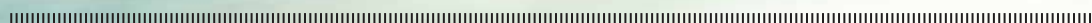




# 2011 COMMUNICATIONS PLAN



*National Highway Traffic Safety Administration*

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# Executive Summary

## Celebrating Record Low Fatalities on Our Nation's Roadways

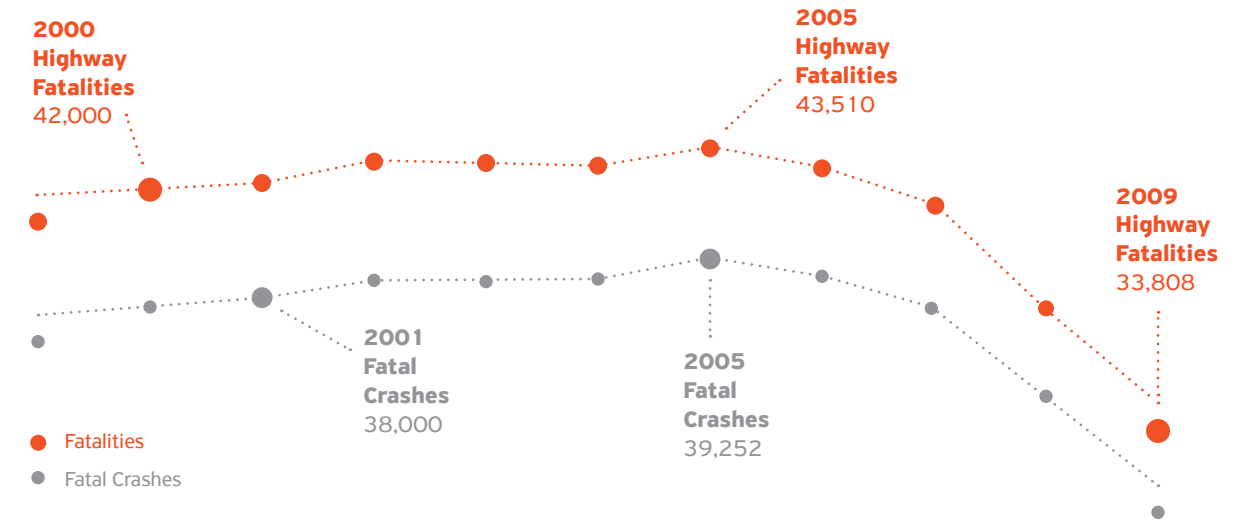


Chart A

Thanks in large part to your good work, we have seen record low fatalities the past two years in the world of traffic safety. The National Highway Traffic Safety Administration (NHTSA) would like to congratulate and thank everyone, especially those of you on the front lines, for making what once seemed impossible a reality. Here are just a few highlights of the successes we've seen over the past two years:

- 2010 brought the highest-ever seat belt use rate, with 85 percent of the country now regularly buckling up.
- 2009 highway deaths fell to 33,808 for the year, the lowest number since 1950. ( [Chart A](#) ) This record-breaking decline in traffic fatalities occurred even while

estimated vehicle miles traveled in 2009 increased by 0.2 percent over 2008 levels.

- Alcohol-impaired driving fatalities involving a driver or motorcycle rider with a BAC of .08 or higher declined by 7.4 percent in 2009.
- 2009 also brought the lowest fatality and injury rates ever recorded: 1.13 deaths per 100 million vehicle miles traveled in 2009, compared to 1.26 deaths for 2008.
- Fatalities in 2009 declined in all categories of motor vehicles, including motorcycles, which saw fatalities fall by 850 from 2008, breaking an 11-year cycle of increased fatalities.



# But There Is Still Much More To Do in 2011....

While these are great improvements and our roads are safer than they have been in many years, there are still too many senseless crashes and deaths happening every year. So we must work even harder to reach those remaining people who haven't gotten the message that:

- 1 Seat belts save lives;
- 2 Drinking and driving are a deadly mix;
- 3 Distracted drivers are dangerous drivers; and
- 4 Parents and caregivers must secure children in size- and age-appropriate car seats that are properly installed.





# New Campaigns and New Approaches

To assist you in continuing to work toward the goal of making our roadways safer, NHTSA is preparing to unveil, improve and continue the following activities and campaigns during 2011.

## *New Drunk Driving Enforcement Campaign*

Look for a brand-new campaign, including new English and Spanish language taglines, new ads and other creative materials ready for use in August 2011.

## *New Child Passenger Safety Campaign*

This brand-new PSA campaign has creative materials in English and Spanish, social media opportunities and more simplified language to help the public better understand how and when child car seats and other safeguards should be used.

## *Continued Development of the Distracted Driving Campaign*

To spread the message that distracted driving is a deadly epidemic, the recently redesigned [distraction.gov](http://distraction.gov) offers new materials and tools.

## *2011 Communications Forum*

Details are forthcoming, but please put this event on your radar for early summer 2011. It will be a great opportunity for new and seasoned highway safety communications leaders to expand and share knowledge of effective ways to reach the public and change attitudes for highway safety.

## *Disney Partnership*

We are looking forward to continuing our partnership with Disney. In 2011, we are planning to focus our efforts around Pixar's CARS II premiering in June 2011.



# Let's Continue To Work Together

The purpose of the 2011 National Communications Plan is to give you an overview of the year ahead and what you can expect from NHTSA. The plan outlines the calendar of events for upcoming activities and campaigns, and the different materials will be posted for your use. We hope you will take this plan and use the resources to their fullest extent. If we have a united front and full participation in mobilizations and crackdowns, we know the results will be overwhelmingly positive.

Highway safety programs and communications are always evolving. While we must remain true to strong and successful brands like “Click It or Ticket,” we must also be looking for new opportunities to present our information in a fresh and interesting way. Although it might not be reflected in this document, there are many conversations taking place about the next steps to increase belt use. As the dialogue develops, we want to hear from you about your ideas on how to keep this brand and program robust.

Our goal in this National Communications Plan is to help you develop exciting ideas for how you can improve highway safety in your State. We hope you will join us in thinking outside of the box and trying new approaches and techniques to reach our target audiences. The face of media continues to change, and there are numerous low-cost opportunities that we can all learn

more about from each other. So please let us know if you have any questions about the plan. Please do not hesitate to call or email any of our campaign managers whenever you have successful ideas you would like to share.

Elizabeth Graziosi  
[Elizabeth.Graziosi@dot.gov](mailto:Elizabeth.Graziosi@dot.gov)  
Child Passenger Safety  
(202) 366-3587

Kathryn Henry  
[Kathryn.Henry@dot.gov](mailto:Kathryn.Henry@dot.gov)  
Impaired Driving (Enforcement)  
(202) 366-6918

Kil-Jae Hong  
[Kil-Jae.Hong@dot.gov](mailto:Kil-Jae.Hong@dot.gov)  
Impaired Driving (Social Norming)  
(202) 493-0524

Glaciera Mason  
[Glaciera.Mason@dot.gov](mailto:Glaciera.Mason@dot.gov)  
Seat Belts  
(202) 366-5876

Lori Millen  
[Lori.Millen@dot.gov](mailto:Lori.Millen@dot.gov)  
Distracted Driving  
(202) 366-9742

We welcome this opportunity to work with you to save even more lives on our Nation's roadways in 2011.





# *Seat Belts*

---

## ***Background***

Seat belts are the most effective safety feature ever invented and have helped save thousands of lives. In 2010, seat belt use reached an all-time high of 85 percent, making it apparent that High Visibility Enforcement (HVE) programs along with the “Click It or Ticket” campaign are working.

Yet sadly, one in five Americans still fail to regularly wear a seat belt when driving or riding in a motor vehicle. In fact in 2009, 21,969 people were killed in motor vehicle crashes because they were not wearing their seat belt. By maintaining the “Click It or Ticket” brand and awareness we will continue to reduce seat belt fatalities on America’s roads.



