| **A close up of a sign  Description generated with high confidenceMEDIA, ENFORCEMENT & EVENTS CALENDAR 2019** | | |
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| **Date** | **Event** | **Web Link** |
| **February 3** | **Super Bowl Sunday High Visibility Enforcement (HVE)**  **DUI Campaign** | [**www.trafficsafetymarketing.gov**](http://www.trafficsafetymarketing.gov) |
| **March 17** | **St. Patrick’s Day  High Visibility Enforcement (HVE)**  **DUI Campaign** | [**www.trafficsafetymarketing.gov**](http://www.trafficsafetymarketing.gov) |
| March 31 – April 2 | Lifesavers 2019 Conference  (Louisville, KY) | [www.lifesaversconference.org/](https://lifesaversconference.org/) |
| April 3 | National Walking Day | gosafelyca.org/bicycle-pedestrian-safety/ |
| April 1 – 7 | California Teen Driver Safety Week | [www.nhtsa.gov/road-safety/teen-driving](http://www.nhtsa.gov/road-safety/teen-driving) |
| TBD | National Work Zone Awareness Week | [www.ops.fhwa.dot.gov/wz/outreach/wz\_awareness.htm](https://www.ops.fhwa.dot.gov/wz/outreach/wz_awareness.htm) |
| **April (Entire Month)** | **Distracted Driving Awareness Month  High Visibility Enforcement (HVE)** | [**www.trafficsafetymarketing.gov**](http://www.trafficsafetymarketing.gov)  [**www.justdriveca.org**](http://www.justdriveca.org) |
| April (Entire Month) | Alcohol Awareness Month | [www.nih.gov](https://www.nih.gov) |
| May (Entire Month) | National Youth Traffic Safety Month | [www.noys.org](https://www.noys.org) |
| May (Entire Month) | Motorcycle Safety Awareness Month | www.nhtsa.gov/road-safety/motorcycle-safety  [www.chp.ca.gov/Programs-Services/Programs/California-Motorcyclist-Safety](https://www.chp.ca.gov/Programs-Services/Programs/California-Motorcyclist-Safety)  [cmsp.msi5.com/resources.php](http://cmsp.msi5.com/resources.php%20) |
| May (Entire Month) | National Bicycle Safety Month | gosafelyca.org/bicycle-pedestrian-safety/  [www.chp.ca.gov/programs-services/services-information/bike-and-ped-safety](http://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**](http://www.trafficsafetymarketing.gov)  [**www.ots.ca.gov/Media\_and\_Research/Campaigns/default.asp**](http://www.ots.ca.gov/Media_and_Research/Campaigns/default.asp) |
| May 8 | Bike to School Day | [www.ots.ca.gov/pdf/BicyclePedSafetyBrochure.pdf](https://test-www.ots.ca.gov/pdf/BicyclePedSafetyBrochure.pdf)  [www.walkbiketoschool.org](http://www.walkbiketoschool.org) |
| May 12 – May 18 | National Police Week | [www.nleomf.com](http://www.nleomf.com) |
| May 13 – June 2 | Click It or Ticket Media Marketing Campaign | [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov)  [www.nhtsa.gov/risky-driving/seat-belts](http://www.nhtsa.gov/risky-driving/seat-belts) |
| May 17 | National Bike to Work Day | gosafelyca.org/bicycle-pedestrian-safety/ |
| May 19 – 25 | Emergency Medical Services Week | [www.acep.org/emsweek](https://www.acep.org/emsweek) |
| TBD | Tire Safety Week | [www.ustires.org/ustma-announces-national-tire-safety-week-2018](https://www.ustires.org/ustma-announces-national-tire-safety-week-2018) |
| **May 20 – June 2** | **National Seat Belt 2 Week Mobilization**  **High Visibility Enforcement (HVE)** | [**www.trafficsafetymarketing.gov**](http://www.trafficsafetymarketing.gov)  [**www.nhtsa.gov/risky-driving/seat-belts**](http://www.nhtsa.gov/risky-driving/seat-belts) |
| June 6 | Secure Your Load Day | [www.secureyourload.com](https://www.secureyourload.com) |
| June 17 | National Ride to Work Day | [www.ridetoworkday.org](http://www.ridetoworkday.org) |
| July (Entire Month) | National Theft Prevention Month | [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov) |
| **July 4** | **4th of July**  **High Visibility Enforcement (HVE)**  **DUI Campaign** | [**www.trafficsafetymarketing.gov**](http://www.trafficsafetymarketing.gov) |
| July 31 | National Heatstroke Prevention Day | [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov) |
| TBD | National Stop on Red Week |  |
| August (Entire Month) | Back to School Safety Month | [www.nhtsa.gov/back-school-safety](http://www.nhtsa.gov/back-school-safety) |
| August 10 – 12 | Training Conference on Drugs, Alcohol and Impaired Driving (Anaheim, CA) | [www.theiacp.org/DAIDconference](http://www.theiacp.org/DAIDconference) |
| August 4 – 7 | Int'l Forum on Traffic Records and Highway Safety Information System (Austin, TX) | [www.atsip.org](http://www.atsip.org) |
