

OTS 2023 - 2024 COMMUNICATIONS CALENDAR

Campaign materials available at gosafelyca.org/media-toolkits

OCT 2023

DATE	EVENT	CAMPAIGN	
Month of October	National Pedestrian Safety Month	Everyone is a Pedestrian	
October 4	Bike, Walk and Roll to School Day	Bike/Walk/Roll to School	
October 15 - 21	National Teen Driver Safety Week	Just Drive	
October 21	National Move Over Day	National Move Over Day	
October 16 - 20	National School Bus Safety Week	Buses Need a Brake	
October 31	Halloween Buzzed Driving is Drunk Driving Enforcement	Drive Sober or Hand 'Em Over	

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NOV 2023

DATE	EVENT	CAMPAIGN	
November 5 - 12	Drowsy Driving Prevention Week	Drowsy Driving	
November 13 - 17	National Crash Responder Safety Week	N/A	
November 22 - 26	Thanksgiving Holiday Travel Impaired Driving Enforcement Campaign	Sober or Hand 'Em Over/DUIDJMB	
November 23	Thanksgiving Holiday Travel Occupant Protection: Buckle Up. Every Trip. Every Time.	Click It or Ticket	
November 27 - December 12	Pre-Holiday Season Impaired Driving Enforcement.	Sober or Hand 'Em Over/DUIDJMB	

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DEC 2023

DATE	EVENT	CAMPAIGN	
Month of December	National Drunk & Drug Impaired Driving Prevention Month	Sober or Hand 'Em Over/DUIDJMB	
December 4 - 8	Older Driver Safety Awareness Week	Go Safely, California	
December 13 - January 1, 2023	Holiday Season Impaired Driving Enforcement Mobilization	Sober or Hand 'Em Over/DUIDJMB	

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JAN 2024

DATE	EVENT	CAMPAIGN	
January 1	New Year's Day	Go Safely, California	
January 1	DUI enforcement	Sober or Hand 'Em Over/DUIDJMB	

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FEB 2024

DATE	EVENT	CAMPAIGN	
February 11	Super Bowl Sunday High Visibility Enforcement DUI Campaign	Sober or Hand 'Em Over	

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MAR 2024

DATE	EVENT	CAMPAIGN	
March 4 - 10	Vehicle Safety Recalls Week	Vehicle Safety Recalls Week	
March 17	St. Patrick's Day Buzzed Driving is Drunk Driving Anti-DUI Campaign	Sober or Hand 'Em Over	
March 18 - 24	National Drug & Alcohol Facts Week	Shatter the Myth	

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APR 2024

DATE	EVENT	CAMPAIGN	
Month of April	Alcohol Awareness Month	Sober or Hand 'Em Over	
Month of April	Distracted Driving Awareness Month	Just Drive	
April 3	National Walking Day	Think Two Steps Ahead	
April 3 - 10	Distracted Driving National Enforcement Mobilization	U Drive. U Text. U Pay. & Just Drive	
April 7 - 9	2024 Lifesavers Conference (Denver, Colorado)	N/A	
April (TBD)	Statewide Distracted Driving Enforcement Mobilization	Just Drive	
April 15-19	National Work Zone Awareness Week	National Work Zone Awareness Week	
April 20	If You Feel Different, You Drive Different Enforcement Mobilization	Drug-Impaired Driving Campaign	

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- SINGLE DAY CAMPAIGN
- MULTI-DAY CAMPAIGN
- OVERLAPPING CAMPAIGN
- MONTH LONG CAMPAIGN
- MAJOR HOLIDAY



Go Safely, California is a public awareness and education program through the California Office of Traffic Safety.

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CONTINUED



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MAY 2024

DATE	EVENT	CAMPAIGN
Month of May	National Youth Traffic Safety Month	Go Safely, California 
Month of May	Motorcycle Safety Awareness Month	Check Twice for Motorcycles 
Month of May	National Bicycle Safety Month	N/A
May 1	National Heatstroke Awareness Day	Where's Baby? 
May 12 - 18	National Police Week	N/A
May 19 - 25	EMS Week	N/A
May 13 - June 2	Click It or Ticket National Enforcement Mobilization	Click It or Ticket 


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JUN 2024

DATE	EVENT	CAMPAIGN
June 6	Secure Your Load Day	Secure Your Load 
June 7	National Ride to Work Day	Look Twice for Motorcycles 
Last week of June	Tire Safety Week	N/A




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JUL 2024

DATE	EVENT	CAMPAIGN
Month of July	Vehicle Theft Prevention Month	Keep your keys out of the hands of thieves
July 4	4th of July Impaired Driving Enforcement Mobilization	Sober or Hand 'Em Over 

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AUG 2024

DATE	EVENT	CAMPAIGN
Month of August	Back to School Safety Month	Buses Need a Brake 
August 4 - 10	National Stop on Red Week	Stop on Red Week 
August 14 - September 2	Drive Sober or Get Pulled Over Impaired Driving Enforcement Mobilization	Sober or Hand 'Em Over 

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SEP 2024

DATE	EVENT	CAMPAIGN
Month of September	California Pedestrian Safety Month	Think Two Steps Ahead 
September 7-11	Governors Highway Safety Association Annual Meeting: Indianapolis, IN	GHSA 
September 15 - 21	Child Passenger Safety Week	The Right Seat 
September 21	National Seat Check Saturday	The Right Seat 

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YEAR-ROUND CAMPAIGNS

HIGHWAY WORKER SAFETY	COMMUNITY CALL TO ACTION	WRONG-WAY DRIVING	VEHICLE RECALLS
			

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Go Safely CA @GoSafelyCA OTS_CA

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-  SINGLE DAY CAMPAIGN
-  MONTH LONG CAMPAIGN
-  MULTI-DAY CAMPAIGN
-  MAJOR HOLIDAY
-  OVERLAPPING CAMPAIGN



CALIFORNIA OFFICE OF TRAFFIC SAFETY IN PARTNERSHIP WITH CALTRANS