NHTSA 2009 Communications Calendar

January 09						February 09					March 09									
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April 09						May 09					June 09									
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July 09											
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August 09											
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December 09											
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September 09

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Note: Calendar dates and themes are subject to change.

January 26 - February 2, 2009

Super Bowl Sunday IMPAIRED DRIVING Primary Message: Fans Don't Let Fans Drive Drunk

March 9 - 17, 2009

St. Patrick's Day IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving

August 2009

Back to School Safety Message: Pedestrians, Bicycles, School Buses

August 21 - September 7, 2009

Impaired Driving National Enforcement Crackdown IMPAIRED DRIVING Message: Drunk Driving. Over the Limit. Under Arrest.

November 16 - 29, 2009

29

Thanksgiving Weekend Travel OCCUPANT PROTECTION Primary Message: Buckle Up America. Every Trip. Every Time. Secondary Message: Buzzed Driving Is Drunk Driving

November 29 - December 11, 2009

Holiday Season IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving

May 2009

Motorcycle Safety Awareness Month Primary Message: Motorcyclists

Bicycle Safety Month

May 18 - 31, 2009

Click It or Ticket National Enforcement Mobilization OCCUPANT PROTECTION Message: Click It or Ticket

June 21 - July 5, 2009

Fourth of July IMPAIRED DRIVING Primary Message: Drunk Driving. Over the Limit. Under Arrest. Buzzed Driving Is Drunk Driving Secondary Message:

July 15, 2009

National Ride to Work Day MOTORCYCLE SAFETY Message: Share the Road With Motorcycles

September 19 – 26, 2009

National Seat Check Saturday (September 19th) **CPS Week** OCCUPANT PROTECTION Primary Message: 4 Steps for Kids

October 2009

International Walk to School Month

October 18 - 24, 2009

National Teen Driver Safety Week OCCUPANT PROTECTION Teens Impaired Driving Message: Buckle Up America. Every Trip. Every Time.

October 25 - 31, 2009

Halloween IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving

December 16, 2009 - January 3, 2010

Holiday Season IMPAIRED DRIVING Primary Message: Drunk Driving. Over the Limit. Under Arrest.

Other Communications Support

Buckle Up in Your Truck **Rural Occupant Protection** Speed Youth Advertising: Alcohol, Seat Belts Nighttime NCAP ODI Tires Market Research: Target Audiences, Social Marketing