# Overall Strategy

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The national strategy for seat belts is anchored with the national May Mobilization and “Click It or Ticket” campaign. “Click It or Ticket” is a nationwide enforcement campaign to promote seat belt use and reduce highway fatalities. The mobilization is conducted annually by NHTSA in conjunction with law enforcement agencies, State highway safety offices and traffic safety advocates nationwide. The law enforcement effort is supported by a national paid media buy and State advertisements funded through Congress. During nonenforcement periods NHTSA encourages States to promote the social norming message *Buckle Up America. Every Trip. Every Time.*



# Program Goals

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Great strides have been made in recent years, but as with everything else, there is always room for improvement. Below are the top goals that NHTSA has set for occupant protection in 2011.

- Increase seat belt use to 86 percent.
- Reduce the rate of passenger vehicle occupant highway fatalities per 100 million passenger VMT to .85.
- Reduce the rate of large truck and bus fatalities per 100 million VMT to 0.157.

# Objectives

---

## **Enforcement**

- Generate high awareness of enforcement efforts regarding seat belt use.

## **Social Norming**

- Convince drivers and passengers to always wear their seat belts.



# Target Audiences

## “Click It or Ticket”

### Primary

- White males, ages 18 to 34
- Male teens, ages 15 to 17

### Secondary

- Newly arrived immigrant Latino males, ages 18 to 34

### Tertiary

- African American males, ages 18 to 34

## Buckle Up America

- All drivers and passengers

# Message and Talking Points

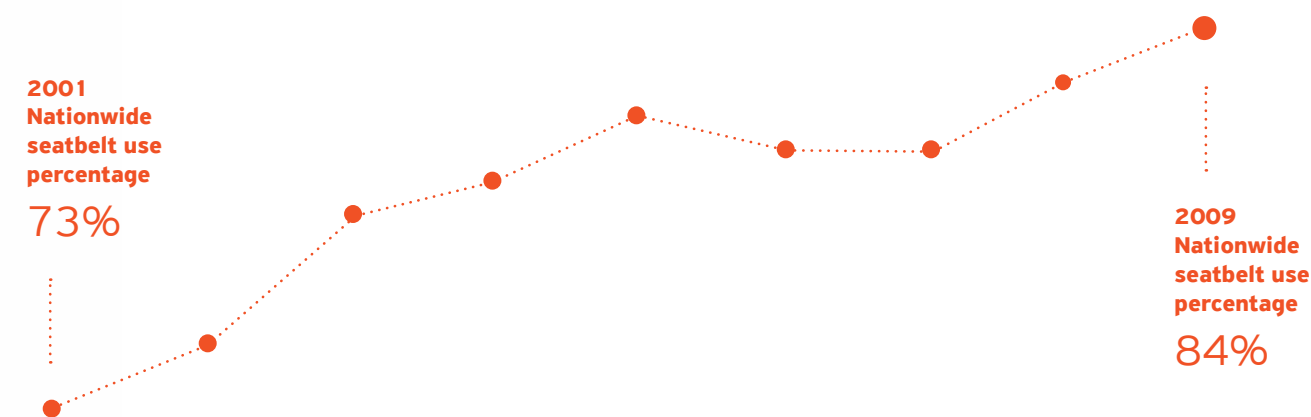
Plain and simple—seat belts save lives.

- Buckling up is the single most effective thing people can do to protect themselves in the unfortunate case of a crash.
- Seat belts save over 13,000 lives every year...one of them could be yours.
- Seat belts, when used correctly, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent — and by 60 percent in pickup trucks, SUVs and minivans.

The good news is people are getting the message, and these successes continue to be attributed to high visibility enforcement and the “Click It or Ticket” paid media campaign.

- National belt use is now the highest ever. The observed national belt usage rate rose to an all-time high of 85 percent in 2010, a 1-point increase from 2009.
- Unbelted fatalities decreased by 11 percent from 2008 to 2009. Still, 53 percent of fatally injured passenger vehicle occupants were not wearing seat belts at the time of the crash.

## Nationwide seat belt use percentage continues to increase






## *Primary Communication Vehicles and Actions*


---

*The 2011 “Click It or Ticket”  
campaign will include the  
following mediums:*

 Broadcast Television

 Cable Television

 Online Media

 Radio

 Social Media





## Social Media



Due to the large increase in social media use with our target audiences, we are looking into increasing the social media component in 2011. We will be evaluating social media tactics to see what fits best to generate the greatest awareness of our message.

As part of the effort to generate social media “buzz,” a creative package has been developed. Playing off 2010’s popular “Buckle Up America” Faceplant TV spot, companion radio, print, and online ads and a Web site have been developed.

Saveaface.com allows users to email the link to others, share on Facebook, download or print the posters, watch the “Faceplant” TV spot and send materials to a friend. A viral component will be added in 2011.

## Paid Media



Television remains the primary medium in the “Click It or Ticket” paid media campaign. To effectively reach our male target audience we concentrate on key, high performing dayparts and cable networks, including prime time, late night and sports. The “Stuck with a Ticket” :30 TV spot will be used on television programming targeting men 18 to 34, and the “Out of Nowhere” :30 TV spot will be used to target our teen audience.

Broadcast television will be used to build a base of reach against our target audience as it continues to deliver the greatest single network reach potential.

Cable television will be used to extend reach, but due to lower costs will also build frequency. One of the strengths of cable is its large selection of networks and programming to reach a wide variety of audiences. Cable television networks, individually, have smaller audiences than the broadcast networks so we are able to target our male audience with little waste by using a host of highly targeted networks.

Network radio is used to increase the reach of the “Click It or Ticket” campaign, while mainly generating higher levels of frequency. The network radio portion of the plan will account for about 15 percent of the budget.

## Online Media



The online portion of the paid media plan accounts for a significant portion of the budget. In 2010, approximately 16 percent of the budget went to online. We continue to evaluate online opportunities, but are careful to meet our TV and radio goals. Once the media landscape for 2011 is more defined, we will disseminate the 2011 media plan.

The publishers used for the online portion are among the larger sites that reach young men. The sites fall into the following genres:

- User Generated Content
- Television Network Sites
- Portals
- Gaming
- Sports
- Networks
- Web Television

We run a combination of banners (728x90, 300x250, 160x600) and :15 video. We focus on units, executions and custom placements that generate a high click-through rate (CTR) on each site. The industry standard is a .05 percent CTR, but for some of the custom canvases we’ve done with our partners in past campaigns we’ve reached a 5 percent CTR.



## Evaluation

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As always, the best measure of success is lowering the number of unbelted fatalities and increasing seat belt use rates nationwide. However, other ways to evaluate programs are:

- Measure the recall of your tagline(s) through phone or DMV surveys.
- Count the number of clips you receive from earned media events and press releases.
- Count the number of tickets and/or warnings issued.
- For enforcement, complete pre- and post observational studies.
- Place materials for parents, schools, employers and the general public on your own Web site and count site visits and downloads.
- Calculate impressions and click-through rates from online advertisements.
- Measure Web site visits and time spent on site and pages.
- Track Facebook and Twitter followers, and monitor traffic and how interactive audiences comment and/or participate.



