

Michigan Office of Highway Safety Planning Communications Calendar FY2025

(subject to change throughout the year)

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

| | Campaign or Message Name | Tactics | |
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| | | Paid Media | Earned Media |
| October 2024 | Operation Safe Stop National School Bus Safety Week (October 21–25, 2024) | | News release Fact sheet Sample social posts Organic social media |
| | National Pedestrian Safety Month | Social media for Daylight Saving Time, Halloween, and Walk/Roll to School Day (Oct 9) | Organic social media |
| | National Teen Driver Safety Week (October 20–26, 2024) | Social media campaign | |
| | Pedestrian Safety Enforcement Week (Enforcement: Oct 26–Nov 1, 2024) | Support enforcement week, if needed | News release |
| | Seat Belt Use Awareness Paid Media | Campaign runs through the month | |
| | Impaired-Driving Awareness Paid Media | Campaign runs through the month | |
| | Distracted-Driving Awareness Paid Media | Campaign runs through the month | |
| | Teen Traffic Safety Paid Media | Campaign runs through the month | |
| | Winter Safe-Driving Paid Media | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Work Zones | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Move Over | Campaign runs through the month | |
| | Statewide Bicyclist Education Paid Media | Campaign runs through the month | |
| | Statewide Pedestrian Education Paid Media | Campaign runs through the month | |
| | | Campaign or Message | Tactics |
| | | Paid Media | Earned Media |
| | Crash Responder Safety Week (November 18–22, 2024) | | Organic social media |
| | Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Media | Pre-Enforcement campaign runs through the month | |

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| November 2024 | Seat Belt Use Awareness Paid Media | Campaign runs through the month | |
| | Speeding Awareness Paid Media | Campaign runs through the month | |
| | Teen Traffic Safety Paid Media | Campaign runs through the month | |
| | Third District Impaired Driving Action Team (IMPACT) Paid Media | Campaign runs through the month | |
| | Winter Safe-Driving Paid Media | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Work Zones | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Move Over | Campaign runs through the month | |
| | Statewide Pedestrian Education Paid Media | Campaign runs through the month | |

| | Campaign or Message | Tactics | |
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| | | Paid Media | Earned Media |
| December 2024 | Older Driver Safety Awareness Week (December 2–6, 2024) | | Organic social media |
| | National Impaired Driving Prevention Month | | Organic social media |
| | Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Media (Enforcement: December 11, 2024–January 1, 2025) | Pre-Enforcement campaign runs December 1–12 Enforcement campaign runs December 13–January 1 | Statewide news release Fact sheet/Talking Points Sample social posts Orderable banners |
| | Seat Belt Use Awareness Paid Media Buckle Up in Your Truck Subcampaign | Campaign runs through the month | |
| | Speeding Awareness Paid Media | Campaign runs through the month | |
| | RiderCoach Recruitment Paid Media | Campaign runs through the month | |
| | Teen Traffic Safety Paid Media | Campaign runs through the month | |
| | Third District Impaired Driving Action Team (IMPACT) Paid Media | Campaign runs through the month | |
| | Winter Safe-Driving Paid Media | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Move Over | Campaign runs through the month | |
| | Statewide Pedestrian Education Paid Media | Campaign runs through the month | |
| | Child Passenger Safety Paid Media Law Changes | Campaign runs through the month | |

| | Campaign or Message | Tactics | |
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| | | Paid Media | Earned Media |

