




OTS 2024 - 2025 COMMUNICATIONS CALENDAR





Campaign materials available at [gosafelyca.org/media-toolkits](https://gosafelyca.org/media-toolkits)

OCT  
2024

DATE	EVENT	CAMPAIGN	
Month of October	National Pedestrian Safety Month	Everyone is a Pedestrian	
October 9	Bike, Walk and Roll to School Day	Bike/Walk/Roll to School	
October 19	National Move Over Day	National Move Over Day	
October 20 -26	National Teen Driver Safety Week	Just Drive	
October 21 - 25	National School Bus Safety Week	Buses Need a Brake	
October 31	Halloween Buzzed Driving is Drunk Driving Enforcement	Choose a Sober Way to Go	






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NOV  
2024

DATE	EVENT	CAMPAIGN	
November 3 - 9	Drowsy Driving Prevention Week	Drowsy Driving	
November 18 - 22	National Crash Responder Safety Week	N/A	
November 23 - 27	Drinksgiving/Blackout Wednesday	Choose a Sober Way to Go	
November 23 - 30	Thanksgiving Holiday Travel Impaired Driving Enforcement Campaign	Choose a Sober Way to Go	
November 23 - December 1	Thanksgiving Holiday Travel Occupant Protection: Buckle Up. Every Trip. Every Time.	Click It or Ticket	



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DEC  
2024

DATE	EVENT	CAMPAIGN	
Month of December	National Drunk & Drug Impaired Driving Prevention Month	Choose a Sober Way to Go	
December 1 - 10	Pre-Holiday Season Impaired Driving Enforcement	Choose a Sober Way to Go	
December 2 - 6	Older Driver Safety Awareness Week	Go Safely, California	
December 11 - January 1, 2025	Holiday Season Impaired Driving Enforcement Mobilization	Choose a Sober Way to Go	
December 26 - January 1, 2025	TV Bureau of Advertising Roadblock	Choose a Sober Way to Go	


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JAN  
2025

DATE	EVENT	CAMPAIGN	
January 1	New Year's Day	Go Safely, California	
January 1	DUI enforcement	Choose a Sober Way to Go	




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FEB  
2025

DATE	EVENT	CAMPAIGN	
February 9	Super Bowl Sunday High Visibility Enforcement DUI Campaign	Choose a Sober Way to Go	

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MAR  
2025

DATE	EVENT	CAMPAIGN	
March 3 - 9	Vehicle Safety Recalls Week	Vehicle Safety Recalls Week	
March 9 - 11	2025 Lifesavers Conference (Long Beach, California)	N/A	
March 17	St. Patrick's Day Buzzed Driving is Drunk Driving Anti-DUI Campaign	Choose a Sober Way to Go	
March 17 - 23	National Drug & Alcohol Facts Week	Shatter the Myth	

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APR  
2025

DATE	EVENT	CAMPAIGN	
Month of April	Alcohol Awareness Month	Choose a Sober Way to Go	
Month of April	Distracted Driving Awareness Month	Just Drive	
First & Last Week of April – Dates TBD	Statewide Distracted Driving Enforcement Mobilization	Just Drive	
April 2	National Walking Day	Think Two Steps Ahead	
April 7 - 14	Distracted Driving National Enforcement Mobilization	U Drive. U Text. U Pay. & Just Drive	
April 21 - 25	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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CONTINUED




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MAY  
2025

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

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JUN  
2025

DATE	EVENT	CAMPAIGN	
June 6	Secure Your Load Day	Secure Your Load	
June 10	National Ride to Work Day	Look Twice for Motorcycles	
Last week of June	Tire Safety Week	N/A	


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JUL  
2025

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	Choose a Sober Way to Go	<b>CHOOSE A SOBER WAY TO GO.</b>
July 7 - 31	Speeding Campaign	Speeding Catches Up With You	<b>SPEEDING CATCHES UP WITH YOU</b>

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AUG  
2025

DATE	EVENT	CAMPAIGN	
Month of August	Back to School Safety Month	Buses Need a Brake	<b>BUSES NEED A BRAKE</b>
August 3 - 9	National Stop on Red Week	Stop on Red Week	
August 13 - September 1	Drive Sober or Get Pulled Over Impaired Driving Enforcement Mobilization	Choose a Sober Way to Go	<b>CHOOSE A SOBER WAY TO GO.</b>

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SEP  
2025

DATE	EVENT	CAMPAIGN	
Month of September	California Pedestrian Safety Month	Think Two Steps Ahead	<b>THINK TWO STEPS AHEAD</b>
September 21 - 27	Child Passenger Safety Week	The Right Seat	
September 23 - 27	Governors Highway Safety Association Annual Meeting: Pittsburgh, PA	GHSA	
September 27	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
			

Visit [gosafelyca.org](https://gosafelyca.org)

 GoSafelyCA  @GoSafelyCA  OTS\_CA

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

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

