARY

	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						

February 7

Super Bowl LV

IMPAIRED DRIVING

Primary Message: *Fans Don't Let Fans Drive Drunk*

S M T W T F S MARCH

	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			

March 8 - 12

Vehicle Safety Recalls Week

March 17

St. Patrick's Day

IMPAIRED DRIVING

Primary Message: *Buzzed Driving Is Drunk Driving*

March 22 - April 12

Rail Grade Crossing Campaign

Primary Message: *Stop. Trains Can't.*



S M T W T F S APRIL

		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	

National Distracted Driving Awareness Month

April 5 - 12

U Drive. U Text. U Pay.

DISTRACTED DRIVING

Primary Message: *U Drive. U Text. U Pay.*

Paid Media

April 20

Drug-Impaired Driving Campaign

Primary Message:

If You Feel Different, You Drive Different



S M T W T F S MAY

					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					

National Youth Traffic Safety Month
Motorcycle Safety Awareness Month

May 1

National Heatstroke Prevention Day

HEATSTROKE AWARENESS

Paid Media

May 17 - June 6

Click It or Ticket

OCCUPANT PROTECTION

Primary Message: *Click It or Ticket*

Paid Media

National Enforcement Mobilization



S M T W T F S JUNE

	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			

June 21

National Ride to Work Day

MOTORCYCLE SAFETY

Primary Message:

Share the Road With Motorcyclists



S M T W T F S JULY

		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

Vehicle Theft Prevention Month

July 4

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING

Primary Messages:

Buzzed Driving Is Drunk Driving;

Drive Sober or Get Pulled Over;

Ride Sober or Get Pulled Over;

If You Feel Different, You Drive Different



S M T W T F S AUGUST

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				

August 18 - September 6

Impaired Driving National Enforcement

Drive Sober or Get Pulled Over

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

National Enforcement Mobilization



S M T W T F S SEPTEMBER

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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		

September 6 - 27

Rail Grade Crossing Campaign

Primary Message: *Stop. Trains Can't.*

September 19 - 25

Child Passenger Safety Week

OCCUPANT PROTECTION

September 25

National Seat Check Saturday



S M T W T F S OCTOBER

				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						

Pedestrian Safety Month

October 17 - 23

National Teen Driver Safety Week

TEEN DRIVING ISSUES

October 31

Halloween

IMPAIRED DRIVING

Primary Messages:

Buzzed Driving Is Drunk Driving;

If You Feel Different, You Drive Different



S M T W T F S NOVEMBER

	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				

November 24 - 28

Thanksgiving Holiday Travel

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING

November 24

Blackout Wednesday

Primary Message: *Buzzed Driving Is Drunk Driving*

November 25

Thanksgiving Holiday Travel

OCCUPANT PROTECTION

Primary Message: *Buckle Up. Every Trip. Every Time.*

November 30 - December 14

Pre-Holiday Season

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING

Primary Messages:

Buzzed Driving Is Drunk Driving;

If You Feel Different, You Drive Different



S M T W T F S DECEMBER

		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	1

December 15 - January 1, 2022

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

National Enforcement Mobilization

December 26 - 31

TV Bureau of Advertising Roadblock

Primary Message:

Buzzed Driving Is Drunk Driving