# Calendar of Events

---

### Event / Theme / Time Frame

### “Click It or Ticket”

May 23-June 5, 2011

### Target Audience

Men, ages 18 to 34  
Male Teens, ages 15 to 17

### Planner Components

#### Broadcast materials:

- TV: 30
- Radio

#### Online banner ads

#### Unique collateral templates for:

- Poster art

#### Customizable press materials for:

- News release
- Fact sheet
- Proclamation
- Post-enforcement release

*All materials are available in English and Spanish.*

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Event / Theme / Time Frame

***Buckle Up America. Every Trip. Every Time***  
June 2011 (Added-value/make good)

Target Audience

All Drivers and Passengers

Planner Components

- Broadcast materials:**
- TV: 30
  - Radio
- Unique collateral templates for:**
- Web banner
  - Poster art
  - Microsite – saveaface.com
- Customizable press materials for:**
- News release
  - Fact sheet

Event / Theme / Time Frame

**National Teen Driver Safety Week**  
October 16-22, 2011  
**Themes:**  
Drive By the Rules. Keep the Privilege.

Target Audience

Teen Drivers  
Parents of teenage drivers

Planner Components

- Broadcast materials:**
- TV: 30
  - Radio
- Unique collateral templates for:**
- Poster art
- Customizable press materials for:**
- Suggested talking points and fact sheet
  - Basic news release
  - PSA script template
  - Sample print PSA

Event / Theme / Time Frame

**Thanksgiving Holiday Travel**  
November 14-27, 2011  
**Themes:**  
*Buckle Up America. Every Trip. Every Time.*  
“Click It or Ticket”

Target Audience

All Drivers and Passengers

Planner Components

- Broadcast materials:**
- TV: 30
  - Radio
- Unique collateral templates for:**
- Web banner
  - Microsite – saveaface.com
  - Posters
- Customizable press materials for:**
- Suggested talking points and fact sheet
  - Basic news release
  - Proclamation template
  - Radio PSA script template

For additional information about the “Click It or Ticket” or *Buckle Up America* campaigns please contact:

Glaceria Mason, Marketing Specialist  
Office of Communications & Consumer Information  
(202) 366-5876  
[Glaceria.Mason@dot.gov](mailto:Glaceria.Mason@dot.gov)

For additional information on the teen seat belt campaign contact:

Elizabeth Graziosi, Marketing Specialist  
Office of Communications & Consumer Information  
(202) 366-3587  
[Elizabeth.Graziosi@dot.gov](mailto:Elizabeth.Graziosi@dot.gov)





● *National Campaign*

# *Child Passenger Safety*

---

## ***Background***

We all know car seats and booster seats save lives and offer the best protection for children in the event of a crash. Sadly, in 2009, an average of four children age 14 and younger were killed and 490 were injured every day in the United States. From 1975 to 2009, an estimated 9,310 lives have been saved by child restraints, yet there is still a lack of knowledge about the importance of restraint use during development.



# Overall Strategy

---

The national strategy for child passenger safety is a social norming effort with public service announcements running throughout the year to raise awareness of this critical issue and to drive traffic to the Web where the target audience can learn more information and details about child passenger safety. In addition, social media sites (Twitter and Facebook) are used to reach out to the target audience throughout the year.

While the social norming efforts occur year-round, the efforts culminate with Child Passenger Safety Week (CPS Week), during

which special traditional and social media pushes are conducted.

CPS Week is an annual event, running September 18-24, 2011, to bring public attention to the importance of properly securing all children in appropriate car seats, booster seats or seat belts at all times. The campaign ends on Saturday, September 24, 2011, with “National Seat Check Saturday,” when certified child passenger safety technicians provide advice and hands-on car seat inspections nationwide for free.





# Program Goals

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Parents and caregivers are urged to make sure that car seats and booster seats are properly installed and used in their vehicles, and also to make sure children are riding in the appropriate car seat for their age and size. It is also important to increase seat belt use among children age 8 through 13 and spread the message that they are safer in the back seat of a vehicle.

- 1 Increase restraint use among children birth through 7 years of age to 90 percent.
- 2 Increase nationwide seat belt use to 86 percent, which includes children age 8 through 13.



# Objectives

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Teach parents and caregivers about the importance of properly securing children in motor vehicles at all times.

# Target Audiences

---

## Primary

Drivers (parents and caregivers) who transport children from birth through age 13

## Secondary

Low to mid-acclulturated Hispanic parents and caregivers who transport children from birth through age 13



# Message and Talking Points

## Child car seats and booster seats save lives – offering the best protection for children in the event of a crash

- From 1975 to 2009, an estimated 9,310 lives were saved by child restraints.
- Among children under 5 in passenger vehicles, an estimated 309 lives were saved in 2009 by restraint use. Of these, 284 were associated with the use of car seats and 26 with the use of seat belts.
- Fifty States, the District of Columbia and Puerto Rico have laws requiring that children be restrained in motor vehicles.

## Child car seats work best when used correctly

- Roughly three out four child car seats are not used correctly.
- Early graduation from one stage to the next results in significantly more injuries.
- If the child car seat is not securely and properly installed due to failure to read the car seat instructions and the vehicle owner's manual instructions, serious injury or death could result.
- An appropriate seat must be selected based on the age, weight, height, physical development and behavioral needs of the child.
- Children age 12 and under should always ride in the back seat and be properly restrained.



**For maximum child passenger safety, parents and caregivers can visit their local inspection station and refer to NHTSA guidelines for determining which restraint system is best suited to protect their children based on age and size. New recommendations on when a child should move from a rear-facing to a forward-facing seat, a forward-facing to a booster seat, and a booster seat to a seat belt are currently being developed. As these recommendations are finalized we will be sharing details with States.**



## Primary Communication Vehicles and Actions

Scheduled to launch in late summer 2011, NHTSA is developing a new campaign for child passenger safety. The campaign will include the following components:

- Television
- Radio
- Print
- Outdoor
- Interactive
- Social Media
- Web site

In addition, NHTSA is looking into opportunities with partners to develop educational materials and online games.

## Social Media



We will continue to use social media platforms to generate awareness of our campaign and build an online community on Twitter and Facebook. We are in the process of creating new social media components that will launch alongside the new campaign. In addition, leading up to Child Passenger Safety Week and “National Seat Check Saturday,” a Twitter Party will be held and blog outreach will be conducted to a group of bloggers, including influential “mommy” bloggers.

## Online Media



New interactive materials will be developed as part of the new campaign that can be used by States and partners, but at this time there is no paid online buy scheduled for 2011.

## Paid Media



At this time there is no paid media planned for national television or radio. Rather, NHTSA works with the Ad Council to distribute the campaign’s public service announcements in donated media space.

## Earned Media



Several opportunities for promoting child passenger safety exist. Materials can be found on [trafficsafetymarketing.gov](http://trafficsafetymarketing.gov) including:

- Fact sheet
- Talking points
- Pre- and post event news release
- Proclamation
- Proclamation letter
- Drop-in article



# Evaluation

As always, the best measure of success is increasing restraint use among children from birth through age 13. However, other ways to evaluate the programs are:

- Measure the recall of your brand through phone or DMV surveys.
- Count the number of clips you receive from earned media events and press releases.
- Place materials for parents, caregivers and schools on your own Web sites and count site visits and download.
- Conduct pre- and post-wave tracking studies.
- Count Facebook fan and Twitter follower numbers.
- Measure Web site visits, time spent on site, pages visited, etc.



# Calendar of Events

Event / Theme / Time Frame	Target Audience	Planner Components
Child Passenger Safety Week September 18-24	Drivers (parents and caregivers) who transport children from birth through age 13, and parents/caregivers	Information for: Parents Caregivers Twitter Party September
Social Media Ongoing	Drivers (parents and caregivers) who transport children between the ages of birth to 13	Parents Caregivers
New Creative Campaign Late Summer 2011	Drivers (parents and caregivers) who transport children from birth through age 13	Parents Caregivers

For additional information about the Child Passenger Safety campaign, please contact:

Follow us:

 **Facebook:**  
[www.facebook.com/childpassengersafety](http://www.facebook.com/childpassengersafety)

 **Twitter:**  
<http://twitter.com/childseatsafety>

Elizabeth Graziosi, Marketing Specialist  
Office of Communications & Consumer Information  
(202) 366-3587  
[Elizabeth.Graziosi@dot.gov](mailto:Elizabeth.Graziosi@dot.gov)





# *Impaired Driving*

---

## **Background**

Impaired driving is one of America's most often committed and deadliest crimes. All 50 States, the District of Columbia, and Puerto Rico have established a threshold making it illegal to drive with a blood alcohol concentration (BAC) of .08 grams per deciliter or higher. Yet 10,839 people were killed in 2009 involving drivers or motorcycle riders with illegal BACs of .08 or higher.

