

Michigan Office of Highway Safety Planning Communications Calendar FY2023
 (subject to change throughout the year)

	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
October 2022	Teen Driver Safety Week	Oct 16 to Oct 22	—	<ul style="list-style-type: none"> • News release • Fact sheet • OHSP social media
	Teen Driver Safety Awareness Program	Oct 2022 to Jul 2023	• Social media ads	—
	Pedestrian Safety Enforcement Week • Selected cities/counties	Oct 29 to Nov 4	• Social media ads for the enforcement in target areas	• News release
	National Pedestrian Safety Month	October 2022	• Social media ads for Daylight Saving Time and Halloween	• OHSP social media
	Operation Safe Stop	October 2022	—	<ul style="list-style-type: none"> • News release • Fact sheet • OHSP social media
	Winter Safe-Driving Awareness	Oct 2022 thru Winter 2023	• Social media ads	<ul style="list-style-type: none"> • Fact sheet • OHSP social media • Banners
	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
November 2022	Buckle Up in Your Truck	Nov 2022 to Apr 2023	• Social media ads	• OHSP social media
	Third District IMPACT • Bay, Genesee, and Saginaw Counties	Nov 2022 to Mar 2023	• Social media ads	—
	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
December 2022	Speed Enforcement • Includes drugged driving	Dec 1, 2022 to Feb 28, 2023	• Social media ads	<ul style="list-style-type: none"> • News release • Local template • Fact sheet • Sample social posts • OHSP social media
	Older Driver Awareness Week	Dec 5 to Dec 9	—	• OHSP social media

December 2022	Drive Sober or Get Pulled Over Enforcement	Dec 16, 2022 to Jan 1, 2023	<ul style="list-style-type: none"> Social media ads 	<ul style="list-style-type: none"> News release Local template Fact sheet Sample social posts OHSP social media
	RiderCoach Recruitment (including separate paid media outreach for range aides)	Beginning in December 2022	<ul style="list-style-type: none"> Social media ads 	<ul style="list-style-type: none"> OHSP social media
	NHTSA Annual Report	Dec 27	No media Content, design, and distribution	

February 2023	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	Shadow Rider Project (motorcyclist training)	Beginning in February 2023	<ul style="list-style-type: none"> Social media ads Postcard mailing 	<ul style="list-style-type: none"> OHSP social media

April 2023	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	Distracted Driving Public Education Campaign	April 2023	<ul style="list-style-type: none"> Social media ads 	<ul style="list-style-type: none"> OHSP social media
	Distracted Driving High School Action Kits		—	<ul style="list-style-type: none"> News release Fact sheet Sample social posts Banners Posters
	Distracted Driving Enforcement		—	<ul style="list-style-type: none"> News release Local template Fact sheet Sample social posts OHSP social media Banners
	Drugged-Driving Public Education	Apr 2023 to Sep 2023	<ul style="list-style-type: none"> Social media ads 	<ul style="list-style-type: none"> OHSP social media
	2022 Michigan Traffic Fatalities	April 2023	—	<ul style="list-style-type: none"> News release
	Motorcyclist All Gear Education Campaign	Apr 2023 to Aug 2023	<ul style="list-style-type: none"> Social media ads 	<ul style="list-style-type: none"> OHSP social media
Bicyclist Safety Education	Apr 2023 to Sep 2023	<ul style="list-style-type: none"> Social media ads Facebook Live event for distracted driving and bicyclist safety 	<ul style="list-style-type: none"> OHSP social media 	

Campaign or Message	Dates	Tactics	
		Paid Media	Earned Media

May 2023	Click It or Ticket	May 15 to Jun 4	• Social media ads	<ul style="list-style-type: none"> • News release • Local template • Fact sheet • Sample social posts • OHSP social media • Banners
	Motorcycle Safety Month National Bike Month	May 2023	—	• OHSP social media
	Impaired Motorcyclist Campaign	May 2023 to Aug 2023	• Social media ads	• OHSP social media
	Rear Seat Belt Public Education	May 2023 to Aug 2023	• Social media ads	• OHSP social media
	Pedestrian Safety Education	May 2023 to Sep 2023	• Social media ads	<ul style="list-style-type: none"> • OHSP social media • Separate outdoor for “Stay in Your Car” messaging
	Teen Passenger Safety	May 2023 to Sep 2023	• Social media ads	• OHSP social media
June 2023	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	Booster Seat	Jun 2023 to Sep 2023	• Social media ads	• OHSP social media
July 2023	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	Fourth of July/Drive Sober or Get Pulled Over • Stepped up impaired-driving enforcement (plus seat belt and speed)	Jul 1 to Jul 30	• Social media ads	<ul style="list-style-type: none"> • OHSP social media • Speed banner
August 2023	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	Bicyclist Safety Enforcement Week • Selected cities/counties	Aug 7 to Aug 13	• Social media ads for the enforcement in target areas	• News release

August 2023	Drive Sober or Get Pulled Over	Aug 18 to Sep 4	• Social media ads	<ul style="list-style-type: none"> • News release • Local template • Fact sheet • Sample social posts • OHSP social media • Banners
September 2023	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	Child Passenger Safety Week/ Seat Check Saturday	Sep 17 to Sept 23	—	<ul style="list-style-type: none"> • OHSP social media