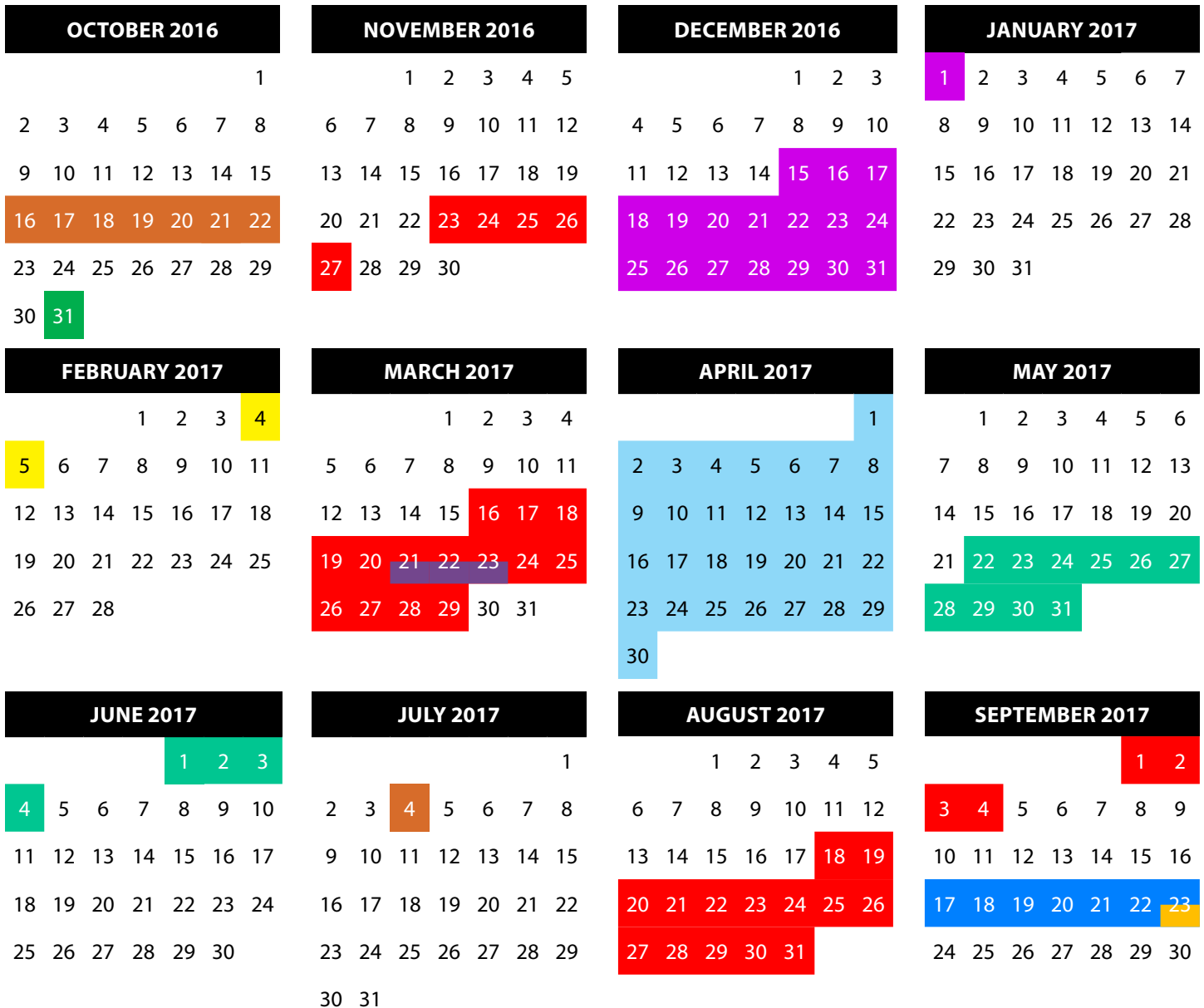


Michigan Office of Highway Safety Planning FY2017 Traffic Safety Campaigns



Date	Event
Oct. 16-22	Teen Driver Safety Week social media effort
Oct. 31	Halloween enforcement social media effort
Nov.-Feb.	<i>Drive Slow on Ice and Snow</i> advertising campaign
Nov. 23-27	Operation C.A.R.E.
Dec. 15-Jan. 1	<i>Drive Sober or Get Pulled Over</i> enforcement, social media effort
Feb. 4-5	Super Bowl social media effort
Mar. 16-29	<i>Drive Sober or Get Pulled Over</i> crackdown

Date	Event
March 21-23	Michigan Traffic Safety Summit
April	Distracted Driving Awareness Month enforcement
May 22-June 4	<i>Click It or Ticket</i> mobilization
July 4	Fourth of July Social media effort
Aug. 18-Sept. 4	<i>Drive Sober or Get Pulled Over</i> crackdown
Sept. 17-23	Child Passenger Safety Week
Sept. 23	National Seat Check Saturday