



## MEDIA, ENFORCEMENT & EVENTS CALENDAR 2018

Date	Event	Web Link
February 4	<b>Super Bowl Sunday High Visibility Enforcement (HVE) DUI Campaign</b>	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a>
March 17	<b>St. Patrick's Day High Visibility Enforcement (HVE) DUI Campaign</b>	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a>
April 1 – 7	California Teen Driver Safety Week	<a href="http://www.nhtsa.gov/road-safety/teen-driving">www.nhtsa.gov/road-safety/teen-driving</a>
April 9 – 13	National Work Zone Awareness Week	<a href="http://www.ops.fhwa.dot.gov/wz/outreach/wz_awareness.htm">www.ops.fhwa.dot.gov/wz/outreach/wz_awareness.htm</a>
April 22 – 24	Lifesavers 2018 Conference (San Antonio, TX)	<a href="http://www.lifesaversconference.org/">www.lifesaversconference.org/</a>
<b>April (Entire Month)</b>	<b>Distracted Driving Awareness Month High Visibility Enforcement (HVE)</b>	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.justdriveca.org">www.justdriveca.org</a>
April (Entire Month)	Alcohol Awareness Month	<a href="http://www.nih.gov">www.nih.gov</a>
May (Entire Month)	National Youth Traffic Safety Month	<a href="http://www.noys.org">www.noys.org</a>
May (Entire Month)	Motorcycle Safety Awareness Month	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.chp.ca.gov/Programs-Services/Programs/California-Motorcyclist-Safety">www.chp.ca.gov/Programs-Services/Programs/California-Motorcyclist-Safety</a> <a href="http://cmisp.msi5.com/resources.php">cmisp.msi5.com/resources.php</a>
May (Entire Month)	National Bicycle Safety Month	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.chp.ca.gov/programs-services/services-information/bike-and-ped-safety">www.chp.ca.gov/programs-services/services-information/bike-and-ped-safety</a>
<b>May 5</b>	<b>Cinco De Mayo High Visibility Enforcement (HVE) DUI Campaign</b>	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.ots.ca.gov/Media_and_Research/Campaigns/default.asp">www.ots.ca.gov/Media_and_Research/Campaigns/default.asp</a>



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May 9	Bike to School Day	<a href="http://www.ots.ca.gov/pdf/BicyclePedSafetyBrochure.pdf">www.ots.ca.gov/pdf/BicyclePedSafetyBrochure.pdf</a> <a href="http://www.walkbiketoschool.org">www.walkbiketoschool.org</a>
May 13 – May 19	National Police Week	<a href="http://www.nleomf.com">www.nleomf.com</a>
May 14 – June 3	Click It or Ticket Media Marketing Campaign	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.nhtsa.gov/risky-driving/seat-belts">www.nhtsa.gov/risky-driving/seat-belts</a>
May 20 – 26	Emergency Medical Services Week	<a href="http://www.acep.org/emswweek">www.acep.org/emswweek</a>
May 21 – 28	Tire Safety Week	<a href="http://www.ustires.org/ustma-announces-national-tire-safety-week-2018">www.ustires.org/ustma-announces-national-tire-safety-week-2018</a>
<b>May 21 – June 3</b>	<b>National Seat Belt 2 Week Mobilization High Visibility Enforcement (HVE)</b>	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.nhtsa.gov/risky-driving/seat-belts">www.nhtsa.gov/risky-driving/seat-belts</a>
June 6	Secure Your Load Day	<a href="http://www.secureyourload.com">www.secureyourload.com</a>
June 18	National Ride to Work Day	<a href="http://www.ridetoworkday.org">www.ridetoworkday.org</a>
July (Entire Month)	National Theft Prevention Month	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a>
<b>July 4</b>	<b>4th of July High Visibility Enforcement (HVE) DUI Campaign</b>	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a>
July 31	National Heatstroke Prevention Day	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a>
TBD	National Stop on Red Week	
August (Entire Month)	Back to School Safety Month	<a href="http://www.nhtsa.gov/back-school-safety">www.nhtsa.gov/back-school-safety</a>
August 13 – 15	Training Conference on Drugs, Alcohol and Impaired Driving (Nashville, TN)	<a href="http://www.theiacp.org/DAIDconference">www.theiacp.org/DAIDconference</a>