| August 14 – September 2 | Drive Sober or Get Pulled Over  Media Marketing Campaign | [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov) |
| **August 14 – September 2** | **Drive Sober or Get Pulled Over Mobilization**  **(18 Day Enforcement Campaign)**  **High Visibility Enforcement (HVE)** | [**www.trafficsafetymarketing.gov**](http://www.trafficsafetymarketing.gov)  [**www.nhtsa.gov/risky-driving/drunk-driving**](http://www.nhtsa.gov/risky-driving/drunk-driving)  [**www.buzzeddriving.org**](http://www.buzzeddriving.org) |
| **August 24 – 28** | **Governors Highway Safety Association (GHSA) Annual Meeting (Anaheim, CA)** | [www.ghsa.org/events/Future-Annual-Meetings](http://www.ghsa.org/events/Future-Annual-Meetings) |
| September (Entire Month) | California Pedestrian Safety Month | [gosafelyca.org/bicycle-pedestrian-safety/](http://gosafelyca.org/bicycle-pedestrian-safety/)  [www.ots.ca.gov/media-and-research/campaigns/pedestrian-safety/](http://www.ots.ca.gov/media-and-research/campaigns/pedestrian-safety/) |
| September 15 – 21 | National Child Passenger Safety Week | [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov)  [www.trafficsafetymarketing.gov/get-materials/child-safety/child-passenger-safety-week](http://www.trafficsafetymarketing.gov/get-materials/child-safety/child-passenger-safety-week) |
| September 21 | National Seat Check Saturday | [www.nhtsa.gov/equipment/car-seats-and-booster-seats](https://www.nhtsa.gov/equipment/car-seats-and-booster-seats) |
| October 2 | Walk to School Day | [www.walkbiketoschool.org](http://www.walkbiketoschool.org)  [gosafelyca.org/bicycle-pedestrian-safety/](http://gosafelyca.org/bicycle-pedestrian-safety/) |
| October 26 – 29 | Int'l Association of Chiefs of Police Annual Conference & Expo (Chicago, ) | [www.theiacpconference.org/](http://www.theiacpconference.org/) |
| October 20 – 26 | National Teen Driver Safety Week | [www.trafficsafetymarketing.gov/get-materials/teen-safety/national-teen-driver-safety-week](http://www.trafficsafetymarketing.gov/get-materials/teen-safety/national-teen-driver-safety-week) |
| October 21 – 25 | National School Bus Safety Week | [www.napt.org/nsbsw](https://www.napt.org/nsbsw) |
| **October 31** | **Halloween**  **Buzzed Driving is Drunk Driving**  **High Visibility Enforcement (HVE)**  **DUI Campaign** | [**www.trafficsafetymarketing.gov**](https://www.trafficsafetymarketing.gov)  **www.ots.ca.gov/media-and-research/campaigns/** |
| November 27 | Impaired Boycott Blackout Wednesday  If You Feel Different, You Drive Different Drive High – Get a DUI | [www.trafficsafetymarketing.gov](https://www.trafficsafetymarketing.gov) |
| November 28 | Thanksgiving Holiday Travel  Occupant Protection: Buckle Up. Every Trip. Every Time. | [www.trafficsafetymarketing.gov](https://www.trafficsafetymarketing.gov)  [www.ots.ca.gov/Media\_and\_Research/Campaigns/DUI\_Crackdown/default.asp](http://www.ots.ca.gov/Media_and_Research/Campaigns/DUI_Crackdown/default.asp) |
| November 28 –  December 10 | Impaired Drunk Dranksgiving  If You Feel Different, You Drive Different Drive High – Get a DUI | www.trafficsafetymarketing.gov/get-materials/drug-impaired-driving |
| November 29 –  December 10 | Pre-Holiday Season  Media Marketing Campaign  Buzzed Driving is Drunk Driving | [www.trafficsafetymarketing.gov](https://www.trafficsafetymarketing.gov)  [www.ots.ca.gov/Media\_and\_Research/Campaigns/DUI\_Crackdown/default.asp](http://www.ots.ca.gov/Media_and_Research/Campaigns/DUI_Crackdown/default.asp) |
| December 1 – 7 | Older Driver Safety Awareness Week | www.aota.org/ |
| December 13 –  January 1, 2020 | If You Feel Different, You Drive Different. Drive High – Get a DUI Media Marketing Campaign | [www.trafficsafetymarketing.gov](https://www.trafficsafetymarketing.gov)  [www.nhtsa.gov/risky-driving/drunk-driving#view-campaign](https://www.nhtsa.gov/risky-driving/drunk-driving#view-campaign) |
| **December 11 –**  **January 1, 2020** | **If You Feel Different, You Drive Different. Drive High – Get a DUI Mobilization**  **(Enforcement Campaign)**  **High Visibility Enforcement (HVE)** | [**www.trafficsafetymarketing.gov**](https://www.trafficsafetymarketing.gov)  [**www.nhtsa.gov/risky-driving/drunk-driving#view-campaign**](https://www.nhtsa.gov/risky-driving/drunk-driving#view-campaign) |