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| January 2025 | National Passenger Safety Week (January 20–27, 2025) | | Organic social media |
| | Seat Belt Use Awareness Paid Media Buckle Up in Your Truck subcampaign | Campaign runs through the month | |
| | Speeding Awareness Paid Media | Campaign runs through the month | |
| | RiderCoach Recruitment Paid Media | Campaign runs through the month | |
| | Teen Traffic Safety Paid Media | Campaign runs through the month | |
| | Third District Impaired Driving Action Team (IMPACT) Paid Media | Campaign runs through the month | |
| | Winter Safe-Driving Paid Media | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Move Over | Campaign runs through the month | |
| | Statewide Pedestrian Education Paid Media | Campaign runs through the month | |
| | Child Passenger Safety Paid Media Law Changes | Campaign runs through the month | |
| February 2025 | | Tactics | |
| | Campaign or Message | Paid Media | Earned Media |
| | Shadow Rider Postcard | | Mailed postcard |
| | Seat Belt Use Awareness Paid Media Buckle Up in Your Truck subcampaign | Campaign runs through the month | |
| | Speeding Awareness Paid Media | Campaign runs through the month | |
| | RiderCoach Recruitment Paid Media | Campaign runs through the month | |
| | Shadow Rider Paid Media | Campaign runs through the month | |
| | Teen Traffic Safety Paid Media | Campaign runs through the month | |
| | Third District Impaired Driving Action Team (IMPACT) Paid Media | Campaign runs through the month | |
| | Winter Safe-Driving Paid Media | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Move Over | Campaign runs through the month | |
| Child Passenger Safety Paid Media Law Changes | Campaign runs through the month | | |
| March 2025 | | Tactics | |
| | Campaign or Message | Paid Media | Earned Media |
| | St. Patrick's Day (March 17, 2025) | | Organic social media |
| | Distracted-Driving Mobilization Paid Media | Pre-Enforcement campaign runs through the month | |
| | Seat Belt Use Awareness Paid Media Buckle Up in Your Truck subcampaign | Campaign runs through the month | |
| RiderCoach Recruitment Paid Media | Campaign runs through the month | | |

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| Marc | Shadow Rider Paid Media | Campaign runs through the month | |
| | Teen Traffic Safety Paid Media | Campaign runs through the month | |
| | Third District Impaired Driving Action Team (IMPACT) Paid Media | Campaign runs through the month | |
| | Winter Safe-Driving Paid Media | Campaign runs through the month | |
| | Child Passenger Safety Paid Media Law Changes | Campaign runs through the month | |
| April 2025 | Campaign or Message | Tactics | |
| | | Paid Media | Earned Media |
| | National Work Zone Awareness Week (April 21–25, 2025) | | Organic social media |
| | National Distracted Driving Awareness Month | | Organic social media |
| | Click It or Ticket (CIOT) Mobilization Paid Media | Pre-Enforcement campaign runs through the month | |
| | Distracted-Driving Mobilization Paid Media (Enforcement: April 1–30, 2025) | Enforcement campaign runs through the month | Statewide news release Fact sheet/Talking Points Sample social posts |
| | Seat Belt Use Awareness Paid Media Buckle Up in Your Truck subcampaign | Campaign runs through the month | |
| | Impaired-Driving Awareness Paid Media | Campaign runs through the month | |
| | Shadow Rider Paid Media | Campaign runs through the month | |
| | Teen Traffic Safety Paid Media | Campaign runs through the month | |
| | Winter Safe-Driving Paid Media | Campaign runs through the month | |
| | Child Passenger Safety Paid Media Law Changes | Campaign runs through the month | |
| May 2025 | Campaign or Message | Tactics | |
| | | Paid Media | Earned Media |
| | National Heatstroke Prevention Day (May 1, 2025) | | Organic social media |
| | National EMS Week (May 18–24, 2025) | | Organic social media |
| | Motorcycle Safety Awareness Month | | Organic social media |
| | National Bicycle Safety Month | Social media bicycle "days" | Organic social media |
| Click It or Ticket (CIOT) Mobilization Paid Media (Enforcement: May 19–June 1, 2025) | Pre-Enforcement campaign runs May 1–18 Enforcement campaign runs May 19–June 1 | Statewide news release Fact sheet/Talking Points Sample social posts Orderable banners | |

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| Ma | Impaired-Driving Awareness Paid Media | Campaign runs through the month | |
| | Distracted-Driving Awareness Paid Media | Campaign runs through the month | |
| | Shadow Rider Paid Media | Campaign runs through the month | |
| | Impaired Motorcyclist Prevention Paid Media | Campaign runs through the month | |
| | Teen Traffic Safety Paid Media | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Move Over | Campaign runs through the month | |
| | Statewide Bicyclist Education Paid Media | Campaign runs through the month | |
| | Child Passenger Safety Paid Media Law Changes | Campaign runs through the month | |