The good news is that alcohol impaired driving fatalities have declined from over 21,000 in 1982 to under 11,000 in 2009 and in 2009, motorcyclist fatalities broke the continuous 11-year increase with a large decline of 850 fatalities. These

numbers reflect the benefits and successes of our strong impaired driving enforcement and social norming campaigns, yet with nearly 11,000 lives lost each year, the work is far from over.

The impaired driving effort is anchored with media buys during the critical enforcement crackdown periods in August and December and with social norming messaging that plays an integral role in reminding drivers all year long that impaired driving is a deadly, unacceptable behavior.

Despite positive trends in the number of alcohol-related driving fatalities, NHTSA crash statistics still point to the continued need to impact and change perceptions and behaviors related to impaired driving.



# Overall Strategy

---

The national strategy for impaired driving is anchored with the national Labor Day Crackdown and Holiday enforcement campaigns. The crackdowns are conducted annually by NHTSA in conjunction with law enforcement agencies, State highway safety offices and traffic safety advocates nationwide. The law enforcement efforts are supported by a national paid media buy and State advertisements funded through Congress.

Social norming messaging also plays a critical role in changing attitudes and behaviors toward alcohol impaired driving, so these messages are disseminated to the target consistently throughout the year. During non-enforcement periods NHTSA encourages States to promote the social norming message *Buzzed Driving is Drunk Driving*.





# Program Goals

NHTSA's goal remains to continue decreasing the number of fatalities and injuries due to alcohol-related crashes. With thousands of fatalities each year, NHTSA has set the goals below for 2011 to help decrease fatalities and injuries due to impaired driving.

- 1 Reduce the rate of fatalities in .08+ BAC crashes per 100 million VMT to .36.
- 2 Reduce the rate of motorcycle rider highway fatalities per 100,000 motorcycle registrations to 63.



# Objectives

## Enforcement

- To generate high awareness of enforcement efforts regarding impaired driving and make sure drivers understand that if they get behind the wheel after having too much to drink, their chances of being caught by law enforcement are higher than ever.

## Social Norming

- To inspire dialogue and recognition of the consequences and dangers of “buzzed driving” by communicating that Buzzed Driving is Drunk Driving, and subsequently motivate people to change their attitudes and behavior regarding driving buzzed.
- To encourage drivers to plan ahead and designate a sober driver before they drink or have a plan for a sober ride home.



# Target Audiences

Impaired driving is a chronic problem that cuts across many different segments of society; consequently, there are several segments of target audiences with varying degrees of risk. There are also varying targets for the enforcement and social norming campaigns. Please see the complete list of target audiences.

1 **Discontented Blue Collar**  
*Target of Paid Media*

Primarily men, ages 21 to 34, single, lower-middle-class socioeconomic level, less likely to have a college degree, blue-collar and hourly-wage workers.

2 **Middle-Class Risk Taker**  
*Target of Paid Media*

Primarily men, ages 25 to 54, married, parents, middle class or lower-middle-class socioeconomic level.

3 **Let's Party!**  
*Target of Paid Media*

Primarily young men, ages 21 to 24 (also, some underage), single, students in college or trade/technical school, renters.

4 **Responsible Drinkers**  
*Target of Social Norming Media*

Primarily men, ages 25 to 44, married, parents, college degree, high socioeconomics, professional/managerial/white-collar occupation.

5 **Socially Accountable Drinkers**  
*Target of Social Norming Media*

Primarily men, ages 25 to 34, married, college or graduate degree, high socioeconomics, professional/managerial/white-collar occupation.

6 **Hispanic Drinkers**  
*Target of Paid Media*

1<sup>st</sup> and 2<sup>nd</sup> generation Hispanic men, ages 21 to 34, Spanish-dominant language (especially with family and friends), variety of Hispanic nationalities.

7 **Midlife Motorists**  
*Target of Paid Media during August Crackdown*

Men, ages 35 to 50, wide range of socioeconomic strata (including higher income/higher education levels), empty-nesters, high degree of self-confidence in their motorcycle handling skills.

8 **Young Women**  
*Target of Social Norming Media*

Women, ages 21 to 44, enjoy going out and drinking socially. While nervous about getting behind the wheel when they feel buzzed, they still drive because they believe they can function and certainly are not drunk.



# Message and Talking Points

---

## The Crime of Impaired Driving...

- It is illegal in all 50 States, the District of Columbia and Puerto Rico to drive with a blood alcohol concentration (BAC) of .08 grams per deciliter or higher.
- Nearly 11,000 people in 2009 were killed in U.S. highway crashes involving drivers or motorcycle riders with illegal BACs of .08 or higher, according to NHTSA statistics.
- Impaired driving is clearly a crime, not an “accident.” In fact, it’s one of America’s most-often-committed and deadliest crimes.

## Enforcement

- Our message remains simple and unwavering: if you are caught behind the wheel after having too much to drink, you will be arrested and prosecuted. No excuses. No exceptions.

## Social Norming

- We want to remind everyone that *Buzzed Driving is Drunk Driving*. The best way to avoid a drunk driving nightmare is to designate a sober driver before the festivities begin.

Fortunately, much of the tragedy that results from impaired-driving crashes could be prevented if everyone followed these safety recommendations:

---






- 1 If you are planning to drink alcohol with friends, designate a sober driver before going out.
- 2 If you are impaired, do not drive. Call a taxi, use mass transit, or call a sober friend or family member to get you home safely.
- 3 Promptly report impaired drivers you see on the roadways to law enforcement.
- 4 Wear your seat belt while in a car or use a helmet and protective gear when on a motorcycle, as these are your best defenses against impaired drivers.
- 5 And remember, if you know people who are about to drive or ride with someone who is impaired, take the keys and help them get to where they are going safely.



# Primary Communication Vehicles and Actions

## Enforcement:

In August 2011, NHTSA will be launching a new campaign consisting of a new tagline, television spot, radio spot and online components. The process has begun and NHTSA will be updating partners throughout the campaign's progression.

-  Broadcast Television
-  Cable Television
-  Online Media
-  Radio
-  Social Media

The majority of weight will be scheduled on a Wednesday to Sunday flight pattern.

## Social Media



Due to the large increase in social media use with our target audiences, we are looking into increasing the social media component in the 2011 campaign as well. We will be evaluating social media tactics to see what fits best to generate the greatest awareness of our message.

As part of the effort to generate social media buzz, consumer-focused sites have been developed for holidays including St. Patrick's Day, July 4, Halloween and December/New Year's.

Each microsite will be tailored to the specific holiday and include shareable and downloadable posters, banners, evites and interactive games.

## Online Media



When campaigns of similar budgets are compared, targeted viewers receive a heightened impact as measured by brand awareness when TV and online are used together. Online advertising provides new ways to connect with our target audiences. Young Web users are more apt to have a laptop with them instead of using a fixed household device like a TV or DVR. We don't see this mainly as the end of TV but as the beginning of a different kind of TV that is shareable and searchable. In 2011 we will build off this strength and work with cohesive TV and online platforms.

## Paid Media



Television will remain the primary medium to generate reach. To effectively reach our target audiences, we concentrate on key, high performing dayparts and cable networks including prime time, late night and sports.

Broadcast still provides NHTSA with the greatest source of reach with the use of select dayparts and programming. Cable television offers several networks that perform well against our targets and help to build frequency. Specific cable networks offer more of an opportunity to reach all of our targets.

During the August crackdown, we will focus on a tighter media mix with television and online within sports and news in order to generate frequency that could positively affect behavioral change among older motorcycle riders. Sports will concentrate on NFL pre-season, major-league baseball and NASCAR.

Network radio is used to increase the reach of the impaired driving campaign, while also generating higher levels of frequency.