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August 12 – 15	Int'l Forum on Traffic Records and Highway Safety Information System (Milwaukee, WI)	<a href="http://www.atsip.org">www.atsip.org</a>
August 15 – September 3	Drive Sober or Get Pulled Over Media Marketing Campaign	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a>
<b>August 17 – September 3</b>	<b>Drive Sober or Get Pulled Over Mobilization (18 Day Enforcement Campaign) High Visibility Enforcement (HVE)</b>	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.nhtsa.gov/risky-driving/drunk-driving">www.nhtsa.gov/risky-driving/drunk-driving</a> <a href="http://www.buzzeddriving.org">www.buzzeddriving.org</a>
August 25 – 29	Governors Highway Safety Association (GHSA) Annual Meeting (Atlanta, GA)	<a href="http://www.ghsa.org/events/Future-Annual-Meetings">www.ghsa.org/events/Future-Annual-Meetings</a>
September (Entire Month)	California Pedestrian Safety Month	
September 23 – 29	National Child Passenger Safety Week	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.trafficsafetymarketing.gov/get-materials/child-safety/child-passenger-safety-week">www.trafficsafetymarketing.gov/get-materials/child-safety/child-passenger-safety-week</a>
September 29	National Seat Check Saturday	<a href="http://www.nhtsa.gov/equipment/car-seats-and-booster-seats">www.nhtsa.gov/equipment/car-seats-and-booster-seats</a>
October 1 – 5	Drive Safely Work Week	<a href="http://www.trafficsafety.org/drivesafelyworkweek/about-dsww.php">www.trafficsafety.org/drivesafelyworkweek/about-dsww.php</a>
October 3	Walk to School Day	<a href="http://www.walkbiketoschool.org">www.walkbiketoschool.org</a>
October 6 – 9	Int'l Association of Chiefs of Police Annual Conference & Expo (Orlando, FL)	<a href="http://www.trafficsafetymarketing.gov/get-materials/teen-safety/national-teen-driver-safety-week">www.trafficsafetymarketing.gov/get-materials/teen-safety/national-teen-driver-safety-week</a>
October 21 – 27	National Teen Driver Safety Week	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.teendriversource.org">www.teendriversource.org</a>
October 22 – 26	National School Bus Safety Week	<a href="http://www.napt.org/nsbsw">www.napt.org/nsbsw</a>

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# CALIFORNIA OFFICE OF TRAFFIC SAFETY

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Date	Event	Web Link
October 31	<b>Halloween High Visibility Enforcement (HVE) DUI Campaign</b>	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.ots.ca.gov/Media_and_Research/Campaigns/DUI_Crackdown/default.asp">www.ots.ca.gov/Media_and_Research/Campaigns/DUI_Crackdown/default.asp</a>
November 22	Thanksgiving Holiday Travel Occupant Protection: Buckle Up. Every Trip. Every Time.	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.ots.ca.gov/Media_and_Research/Campaigns/DUI_Crackdown/default.asp">www.ots.ca.gov/Media_and_Research/Campaigns/DUI_Crackdown/default.asp</a>
November 23 – December 12	Pre-Holiday Season Media Marketing Campaign Buzzed Driving is Drunk Driving	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.ots.ca.gov/Media_and_Research/Campaigns/DUI_Crackdown/default.asp">www.ots.ca.gov/Media_and_Research/Campaigns/DUI_Crackdown/default.asp</a>
December 13 – January 3, 2019	Drive Sober or Get Pulled Over Media Marketing Campaign	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.nhtsa.gov/risky-driving/drunk-driving#view-campaign">www.nhtsa.gov/risky-driving/drunk-driving#view-campaign</a>
<b>December 14 – January 1, 2019</b>	<b>Drive Sober or Get Pulled Over Mobilization (Enforcement Campaign – 3 Weekends Through January 1st) High Visibility Enforcement (HVE)</b>	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.nhtsa.gov/risky-driving/drunk-driving#view-campaign">www.nhtsa.gov/risky-driving/drunk-driving#view-campaign</a>