

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



* National/Federal campaign

S	M	T	W	T	F	S	JANUARY
	1	2	3	4	5	6	*Jan. 1 Speed Prevention Stop Speeding Before it Stops You #StopSpeeding Jan. 2-20 LA Railroad Safety Do Not Stop on Tracks #DoNotStopOnTracks
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

S	M	T	W	T	F	S	JULY
1	2	3	4	5	6	7	*Jun. 29 - Jul. 5 Fourth of July Drive Sober or Get Pulled Over #DriveSober Secondary Message: Bzzed Driving is Drunk Driving #BzzedDriving July 8-14 LA "Move It" Campaign Did you crash? Move car from roadway. #MoveIt *Jul. 31 National Heatstroke Prevention Day #HeatstrokeKills
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

S	M	T	W	T	F	S	FEBRUARY
				1	2	3	*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
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28				

S	M	T	W	T	F	S	AUGUST
			1	2	3	4	*Back to School Safety Month Walk, Bike, and Ride to School Safely #BacktoSchoolSafety *Aug. 15 - Sept. 3 National Drive Sober Impaired Driving Enforcement Mobilization (Labor Day) Drive Sober or Get Pulled Over #DriveSober
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

S	M	T	W	T	F	S	MARCH
				1	2	3	*Mar. 17 St. Patrick's Day Bzzed Driving is Drunk Driving #BzzedDriving Mar. 18-31 LA Roundabout Safety Roundabouts Save Lives #RoundaboutsSaveLives
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11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

S	M	T	W	T	F	S	SEPTEMBER
						1	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
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	

S	M	T	W	T	F	S	APRIL
1	2	3	4	5	6	7	*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
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30						

S	M	T	W	T	F	S	OCTOBER
	1	2	3	4	5	6	*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 Bzzed Driving is Drunk Driving #BzzedDriving
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

S	M	T	W	T	F	S	MAY
		1	2	3	4	5	*Bicycle and Motorcycle Safety Awareness Month Share the Road with Bicyclists and Motorcyclists #SharetheRoad *May 5 Cinco de Mayo Bzzed Driving is Drunk Driving #BzzedDriving 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
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

S	M	T	W	T	F	S	NOVEMBER
				1	2	3	Nov. 12-18 LA Move Over Week Move Over, Save a Life! #MoveOver Nov. 20 World Remembrance Day for Road Traffic Victims Declare a "zero deaths" day in your community #DZDDay *Nov. 22 Occupant Protection Thanksgiving Holiday Travel Buckle Up. Every Trip. Every Time. #BuckleUp November 21-24 LA Bayou Classic Occupant Protection #BuckleUp
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30		

S	M	T	W	T	F	S	JUNE
					1	2	Jun. 4-15 LA Bike Safety #BeARollModel *Jun. 18 - National Ride to Work Day Share the Road with Motorcyclists and Scooter Riders #SharetheRoad #WatchforMe *Jun. 29 - Jul. 5 Fourth of July Impaired Driving Prevention Drive Sober or Get Pulled Over #DriveSober
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

S	M	T	W	T	F	S	DECEMBER
						1	*Nov. 23 - Dec. 12 Pre-Holiday Season Impaired Driving Prevention Bzzed Driving is Drunk Driving #BzzedDriving *Dec. 13 - 31 Holiday Season Impaired Driving Prevention Drive Sober or Get Pulled Over #DriveSober
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16	17	18	19	20	21	22	
23	24	25	26	27	28	29	