| June 2025 | Campaign or Message | Tactics | |
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| | | Paid Media | Earned Media |
| | Secure Your Load Day (June 6, 2025) | | Organic social media |
| | Ride to Work Day (Motorcycle) (June 10, 2025) | | Organic social media |
| | Speed Mobilization Paid Media | Pre-Enforcement campaign runs through the month | |
| | Seat Belt Use Awareness Paid Media | Campaign runs through the month | |
| | Impaired-Driving Awareness Paid Media | Campaign runs through the month | |
| | Distracted-Driving Awareness Paid Media | Campaign runs through the month | |
| | Shadow Rider Paid Media | Campaign runs through the month | |
| | Impaired Motorcyclist Prevention Paid Media | Campaign runs through the month | |
| | Teen Traffic Safety Paid Media | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Move Over | Campaign runs through the month | |
| Statewide Bicyclist Education Paid Media | Campaign runs through the month | | |
| Booster Seat Paid Media Awareness | Campaign runs through the month | | |

| | Campaign or Message | Tactics | |
|--|---|----------------------|----------------------|
| | | Paid Media | Earned Media |
| | Operation Safe Driver Week (July 6–12, 2025) | | Organic social media |
| Rural Road Safety Week (July 14–18, 2025) | | Organic social media | |

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| July 2025 | Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Media | Pre-Enforcement campaign runs through the month | |
| | Speed Mobilization Paid Media (Enforcement: July 1–31, 2025) (Great Lakes, High Stakes subcampaign: July 21–25, 2025) | Enforcement campaign runs through the month | Statewide news release Fact sheet/Talking Points Sample social posts |
| | Seat Belt Use Awareness Paid Media | Campaign runs through the month | |
| | Impaired-Driving Awareness Paid Media | Campaign runs through the month | |
| | Distracted-Driving Awareness Paid Media | Campaign runs through the month | |
| | Shadow Rider Paid Media | Campaign runs through the month | |
| | Impaired Motorcyclist Prevention Paid Media | Campaign runs through the month | |
| | Teen Traffic Safety Paid Media | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Work Zones | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Move Over | Campaign runs through the month | |
| | Statewide Bicyclist Education Paid Media | Campaign runs through the month | |
| | Statewide Pedestrian Education Paid Media | Campaign runs through the month | |
| | Booster Seat Paid Media Awareness | Campaign runs through the month | |

| August 2025 | Campaign or Message | Tactics | |
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| | | Paid Media | Earned Media |
| | Bicyclist Safety Enforcement Week (Enforcement: August 4–10, 2025) | Support enforcement week, if needed | News release |
| | Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Media (Enforcement: August 15–September 1, 2025) | Pre-Enforcement campaign runs August 1–14 Enforcement campaign runs August 15–September 1 | Statewide news release Fact sheet/Talking Points Sample social posts Orderable banners |
| | Seat Belt Use Awareness Paid Media | Campaign runs through the month | |
| | Impaired-Driving Awareness Paid Media | Campaign runs through the month | |
| | Speeding Awareness Paid Media | Campaign runs through the month | |
| | Distracted-Driving Awareness Paid Media | Campaign runs through the month | |
| | Impaired Motorcyclist Prevention Paid Media | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Work Zones | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Move Over | Campaign runs through the month | |
| | Statewide Bicyclist Education Paid Media | Campaign runs through the month | |
| | Statewide Pedestrian Education Paid Media | Campaign runs through the month | |

| | | Campaign runs through the month | |
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| September 2025 | Campaign or Message | Tactics | |
| | | Paid Media | Earned Media |
| | See Tracks? Think Train Week (September 22–28, 2025) | | Organic social media |
| | Monthlong Child Passenger Safety Social | | Organic social media |
| | National Seat Check Saturday (September 27, 2025) | | Organic social media |
| | Child Passenger Safety Week (September 21–27, 2025) | Social media campaign | Organic social media |
| | Seat Belt Use Awareness Paid Media | Campaign runs through the month | |
| | Impaired-Driving Awareness Paid Media | Campaign runs through the month | |
| | Distracted-Driving Awareness Paid Media | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Work Zones | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media Move Over | Campaign runs through the month | |
| | Statewide Bicyclist Education Paid Media | Campaign runs through the month | |
| | Statewide Pedestrian Education Paid Media | Campaign runs through the month | |
| Booster Seat Paid Media Awareness | Campaign runs through the month | | |