# **2022 NHTSA Communications Calendar**

9 10 11 12 13 14 15

16 17 18 19 20 21 22

6 7 8 9 10 11 12

13 14 15 16 17 18 19

20 21 22 23 24 25 26

**13** 14 15 16 **17** 18 19

20 21 22 23 24 25 26 27 28 29 30 31

10 11 12 13 14 15 16

17 18 19 20 21 22 23

24 25 26 27 28 29 30

IF YOU FEEL DIFFERENT

SMTWTFS

22 23 24 25 26 27 28

12 13 14 15 16 17 18

S M T W T F S

3 4 5 6 7 8 9

10 11 12 13 14 15 16

17 18 19 20 21 22 23

<sup>24</sup>/<sub>31</sub> 25 26 27 28 29 30

IF YOU FEEL DIFFERENT

17 18 19 20 21

Campaign Material Available at www.TrafficSafetyMarketing.gov

### **JANUARY**

**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

#### 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

**National Youth Traffic Safety Month Motorcycle Safety Awareness Month** 



#### **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

#### National Ride to Work Day

**MOTORCYCLE SAFETY** 

Primary Message: Share the Road With Motorcyclists

#### **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





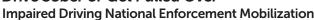
GET PULLED OVER





IF YOU FEEL DIFFERENT You drive different





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



### **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** 



#### **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** 

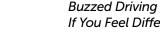
#### 10/31

#### 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: 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

### 12/26 – 12/31

#### TV Bureau of Advertising Roadblock

#### Primary Message:

Paid Media

Buzzed Driving Is Drunk Driving













RULES

ROAD



















