Louisiana Transportation Safety Campaign Calendar 2018

Inspired by NHTSA's Communications Calendar on trafficsafetymarketing.gov A fusion of NHTSA, ATSSA, NSC, NETS, AASHTO, Safe Kids, UN Decade of Action for Road Safety, and Louisiana campaigns

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* National/Federal campaign

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7	8	9	10	11	12	13	Stop Speeding #StopSpeeding
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21	22	23	24	25	26	27	Jan. 2-20 LA Ro Do Not Stop or
28	29	30	31				#DoNotStopOr

*Jan. 1 Speed Prevention
Stop Speeding Before it Stops You #StopSpeeding

n. 2-20 LA Railroad Safety o Not Stop on Tracks DoNotStopOnTracks

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*Jun. 29 - Jul. 5 Fourth of July **Drive Sober or Get Pulled Over** #DriveSober

JULY

*Jul. 31

#HeatstrokeKills

AUGUST

Secondary Message: Buzzed Driving is Drunk Driving #BuzzedDriving

July 8-14 LA "Move It" Campaign Did you crash? Move car from roadway.

National Heatstroke Prevention Day

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FEBRUARY

*Feb. 1-4 Super Bowl LII Fans Don't Let Fans Drive Drunk #DontDriveDrunk

Feb. 2-13 LA Mardi Gras Safety Protect Your Beads. Don't Drive Drunk. #DontDriveDrunk

Feb. 14 Valentine's Day Safety Buckle Up! Do It for Love. #BuckleUpForLove

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ar. 18-31 LA Roundabout Safety undabouts Save Lives oundaboutsSave Lives

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APRIL

- *National Distracted Driving **Awareness Month**
- U Drive. U Text. U Pay. #JustDrive

*Apr. 9-13 Work Zone Awareness Week #SlowDownInConeZone

Apr. 20-26 Occupant Protection Buckle Up in Your Truck #BuckleUp

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MAY

*Bicycle and Motorcycle Safety **Awareness Month** Share the Road with Bicyclists and Motorcyclists #Sharethe Road

*May 5 Cinco de Mayo

Buzzed Driving is Drunk Driving

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Bike, and Ride to School Safely
#BacktoSchoolSafety
*Aug. 15 - Sept. 3 National Drive
Sober Impaired Driving Enforcement
Mahilinatian (Lahan Dav)

***Back to School Safety Month** Walk,

Mobilization (Labor Day) Drive Sober or Get Pulled Over #DriveSober

SEPTEMBER

Sept. 9-16 LA Distracted Driving Don't drive distracted. The text can wait. #ItCanWait

*Sept. 23-29 Child Passenger

Safety Week Are Your Kids Safe? Buckle 'em Up! #RightSeat

*Sept. 29 National Seat Check Saturday #RightSeat

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OCTOBER

*Oct. 10 Walk/Bike to School Day Walk and bike to school safely. #WalkBikeSafely

*Oct. 21-27 National Teen Driver Safety Week 5 to Drive: Know the Rules #TeenDriverSafety

*Oct. 22-26 National School Bus Safety Week #StoponRed #SaveKidsLives

*Oct. 31 Halloween Impaired Driving Prevention

Buzzed Driving is Drunk Driving #BuzzedDriving

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4	5	6	7	8	9	10	Move Over, Save #MoveOver
1	12	13	14	15	16	17	Nov. 20 World Re
							for Dood Traffic

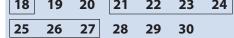
lov. 12-18 LA Move Over Week Nove Over, Save a Life! MoveOver

lov. 20 World Remembrance Day for Road Traffic Victims Declare a "zero deaths" day in your community #DZDDay

#BuzzedDriving

May 7-13 UN & WHO Road Safety Week Save Lives, Slow Down. #SlowDown

*May 14 - Jun. 3 National Click It or **Ticket Occupant Protection Enforcement Mobilization** (Memorial Day) #ClickItOrTicket



*Nov. 22 Occupant Protection Thanksgiving Holiday Travel Buckle Up. Every Trip. Every Time. #BuckleUp

November 21-24 LA Bayou Classic **Occupant Protection** #BuckleUp

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. 4-15 LA Bike Safety ARollModel

> ın. 18 - National Ride to Work Day are the Road with Motorcyclists and oter Riders aretheRoad #WatchforMe

*Jun. 29 - Jul. 5 Fourth of July Impaired Driving Prevention Drive Sober or Get Pulled Over #DriveSober



Prepared by the SHSP Communications Coordinating Council | www.destinationzerodeaths.com