

Michigan Office of Highway Safety Planning Communications Calendar FY2024

(subject to change throughout the year)

(this calendar can be found on the home page of michigan.gov/ohsp)

| | Campaign or Message | Dates | Tactics | | UMTRI Data Updates |
|---------------|--|---------------------------------|---|--|--|
| | | | Paid Media | Earned Media | |
| October 2023 | Teen Driver Safety Week | Oct 15 to 21 | — | Organic social media | |
| | Operation Safe Stop National School Bus Safety Week | Oct 17 to 21 | — | Organic social media | |
| | Pedestrian Safety Enforcement Week | Oct 28 to Nov 3 | — | Local Template | |
| | National Pedestrian Safety Month | October | Social media ads for Daylight Saving Time and Halloween | <ul style="list-style-type: none"> Statewide News Release Organic social media | |
| | Winter Safe-Driving Awareness | Oct 2023 to Apr 2024 | Brogan Campaign | <ul style="list-style-type: none"> Banners/Letters Fact sheet | |
| | Teen Traffic Safety | Oct 2023 to Jul 2024 | Brogan Campaign | — | |
| | | | | | |
| November 2023 | | | | | |
| | Crash Responder Safety Week | Nov 13 to 17 | — | Organic social media | |
| | MSP Third District Impaired Driving Action Team (IMPACT) Paid Media Campaign | Nov 2023 to Mar 2024 | Brogan Campaign | <ul style="list-style-type: none"> Attend events if possible | |
| December 2023 | | | | | |
| | Older Driver Safety Awareness Week | Dec 4 to 8 | — | Organic social media | |
| | Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising | Dec 15, 2023, to Jan 1, 2024 | Brogan Campaign | <ul style="list-style-type: none"> Statewide news release Fact sheet/Talking Points Sample social posts | <ul style="list-style-type: none"> Data Request Sep 25 to Oct 6 Data Due Oct 30 to Nov 3 |
| | National Impaired Driving Prevention Month | December | — | Organic social media | |
| | RiderCoach Recruitment | Dec 2023 to Mar 2024 | Brogan Campaign | — | |
| | Buckle Up in Your Truck Campaign | Dec 2023 to Apr 2024 | Brogan Campaign | — | |
| February 2024 | | | | | |
| | Shadow Rider Postcard Operating | February | — | Mailed postcard | <ul style="list-style-type: none"> Data Request Oct 30 to Nov 12 Data Due Dec 4 to 8 |
| March 2024 | | | | | |
| | St. Patrick's Day | Mar 17 | — | Organic social media | |
| | Shadow Rider Paid Media | Mar to Jul | Brogan Campaign | — | |

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|------------|---|-------------------------|-----------------|---|--|
| | | | Paid Media | Earned Media | |
| April 2024 | 4/20 | Apr 20 | — | <ul style="list-style-type: none"> • News Release • Organic social media | <ul style="list-style-type: none"> • Data Request Jan 29 to Feb 9 • Data Due Mar 4 to 10 |
| | National Distracted Driving Awareness Month | April | — | Organic social media | |
| | Distracted-Driving Enforcement | April | Brogan Campaign | <ul style="list-style-type: none"> • Statewide news release • Local template • Fact sheet/Talking Points • Sample social posts | <ul style="list-style-type: none"> • Data Request Jan 9 to 20 • Data Due Feb 12 to 16 |
| | Distracted-Driving Public Education Campaign | April + throughout year | Brogan Campaign | — | |
| | Drugged-Driving Public Education Campaign | Apr to Sep | Brogan Campaign | — | |
| | Statewide Bicyclist Education Campaign | Apr to Sep | Brogan Campaign | — | |
| | | | | | |
| | Campaign or Message | Dates | Tactics | | UMTRI Data Updates |
| | | | Paid Media | Earned Media | |
| May 2024 | National EMS Week | May 19 to 25 | — | Organic social media | |
| | Click It or Ticket (CIOT) Mobilization Paid Media | May 20 to Jun 2 | Brogan Campaign | <ul style="list-style-type: none"> • Statewide news release • Fact sheet/Talking Points • Sample social posts • Orderable banners | <ul style="list-style-type: none"> • Data Request Nov 8 to 19 • Data Due Dec 14 to 21 |
| | Motorcycle Safety Awareness Month | May | — | Organic social media | |
| | National Bicycle Safety Month | May | — | <ul style="list-style-type: none"> • Statewide News Release • Organic social media | <ul style="list-style-type: none"> • Data Request Feb 9 to 20 • Data Due Mar 15 to 19 |
| | Impaired Motorcyclist Prevention Campaign | May to Aug | Brogan Campaign | — | |
| | Rear Seat Belt Campaign | May to Sep | Brogan Campaign | — | |
| | Statewide Pedestrian Education Campaign | May to Sep | Brogan Campaign | — | |
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| June 2024 | Booster Seat Campaign | Jun to Sep | Brogan Campaign | — | |
| | Campaign or Message | Dates | Tactics | | UMTRI Data Updates |
| | | | Paid Media | Earned Media | |
| July 2024 | Speed Enforcement Mobilization Paid Advertising | July | Brogan Campaign | <ul style="list-style-type: none"> • Statewide news release • Fact sheet/Talking Points • Sample social posts | <ul style="list-style-type: none"> • Data Request Dec 8 to 19 • Data Due Jan 13 to 20 |

