

# NHTSA 2012 Communications Calendar

January 2012						
S	M	T	W	T	F	S
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				

February 2012						
S	M	T	W	T	F	S
			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			

March 2012						
S	M	T	W	T	F	S
				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

April 2012						
S	M	T	W	T	F	S
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					

May 2012						
S	M	T	W	T	F	S
		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		

June 2012						
S	M	T	W	T	F	S
					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

July 2012						
S	M	T	W	T	F	S
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 2012						
S	M	T	W	T	F	S
			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	

September 2012						
S	M	T	W	T	F	S
						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

October 2012						
S	M	T	W	T	F	S
	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			

November 2012						
S	M	T	W	T	F	S
				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	

December 2012						
S	M	T	W	T	F	S
						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				

Note: Calendar dates and themes are subject to change.

## February 5, 2012

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

## March 17, 2012

**St. Patrick's Day**  
IMPAIRED DRIVING  
Primary Message: Buzzed Driving is Drunk Driving  
Social Media: Twitter Party

## April 2012

**Alcohol Awareness Month**  
**National Distracted Driving Awareness Month**

## May 2012

**Motorcycle Safety Awareness Month**  
Primary Message: Motorists and Motorcyclists Share the Road

**Bicycle Safety Month**  
Primary Message: Make Bicycling Safe for Riders of ALL Ages

## May 14 – June 3, 2012

**Click It or Ticket**  
**National Enforcement Mobilization**  
OCCUPANT PROTECTION  
Primary Message: Click It or Ticket  
Media Buy

## June 18, 2012

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

## July 4, 2012

**Fourth of July**  
IMPAIRED DRIVING  
Primary Message: Drive Sober or Get Pulled Over

## August 2012

**Back to School Safety Month**  
Primary Message: Walk, Bike, and Ride to School Safely!

## August 15 – September 3, 2012

**Impaired Driving**  
**National Enforcement Crackdown**  
Primary Message: Drive Sober or Get Pulled Over  
Media Buy

## September 16 – 22, 2012

**Child Passenger Safety Week**  
**National Seat Check Saturday**  
OCCUPANT PROTECTION  
Social Media: Twitter Party

## October 2012

**International Walk to School Month**

## October 1 – 5, 2012

**Drive Safety Work Week**

## October 14 – 20, 2012

**National Teen Driver Safety Week**  
OCCUPANT PROTECTION

## October 31, 2012

**Halloween**  
IMPAIRED DRIVING  
Primary Message: Buzzed Driving Is Drunk Driving

## November 22, 2012

**Thanksgiving Holiday Travel**  
OCCUPANT PROTECTION  
Primary Message: Buckle Up America. Every Trip. Every Time.

## December 1 - 11, 2012

**Pre-Holiday Season**  
IMPAIRED DRIVING  
Primary Message: Buzzed Driving Is Drunk Driving  
Social Media: Twitter Party

## December 12, 2012 – January 1, 2013

**Holiday**  
IMPAIRED DRIVING  
Primary Message: Drive Sober or Get Pulled Over  
Media Buy  
TV Road Block