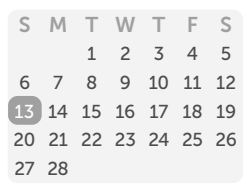
2022 NHTSA Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

1/1
Happy New Year!

FEBRUARY



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

MARCH

3/7 — 3/13
Vehicle Safety Recalls Week

3/17
St. Patrick's Day
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*

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*

MAY

National Youth Traffic Safety Month
Motorcycle Safety Awareness Month

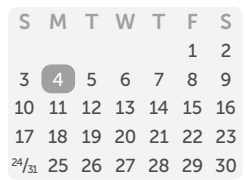
5/1
National Heatstroke Prevention Day
HEATSTROKE AWARENESS
Paid Media

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

JUNE

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

JULY



Vehicle Theft Prevention Month

7/4
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
If You Feel Different, You Drive Different. Drive High, Get a DUI

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 Fee Different, You Drive Different. Drive High, Get a DUI
Paid Media

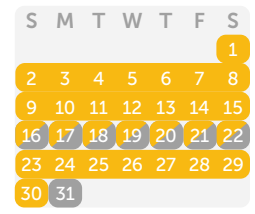
SEPTEMBER

9/12 – 10/30
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

OCTOBER



Pedestrian Safety Month

9/12 – 10/30
Rail Grade Crossing Campaign
Primary Message: *Stop. Trains Can't.*
Paid Media

10/16 – 10/22
National Teen Driver Safety Week
TEEN DRIVING ISSUES

10/31
Halloween
IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

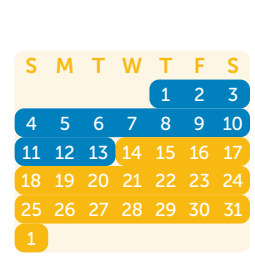
NOVEMBER

11/23 – 11/27
Thanksgiving Holiday Travel
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

11/24
Thanksgiving Holiday Travel
OCCUPANT PROTECTION
Primary Message: *Buzzed Driving Is Drunk Driving. Buckle Up. Every Trip. Every Time.*

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

DECEMBER



12/14 – 1/1/23
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

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

NHTSA

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