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|----------------------------------|--|------------------------------|---|---|---|
| | | | Paid Media | Earned Media | |
| August 2024 | Bicyclist Safety Enforcement Week | Aug 5 to 11 | — | Local Template | |
| | Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising | Aug 16 to Sep 2 | Brogan Campaign | <ul style="list-style-type: none"> • Statewide news release • Fact sheet/Talking Points • Sample social posts • Orderable banners | <ul style="list-style-type: none"> • Data Request May 20 to 31 • Data Due Jun 24 to 28 |
| September 2024 | | | Tactics | | UMTRI Data Updates |
| | | | Paid Media | Earned Media | |
| | Child Passenger Safety Week/ Seat Check Saturday | Sep 15 to 21 | — | Organic social media | |
| | Rail Safety Week | Sep 16 to 20 (?) | — | Organic social media | |
| | Child Passenger Safety Support | September | — | Organic social media | |
| October 2024 | | | Tactics | | UMTRI Data Updates |
| | | | Paid Media | Earned Media | |
| | Teen Driver Safety Week | Oct 13 to 19 | — | Organic social media | |
| | Operation Safe Stop | Oct 21 to 25 | — | Organic social media | |
| | National School Bus Safety Week | Oct 21 to 25 | — | Organic social media | |
| | Pedestrian Safety Enforcement Week | Oct 26 to Nov 1 | — | Local Template | |
| | National Pedestrian Safety Month | October | Social media ads for Daylight Saving Time and Halloween | <ul style="list-style-type: none"> • Statewide News Release • Organic social media | <ul style="list-style-type: none"> • Data Request Jul 8 to 19 • Data Due Aug 12 to 16 |
| Winter Safe-Driving Awareness | Oct 2024 to Apr 2025 | Brogan Campaign | — | | |
| Teen Traffic Safety | Oct 2024 to Jul 2025 | Brogan Campaign | — | | |
| November 2024 | | | Tactics | | UMTRI Data Updates |
| | | | Paid Media | Earned Media | |
| | Crash Responder Safety Week | Nov 11 to 15 (?) | — | Organic social media | |
| | MSP Third District Impaired Driving Action Team (IMPACT) Paid Media Campaign | Nov 2024 to Mar 2025 | Brogan Campaign | <ul style="list-style-type: none"> • Attend events if possible | |
| December 2024 | | | Tactics | | UMTRI Data Updates |
| | | | Paid Media | Earned Media | |
| | Older Driver Safety Awareness Week | Dec 2 to 6 | — | Organic social media | |
| | Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising | Dec 11, 2024, to Jan 1, 2025 | Brogan Campaign | <ul style="list-style-type: none"> • Statewide news release • Fact sheet/Talking Points • Sample social posts | <ul style="list-style-type: none"> • Data Request Sep 21 to Oct 2 • Data Due Oct 26 to 30 |
| | National Impaired Driving Prevention Month | December | — | Organic social media | |
| | RiderCoach Recruitment | Dec 2024 to Mar 2025 | Brogan Campaign | — | |
| Buckle Up in Your Truck Campaign | Dec 2024 to Apr 2025 | Brogan Campaign | — | | |