# Social Norming

## Multimedia Approach

In order to continue to raise awareness and change attitudes and behaviors about buzzed driving among both target groups, the campaign message needs to be perpetuated through traditional media vehicles (TV, radio, print, outdoor, Web banners) as well as through social media throughout the year.

Since the campaign runs in a donated media environment and complements the periodic holiday-focused enforcement advertising, support is consistent throughout the year, but tends to increase during times of outreach with specific statistics and compelling reasons the media should support the campaign. Historically successful outreach, in combination with NHTSA crash data, has demonstrated that strategically reaching out to the media for support during key holiday periods like the Fourth of July holiday and the week between Christmas and New Year's optimizes the combined enforcement and social norming strategy.

## Social Media

Social media have become a key part of the social norming campaign, increasing awareness and conversation about buzzed driving and complementing PSA distributions, while helping to spread the campaign message virally. Social media efforts will continue through mainstream platforms such as Facebook and Twitter. Messages are consistently pushed with one or two posts a day. These social media pages are also used for promoting other campaign assets (i.e., the "Spot the Difference" game, "Emily's Video" and the pledge to not drive buzzed), all of which increase the virality and reach of the campaign and continue to increase NHTSA's share of voice on this critical issue.

At certain critical times of the year, social media efforts are increased as alcohol-related driving fatalities tend to increase around all of the major holidays. During these time periods, social media initiatives will include specific blog outreach.

Lastly, we will continue to target two specific times of the year to organize and hold social media events, such as a Twitter party. These efforts increase awareness as well as traffic to all of NHTSA's social media platforms. The Twitter parties will take

place in addition to the blog outreach. These one-hour time periods prior to St. Patrick's Day and during the earlier part of the annual holiday season give consumers and partners an opportunity to join NHTSA experts in an online conversation about the dangers of buzzed driving.





# Media Distribution

Since no paid media are involved in the social norming efforts, the strategy is to continue to leverage key partnerships and integrate the social-norming campaign to support enforcement efforts through the following efforts.

## Annual TVB Roadblock

Since 2004, the Television Bureau of Advertising (TVB) has elected to support the campaign with an annual “roadblock” where they encourage local broadcast television stations across the Nation to support the buzzed driving issue during the week between Christmas and New Year’s. Each year the Ad Council works with TVB to further expand the partnership to increase participation

and leverage new media opportunities. This year, the roadblock will include HD spots for the first time and will also offer stations an opportunity to participate in spreading the message of the campaign through social media.

To complement this television roadblock, outdoor and print materials will also be distributed and a social media push will be conducted.



## Evaluation

As always, the best measure of success is lowering impaired driving fatalities and the number of people who get behind the wheel after drinking too much alcohol. In addition, there are other ways to evaluate programs:

- Count the number of clips you receive from earned media events and press releases.
- Conduct pre- and post observational studies.
- Count the number of arrests made.
- Measure the recall of your tagline(s) through phone, online or DMV surveys.
- Compile Facebook fan and Twitter follower numbers.
- Measure Web site visits, time spent on site, pages visited, etc.
- In addition to numbers of social media followers, also monitor traffic and how interactive the audience is, i.e., how many comments they leave or how often they participate in different forums.



# Calendar of Events

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## Event / Theme / Time Frame

### Super Bowl Sunday

Jan 31-Feb 6, 2011

#### Themes:

*Fans Don't Let Fans Drive Drunk*  
Designate a Sober Driver

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## Target Audience

### Primary:

Men, ages 21 to 34  
College Students (male and female with male skew, ages 18 to 22)

### Secondary:

Men, ages 35 to 59  
Young Women, ages 21 to 25

---

## Planner Components

### Potential Planner Components Developed by TEAM:

#### Unique collateral materials:

- Thought starters – suggestions on how to promote the message
- National Quotes sheet
- Fact sheet
- Online and print images
- Banner ads customized for every NFL team
- TV and Radio PSAs

#### Customizable press materials:

- Various press release templates:
  - National version for all NFL markets
  - Post-season version for playoff team markets
  - Super Bowl version for the two championship markets

#### Social Media

- Blog Outreach
- 

---

## Event / Theme / Time Frame

### St. Patrick's Day

March 8-17, 2011

#### Themes:

*Buzzed Driving is Drunk Driving*

---

## Target Audience

### Primary Audience:

Men, ages 21 to 34  
Women, ages 25 to 44

### Secondary Audience:

Young Women, ages 21 to 25

---

## Planner Components

### Unique collateral templates for:

- Handout card art
- Coaster/napkin art
- Poster art
- Web banners and landing pages

### Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Radio PSA script template
- Sample print PSA

### Social media:

- Blog outreach
  - Microsite
  - Twitter party
-



# Calendar of Events

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## Event / Theme / Time Frame

### July 4

June 19- July 4, 2011

#### Themes:

*Buzzed Driving is Drunk Driving*

Impaired Driving with TBD enforcement tagline

---

## Target Audience

### Primary Audiences:

Men, ages 21 to 34

Women, ages 25 to 44

Motorcycle Operators

### Secondary Audience:

Young Women, ages 21 to 25

---

## Planner Components

### Unique collateral templates for:

- Handout card art
- Coaster/napkin art
- Web banners and landing pages

### Customizable press materials for:

- Suggested talking points and basic fact sheet
- Basic news release
- Radio PSA script template
- Sample print PSA
- Microsite and evite

### Social media:

- Blog outreach
- 

---

## Event / Theme / Time Frame

### Impaired Driving National Crackdown

Aug 19- Sept 5, 2011

#### Themes:

Impaired Driving with TBD enforcement tagline

---

## Target Audience

### Primary Audiences:

Men, ages 21 to 34

Women, ages 25 to 44

Motorcycle Operators

### Secondary Audiences

Men, ages 35 to 59

Newly arrived immigrant Latino men, ages 21 to 34

---

## Planner Components

### Broadcast materials:

- TV :30
- Radio

### Unique collateral templates for:

- Handout card art
- Coaster/napkin art
- Poster art
- Web banners and landing pages

### Customizable press materials for:

- Suggested talking points and fact sheet
  - Basic news release
  - Proclamation template endorsing crackdown
  - Radio PSA script template
  - Sample print PSA
  - Microsite and/or landing pages
-



# Calendar of Events

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## Event / Theme / Time Frame

### Halloween

Oct 25- Nov 1, 2011

#### Themes:

*Buzzed Driving is Drunk Driving*

Impaired Driving with TBD enforcement tagline

---

## Target Audience

### Primary Audiences:

Men, ages 21 to 34

Women, ages 25 to 44

College Students (male and female with male skew, ages 18 to 22)

### Secondary Audience

Young Women, ages 21 to 25

Newly arrived immigrant Latino men, ages 21 to 34

---

## Planner Components

### Unique collateral templates for:

- Handout card art
- Coaster/napkin art
- Poster art
- Web banners and landing pages

### Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Radio PSA script template
- Sample print PSA
- Microsite and evite

### Social Media:

- Blog outreach

### Broadcast materials:

- TV
  - Radio
- 

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## Event / Theme / Time Frame

### December Impaired Driving Prevention Month -

*Buzzed Driving is Drunk Driving*

#### Themes:

Impaired Driving Crackdown with TBD enforcement tagline

December 16 – Jan. 2, 2012

*Buzzed Driving is Drunk Driving* TVB (Television Bureau of Advertisers)

Roadblock December 25 -31

•*Note: last week of December is the only time of year when both paid media for enforcement campaign and donated media for the PSA campaign buzzed driving air simultaneously in increased airtime nationally.*

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## Target Audience

### Primary Audiences

Men, ages 21 to 34

College Students (male and female with male skew, ages 18 to 22)

### Secondary Audiences:

Men, ages 35 to 59

Young Women, ages 21 to 25

---

## Planner Components

### Unique collateral templates for:

- Handout card art
- Coaster/napkin art
- Poster art
- Web banners and landing pages

### Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Radio PSA script template
- Sample print PSA
- 3D Month Proclamation template

### Social Media:

- Blog Outreach
  - Twitter Party
-





For additional information about the new impaired driving enforcement campaign please contact:

.....

