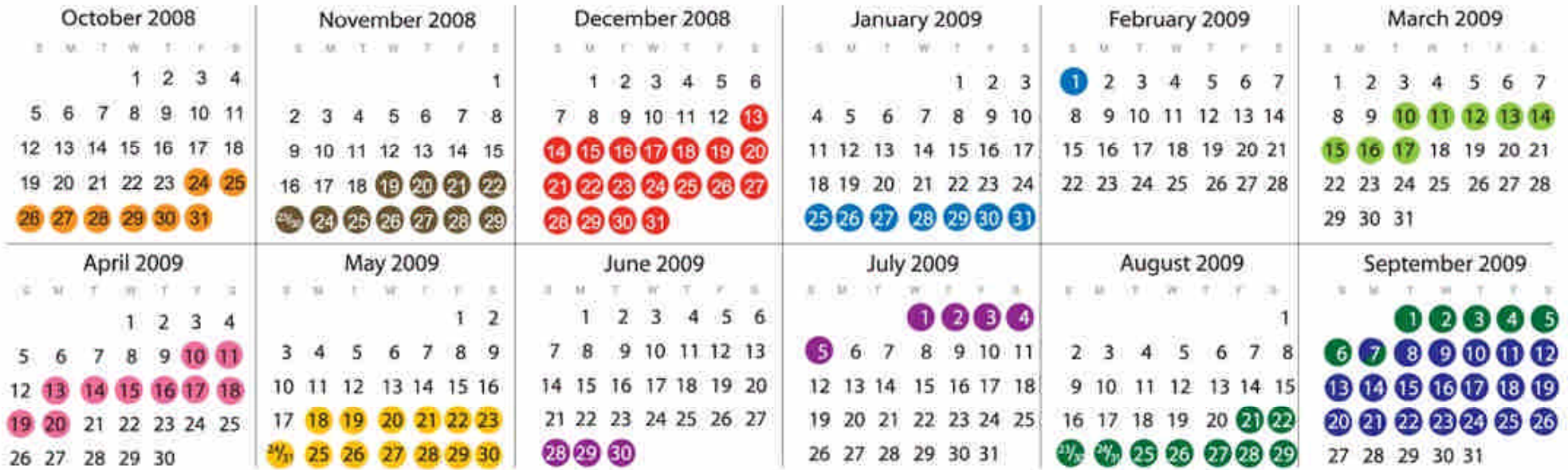


North Dakota Department of Transportation, Office of Traffic Safety 2008-09 Enforcement Calendar



Halloween Promotion

October 24-31, 2008
 IMPAIRED DRIVING FOCUS
 Social Norming Message: *Buzzed Driving is Drunk Driving*

Super Bowl Promotion

January 25 - February 1, 2009
 IMPAIRED DRIVING FOCUS
 Social Norming Message: *Buzzed Driving is Drunk Driving*

May Mobilization

May 18-31, 2009
 OCCUPANT PROTECTION FOCUS
 Enforcement Message: *Click It Or Ticket*

Speeding Crackdown

September 7-26, 2009
 SPEEDING FOCUS
 Enforcement Message: *Obey the Sign or Pay the Fine*

Thanksgiving Promotion

November 19-30, 2008
 OCCUPANT PROTECTION FOCUS
 Social Norming Message: *Buckle Up. Every Trip. Every Time.*

St. Patrick's Day Promotion

March 10-17, 2009
 IMPAIRED DRIVING FOCUS
 Social Norming Message: *Buzzed Driving is Drunk Driving*

Independence Day Promotion

June 28 - July 5, 2009
 IMPAIRED DRIVING FOCUS
 Social Norming Message: *Buzzed Driving is Drunk Driving*



3D Month Promotion

December 13-31, 2008
 IMPAIRED DRIVING FOCUS
 Enforcement Message: *Drunk Driving. Over the Limit. Under Arrest.*

Alcohol Awareness Month

April 10-20, 2009
 IMPAIRED DRIVING FOCUS
 Social Norming Message: *Buzzed Driving is Drunk Driving*

Labor Day Crackdown

August 21 - September 7, 2009
 IMPAIRED DRIVING FOCUS
 Enforcement Message: *Drunk Driving. Over the Limit. Under Arrest.*



Note: Dates and promotional periods may change.
 Last Updated: July 1, 2008