



MEDIA, ENFORCEMENT & EVENTS CALENDAR 2018

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



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



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

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CALIFORNIA OFFICE OF TRAFFIC SAFETY

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