Kathryn Henry, Marketing Specialist  
Office of Communications & Consumer Information  
(202) 366-9550  
[Kathryn.Henry@dot.gov](mailto:Kathryn.Henry@dot.gov)

For additional information about the *Buzzed Driving is Drunk Driving* campaign please contact:

.....

Kil-Jae Hong, Marketing Specialist  
Office of Communications & Consumer Information  
(202) 493-0524  
[Kil-Jae.Hong@dot.gov](mailto:Kil-Jae.Hong@dot.gov)

Follow *Buzzed Driving is Drunk Driving*:

.....

 **Facebook:**  
[www.facebook.com/buzzeddrivingisdrunkdriving](http://www.facebook.com/buzzeddrivingisdrunkdriving)

 **Twitter:**  
<http://twitter.com/buzzeddriving>



# *Distracted Driving*

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## **Overview**

Distracted driving is a deadly epidemic that claimed 5,474 lives and led to 448,000 injuries in 2009, a decline of 6 percent from the previous year. However, we believe these reported numbers are just the tip of the ice berg, because not all cell phone use is recorded in accident reports, making it difficult to know the full picture. Secretary LaHood has made distracted driving a top priority for the Department of Transportation (DOT) and continues to advocate for laws and nationwide awareness of the problem.







# *Overall Strategy*

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The national strategy for distracted driving is currently limited to a social-norming effort. No national enforcement effort is planned at this time, although an enforcement demonstration program that includes a high-visibility enforcement and paid media campaign is under way in Hartford, CT, and Syracuse, NY.

The Department of Transportation is currently testing a variety of national themelines to promote its social norming message.

# Implement a Three-Part Strategy

In order to decrease distracted driving we must concentrate our efforts on three tracks simultaneously.

**1 Public Education** — Generate awareness about the dangers of distracted driving. Remind others that the price for not paying attention to the road is too high, and that we all have a part to play in making sure everyone keeps their eyes and mind on the road and hands on the wheel.

**2 Legislation** — Work to encourage State legislatures to pass primary (standard) antitexting/hand held cell phone use bans in every State.

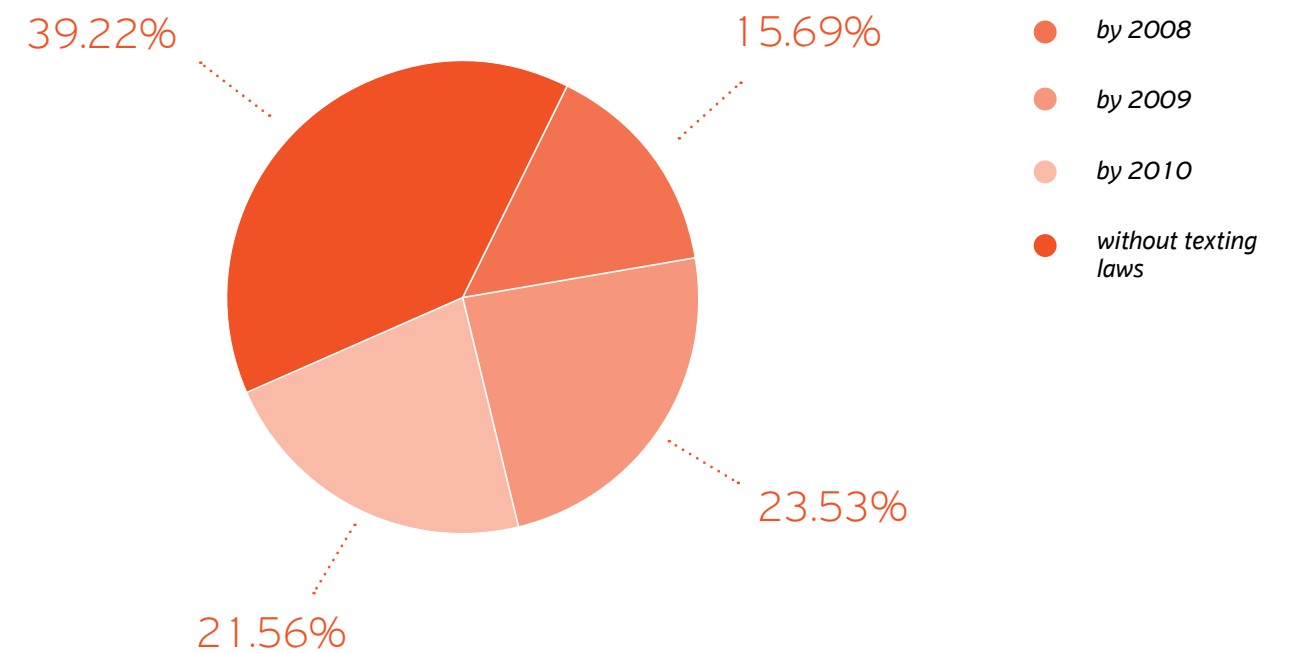
**3 Enforcement** — Support local law enforcement's efforts to seek compliance with State texting and cell phone use laws.

## Program Goals

Programs to reduce distracted driving fatalities and injuries are still in their infancy as we work toward developing effective programs to combat the issues and as states work on passing legislation. Since only two years of data is available, specific goals related to distracted driving are not officially set. However, the issue of distracted driving is included in NHTSA's overall mission to reduce fatalities on our Nation's roadways

**Reduce the rate of passenger vehicle occupant highway fatalities per 100 million passenger VMT to .99 in 2010 and .85 in 2011**

