

Louisiana Transportation Safety Campaign Calendar 2017

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



JANUARY

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Happy New Year!
Jan. 1 Speed Prevention
Stop Speeding Before it Stops You
 #StopSpeedingLA
Jan. 2-21 LA Railroad Safety
Don't Stop on Tracks
 #RRSafetyLA

JULY

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Jun. 30 - Jul. 5 Fourth of July
Drive Sober or Get Pulled Over
 #DriveSoberLA
 Secondary Message:
Buzzed Driving is Drunk Driving
 #BuzzedDrivingLA
Jul. 16 - Aug. 5 LA Roundabout
Roundabouts Save Lives
 #RoundaboutSafetyLA

FEBRUARY

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Feb. 1-5 Super Bowl LI
Fans Don't Let Fans Drive Drunk
 #SuperBowlSafetyLA
Feb. 14 Valentine's Day Safety
Buckle Up! Do It For Love.
 #BuckleUpForLoveLA
Feb. 17-28 LA Mardi Gras Safety
Drive Sober or Get Pulled Over
 #DriveSoberLA

AUGUST

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Back to School Safety Month
Walk, Bike, and Ride to School Safely!
 #WalkBikeRideLA
Aug. 16 - Sept. 4 Drive Sober or Get Pulled Over National Enforcement
 #DriveSoberLA

MARCH

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Mar. 17 St. Patrick's Day
Buzzed Driving is Drunk Driving
 #BuzzedDrivingLA
Mar. 18-31 LA Distracted Driving
Don't Text. Just Drive.
 #JustDriveLA

SEPTEMBER

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Sept. 9-16 LA Distracted Driving
It Can Wait #ItCanWait
Sept. 17-23 Child Passenger Safety Week
Are Your Kids Safe? Buckle 'em Up!
Sept. 23 National Seat Check Saturday
 #ChildSafetyLA
Sept. 24-30 Heatstroke Awareness

APRIL

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Distracted Driving Awareness Month
U Drive. U Text. U pay.
 #JustDriveLA
Apr. 3-7 Work Zone Awareness Week
 #WorkZoneSafetyLA
Apr. 21-27 LA Buckle Up in Your Truck
 #BuckleUpLA

OCTOBER

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Oct. 2-6 Drive Safely to Work Week
Drive Safely to Work
 #DriveSafelyLA
Oct. 15-21 Teen Driver Safety Week
5 to Drive: Know the Rules
 #TeenDriverSafetyLA
Oct. 31 Halloween
Buzzed Driving is Drunk Driving
 #BuzzedDrivingLA

MAY

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Bicycle and Motorcycle Safety Awareness Month
Share the Road w/ Bicyclists and Motorcyclists #SharetheRoadLA
May 5 Cinco de Mayo
Buzzed Driving is Drunk Driving
 #BuzzedDrivingLA
May 8-14 UN Road Safety Week
Stop Speeding Before It Stops You
 #DontSpeedLA
May 15 - Jun. 4 Click It or Ticket National Enforcement
 #ClickItLA

NOVEMBER

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Nov. 13-19 LA Move Over Week
Move Over, Save a Life! #MoveOverLA
Nov. 5-12 Drowsy Driving Prevention
Stay Alert, Arrive Alive #StayAlertLA
Nov. 20 World Remembrance Day for Road Traffic Victims
 #DZDDay
Nov. 20-27 LA Thanksgiving
Click It or Ticket #ClickItLA
 Secondary Msg: *Buckle Up* #BuckleUpLA

JUNE

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Jun. 5-26 LA Bike Safety
 #BeARollModel
Jun. 19 - National Ride to Work Day
Share the Road #SharetheRoadLA
Jun. 22-29 Heatstroke Awareness
Look in the Back Before You Lock
 #SafeKidsLA
Jun. 30 - Jul. 5 Fourth of July
Drive Sober or Get Pulled Over
 #DriveSoberLA

DECEMBER

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Nov. 28 - Dec. 12 Pre-Holiday Season
Buzzed Driving is Drunk Driving
 #BuzzedDrivingLA
Dec. 15 - Jan. 1 Holiday Season
Drive Sober or Get Pulled Over
 #DriveSoberLA