### Percentage of states with texting laws



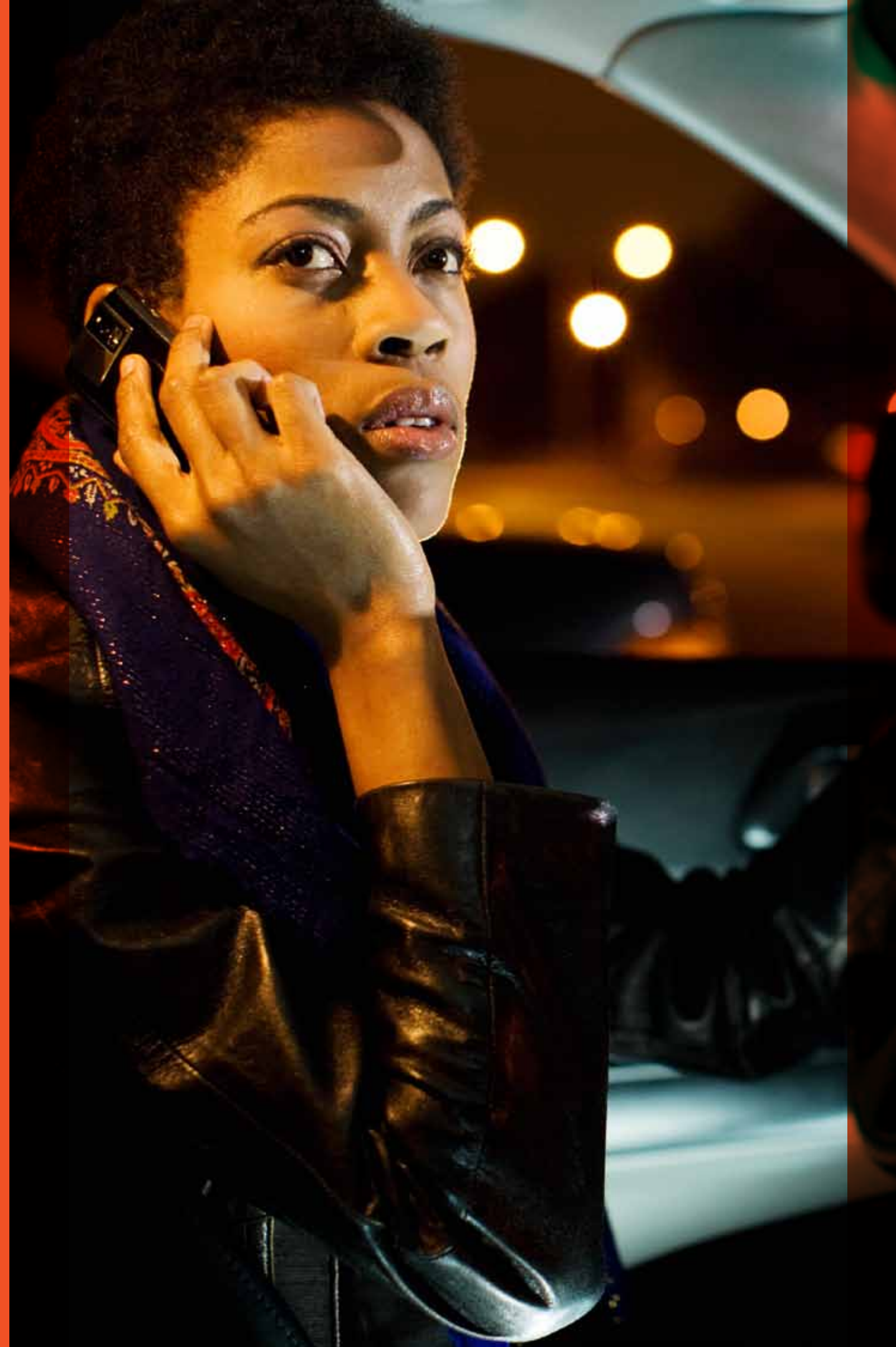


# Objectives

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Some objectives may include, but are not limited to the following:

- 1 Encourage State and local participation in activities and programs.
- 2 Increase awareness and understanding of what resources are needed to make each campaign successful, and the importance of leveraging existing resources.
- 3 Encourage the sharing of best practices and lessons learned among different state and local agencies.
- 4 Test STEP model enforcement programs in communities with both texting and hand held phone bans.



# Target Audiences

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## **Primary**

Adults, ages 18 to 54.

(Note: While teen behavior is also a concern, it has been determined that teens are covered under Graduated Drivers' License restrictions and other teen-centric messaging. Therefore, from a national perspective, teens are not a target audience for these messages.)



# Message and Talking Points

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When drivers engage in distracted driving behaviors, they are not only a danger to themselves, but to everyone else on the road around them.

## Drivers Simply Can't Do Two Things At Once.

According to the Insurance Institute for Highway Safety, drivers who use hand held devices while driving are four times as likely to get into crashes serious enough to injure themselves or others.

## Deadly Behavior.

In 2009 alone, over 5,000 people died and almost half a million injuries occurred simply because people were not paying attention to the road. People's conversations can wait. The chances of causing a crash that could ruin lives is just too great.

## Young Drivers Are Especially At Risk.

Young drivers are at risk of distracted driving—especially men and women under 20 years of age. Their lack of driving experience can contribute to critical misjudgments if they become distracted. Not surprisingly, they text more than any other age group, and the number of young drivers who text is only increasing.






# Primary Communication Vehicles and Actions


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The 2011 Distracted Driving Campaign includes the following components:

 Broadcast Television

 Cable Television

 Print

 Online Media

 Radio

## *Paid Media*



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At this time, no paid national media is planned, but NHTSA has requested funds from Congress. If funds are allocated, this section will be updated. Despite no paid media, the national distracted driving, social-norming television spot will run in added value as applicable and earned from our network partners.

## *Online Media*



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At this time, no paid online media is planned. If Congress allocates additional paid media funds for distracted driving, this section will be updated. Again, despite no paid media, the national distracted driving, social-norming online ads will run in added-value as applicable and earned from our network partners.

## *Earned Media*



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Numerous opportunities for promoting anti-distracted driving exist. Materials for different applications are found on [distraction.gov](http://distraction.gov), including:

- Back-to-school planners for both schools and parents are available.
- National Distracted Driving Awareness Month in April is a great time to get employers on board and issue guidelines for talking/texting while driving on company business.
- Community activation and press events during April 2011 are a prime opportunity to spread the message.
- Legislation is quickly being passed around the country to implement or strengthen distracted driving laws. In 2010, twelve states enacted laws. This is a good opportunity to capture significant media attention and have law enforcement spread the word.

# Evaluation

As always, the best measure of success is lowering fatalities and injuries related to distracted driving. However, other ways to evaluate programs are:

- Measure the recall of your tagline(s) through phone or DMV surveys.
- Count the number of clips you receive from earned media events and press releases.
- For enforcement, complete pre- and post observational studies.
- Place materials for parents and schools on your own Web sites and count site visits and downloads.
- In addition to numbers of social media followers, also monitor traffic and how interactive the audience is, i.e., how many comments are left or how often they participate in different forums.



# Calendar of Events

Event / Theme / Time Frame	Target Audience	Planner Components
National Distracted Driving Awareness Month April 2011	Adults, ages 18-54 Teens	Information for: Schools Parents Employers Law Enforcement
Themes: TBD		
ESPN/State Farm DD Program (Summer 2011—Tentative)	Adults, ages 18-54	Community TBD
Themes: TBD		

For additional information about the Distracted Driving initiative please contact:

Lori Millen, Marketing Specialist  
Office of Communications & Consumer Information  
(202) 366-9550  
[Lori.Millen@dot.gov](mailto:Lori.Millen@dot.gov)  
[www.stopimpaireddriving.org/planners/StPatrick2010/index.cfm](http://www.stopimpaireddriving.org/planners/StPatrick2010/index.cfm)



# Appendix

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## Web Resources

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[trafficsafetymarketing.gov](http://trafficsafetymarketing.gov)



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This one-stop-shop for all of your marketing needs hosts a variety of resources, including all the most recent campaign and holiday creative materials and earned media planners, as well as useful tips and guides to your marketing questions.

[nhtsa.gov](http://nhtsa.gov)



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Visit NHTSA's main Web site for the most recent news, data, research and information on key issues the agency is focusing on in 2011.

[safercar.gov](http://safercar.gov)



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This Web site offers car-buying consumers helpful 5-star rating information for a wide variety of vehicles. Also check [www.safercar.gov](http://www.safercar.gov) for the latest vehicle recalls and warnings.

[stopimpaireddriving.org](http://stopimpaireddriving.org)



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Visit this Web site for all of the latest creative and earned media materials, research and program toolkits to help combat the deadly crime of driving while impaired.

[distraction.gov](http://distraction.gov)



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This Web site includes all information on distracted driving including news feed, state law information, stats and facts, campaign tools, media information and FAQs. The site includes a Faces of Distracted Driving section where users can view real videos of family members who have lost loved ones to distracted driving. The Campaign Tools section includes creative and earned media materials that partners can use on a state and local level to help stop distracted driving.

[nhtsastatetv.com](http://nhtsastatetv.com)



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Go to this site to view all impaired driving, occupant protection and distracted driving creative, including TV, radio, Web spots and campaign landing pages. The site is updated as new campaigns are developed.

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## Microsites

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*saveaface.com*



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This interactive Web site allows users to email the link to others, share on Facebook, download or print the posters, watch the “Faceplant” TV spot, and send materials to a friend. A viral component will be added in 2011.

*holidaybuzzed.com*



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User of this consumer targeted Web site for the holiday season can download and share creative posters, Web banners and evites and play the Impaired Driving Experience. Information on how to start a campaign is also included.

*halloweennightmare.com*



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At this consumer targeted Halloween Web site, users can download and share creative posters, Web banners and evites. Information on how to start a campaign is also included.

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## Campaign Landing Pages

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*stuckwithaticket.com*



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Watch the “Stuck with a Ticket” TV spot. Send friends a virtual ticket to drive users to the site. States and partners can link Web banner ads to the site during “Click It or Ticket” campaigns.

*musclecarxtreme.com*



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Watch the “Video Game” Web spot. Includes capability to send to a friend. States and partners can link Web banner ads to the site during “Click It or Ticket” campaigns.

*bigmonsterattacks.com*



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Watch the “Big Monster (Enforcement Version)” Web spot. Includes capability to send to a friend. States and partners can link Web banner ads to the site during “Click It or Ticket” campaigns.

*bigmonsterstrikesback.com*



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Watch the “Big Monster (Enforcement Version)” Web spot. Includes capability to send to a friend. States and partners can link Web banner ads to the site during “Click It or Ticket” campaigns.



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## Social Media

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*Child Passenger Safety  
Facebook Page*



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[www.facebook.com/childpassengersafety](http://www.facebook.com/childpassengersafety)

*Child Passenger  
Safety Twitter Feed:*



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<http://twitter.com/childseatsafety>

*Buzzed Driving  
Facebook Page*



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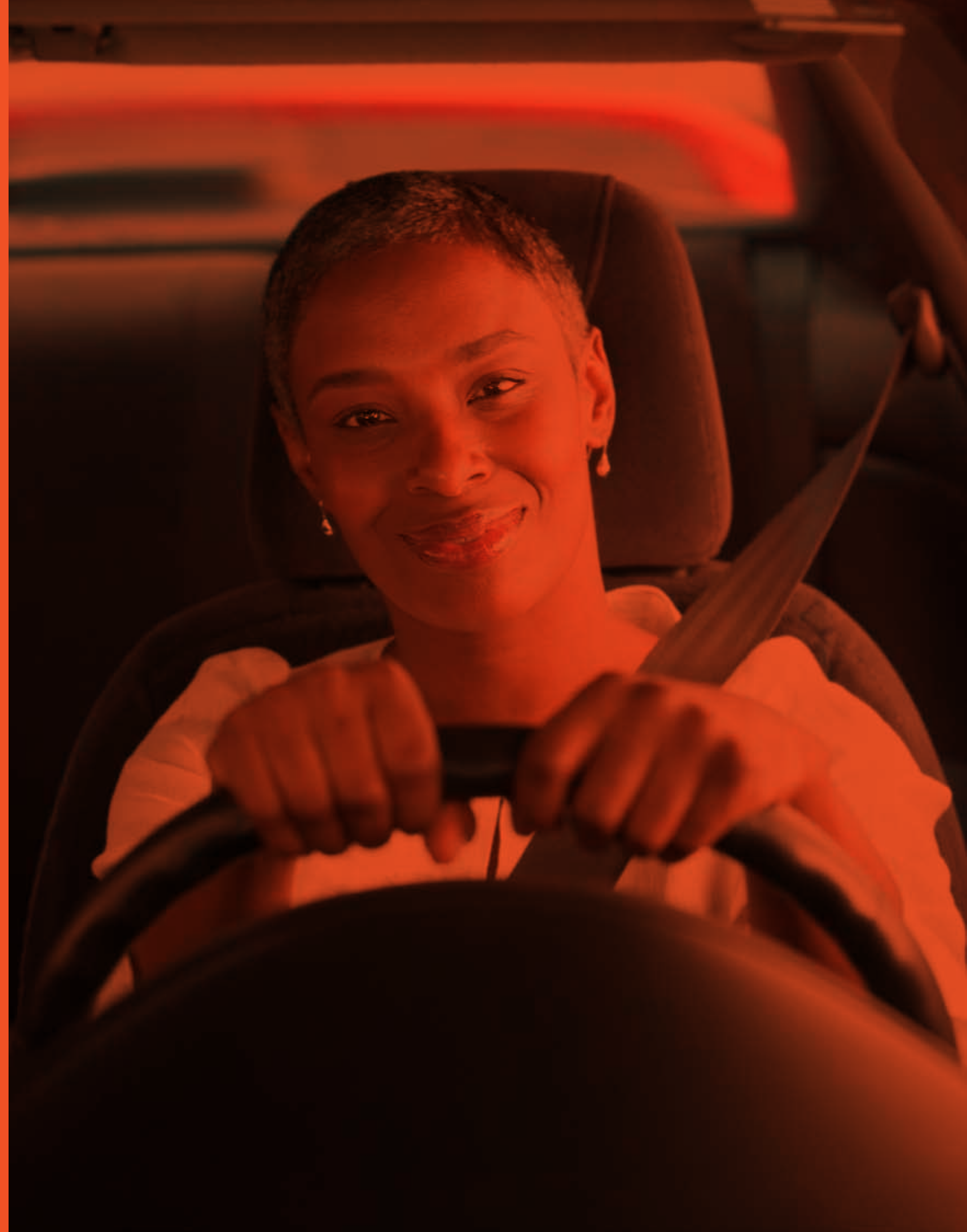
[www.facebook.com/  
buzzeddrivingisdrunkdriving](http://www.facebook.com/buzzeddrivingisdrunkdriving)

*Buzzed Driving  
Twitter Feed:*



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<http://twitter.com/buzzeddriving>



# 2011 Calendar

*January 2011*

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
<sup>23/30</sup>	<sup>24/31</sup>	25	26	27	28	29

*February 2011*

S	M	T	W	T	F	S
		1	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					

*March 2011*

S	M	T	W	T	F	S
		1	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	30	31		

*April 2011*

S	M	T	W	T	F	S
					1	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	30

*May 2011*

S	M	T	W	T	F	S
1	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	30	31				

*June 2011*

S	M	T	W	T	F	S
			1	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	30		

*July 2011*

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
<sup>24/31</sup>	25	26	27	28	29	30

*August 2011*

S	M	T	W	T	F	S
	1	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	30	31			

*September 2011*

S	M	T	W	T	F	S
				1	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	30	

*October 2011*

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
<sup>23/30</sup>	<sup>24/31</sup>	25	26	27	28	29

*November 2011*

S	M	T	W	T	F	S
		1	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	30			

*December 2011*

S	M	T	W	T	F	S
				1	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	30	31

*January 31 – February 6, 2011*

Super Bowl Sunday  
Impaired driving  
*Fans Don't Let Fans Drive Drunk*

*March 8 – 17, 2011*

St. Patrick's Day  
Impaired driving  
*Buzzed Driving is Drunk Driving*

*April 2011*

National Distracted Driving Awareness Month

*May 2011*

Motorcycle Safety Awareness Month  
Motorists and Motorcyclists  
*"Share the Road"*

Bicycle Safety Month  
*"Make Bicycling Safe for Riders of All Ages"*

*May 23 – June 5, 2011*

National Enforcement Mobilization  
Occupant protection  
*"Click It or Ticket"*

*June 20, 2011*

National Ride to Work Day  
Motorcycle Safety  
*"Share the Road with Motorcycles"*

*June 19 – July 4, 2011*

Fourth of July  
Impaired driving  
*Buzzed Driving is Drunk Driving*

*August 2011*

Back to School Safety  
*Walk, Bike, and Ride to School Safely!*

*August 19 – September 5, 2011*

Impaired Driving National Enforcement Crackdown  
New Tagline TBD

*September 18 – 24, 2011*

Child Passenger Safety Week  
National Seat Check Saturday (September 24)  
New Tagline TBD

*October 2011*

International Walk to School Month

*October 16 – 22, 2011*

National Teen Driver Safety Week  
*Drive by the Rules. Keep the Privilege.*

*October 25 – November 1, 2011*

Halloween  
Impaired Driving  
*Buzzed Driving Is Drunk Driving*

*November 14 – 27, 2011*

Thanksgiving Holiday Travel Occupant Protection  
*Buckle Up America. Every Trip. Every Time.*

*November 27 – December 11, 2011*

Holiday Season  
Impaired Driving  
*Buzzed Driving Is Drunk Driving*

*December 16, 2011 – January 2, 2012*

Holiday Season  
Impaired Driving Enforcement  
New Tagline TBD