Michigan Office of Highway Safety Planning Communications Calendar FY2026

(subject to change throughout the year)

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

| October 2025 | Campaign or Message Name | Tactics | |
|---------------|---|---|---|
| | | Paid Media | Earned Media |
| | Operation Safe Stop National School Bus Safety Week (October 20-24, 2025) | | News release Fact sheet Sample social posts Organic social media |
| | National Teen Driver Safety Week (October 19–25, 2025) | | Organic social media |
| | National Pedestrian Safety Month | Social media for Daylight Saving Time | Organic social media |
| | Pedestrian Safety Enforcement Week (Enforcement: October 19–25, 2025) | Support enforcement week, if needed | News release template |
| Oct | Seat Belt Use Awareness Paid Media | Campaign starts and runs through the month | |
| | Impaired-Driving Awareness Paid Media | Campaign starts and runs through the month | |
| | Winter Safe-Driving Paid Media | Campaign starts and runs through the month | |
| | Statewide Bicyclist Education Paid Media | Campaign starts and runs through the month | |
| | Statewide Pedestrian Education Paid Media | Campaign starts and runs through the month | |
| | Campaign or Message | Tactics | |
| | Drowsy Driving Prevention Week | Paid Media | Earned Media |
| | (November 2–8, 2025) | | Organic social media |
| | World Day of Remembrance for Road Traffic Victims (November 16, 2025) | | Organic social media |
| 25 | Crash Responder Safety Week (November 17–21, 2025) | | Organic social media |
| November 2025 | Seat Belt Use Awareness Paid Media | Campaign runs through the month | |
| | Impaired-Driving Awareness Paid Media | Campaign runs through the month | |
| Z | Speeding Awareness Paid Media | Campaign starts and runs through the month | |
| | Winter Safe-Driving Paid Media | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media: Move Over Law | Campaign starts and runs through the month | |
| | Statewide Pedestrian Education Paid Media | Campaign runs through the month | |
| | Campaign or Message | Tac | |
| | Older Driver Safety Awareness Week | Paid Media | Earned Media Organic social media |
| | (December 1–5, 2025) National Impaired Driving Prevention Month | | Organic social media |
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|---------------|--|--|--|
| 2025 | Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid | | Statewide news release |
| | Media | Campaign runs December 5, | Fact sheet/talking points |
| er | (Enforcement: December 12, 2025 to January 1, 2026) | 2025 to January 1, 2026 | Sample social posts |
| December | , | | Orderable banners |
| | Speeding Awareness Paid Media | Campaign runs through the | |
| De | Specumy / Wareness / and Media | month | |
| | Winter Safe-Driving Paid Media | Campaign runs through the | |
| | Willier Sale Driving Falu Wedia | month | |
| | Proventing Readcide Deaths Raid Media: Move Over Law | Campaign runs through the month | |
| | Preventing Roadside Deaths Paid Media: Move Over Law | | |
| | Charles Deduction 51 P. 11 P. 11 P. 11 | Campaign runs through the | |
| | Statewide Pedestrian Education Paid Media | month | |
| | | Tac | tics |
| | Campaign or Message | | |
| | N. 1. 15 C. 1. W. 1 | Paid Media | Earned Media |
| | National Passenger Safety Week | | Organic social media |
| | (January 19–26, 2026) | | |
| | Speeding Awareness Paid Media | Campaign runs through the | |
| | | month | |
| 9: | Impaired-Driving Awareness Paid Media | Campaign re-starts and runs | |
| 202 | mipuned Briting / traiteness / ala integra | through the month | |
| <u> </u> | Winter Safe-Driving Paid Media | Campaign runs through the | |
| nal | Willier Sale Driving Falu Wedia | month | |
| January 2026 | | Campaign starts and runs | |
| | Ausiah Causanista Cafata Assausanaa Baid Madia | through the month in Branch, | |
| | Amish Community Safety Awareness Paid Media | Hillsdale, St. Joseph, Osceola, | |
| | | Clare, and Mecosta Counties | |
| | | Campaign runs through the | |
| | Preventing Roadside Deaths Paid Media: Move Over Law | month | |
| | | Campaign runs through the | |
| | Statewide Pedestrian Education Paid Media | month | |
| | | | |
| | Campaign or Message | Tac | |
| | Campaign or Message | 5 1156 11 | |
| | Campaign or Message | Paid Media | Earned Media |
| | | Campaign runs through the | Earned Media |
| | Campaign or Message Speeding Awareness Paid Media | Campaign runs through the month | Earned Media |
| 56 | Speeding Awareness Paid Media | Campaign runs through the month Campaign runs through the | Earned Media |
| 2026 | | Campaign runs through the month Campaign runs through the month | Earned Media |
| ıry 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media | Campaign runs through the month Campaign runs through the month Campaign runs through the | Earned Media |
| ruary 2026 | Speeding Awareness Paid Media | Campaign runs through the month Campaign runs through the month Campaign runs through the month | Earned Media |
| ebruary 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media | Campaign runs through the month Campaign runs through the month Campaign runs through the month Campaign runs through the | Earned Media |
| February 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media Winter Safe-Driving Paid Media | Campaign runs through the month Campaign runs through the month Campaign runs through the month | Earned Media |
| February 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media | Campaign runs through the month Campaign runs through the month Campaign runs through the month Campaign runs through the | Earned Media |
| February 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media Winter Safe-Driving Paid Media | Campaign runs through the month in Branch, Hillsdale, St. | Earned Media |
| February 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media Winter Safe-Driving Paid Media Amish Community Safety Awareness Paid Media | Campaign runs through the month in Branch, Hillsdale, St. Joseph, Osceola, Clare, and | Earned Media |
| February 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media Winter Safe-Driving Paid Media | Campaign runs through the month in Branch, Hillsdale, St. Joseph, Osceola, Clare, and Mecosta Counties | Earned Media |
| February 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media Winter Safe-Driving Paid Media Amish Community Safety Awareness Paid Media | Campaign runs through the month in Branch, Hillsdale, St. Joseph, Osceola, Clare, and Mecosta Counties Campaign runs through the month | |
| February 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media Winter Safe-Driving Paid Media Amish Community Safety Awareness Paid Media | Campaign runs through the month in Branch, Hillsdale, St. Joseph, Osceola, Clare, and Mecosta Counties Campaign runs through the month | tics |
| February 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media Winter Safe-Driving Paid Media Amish Community Safety Awareness Paid Media Preventing Roadside Deaths Paid Media: Move Over Law Campaign or Message | Campaign runs through the month in Branch, Hillsdale, St. Joseph, Osceola, Clare, and Mecosta Counties Campaign runs through the month | |
| February 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media Winter Safe-Driving Paid Media Amish Community Safety Awareness Paid Media Preventing Roadside Deaths Paid Media: Move Over Law Campaign or Message Vehicle Safety Recalls Week | Campaign runs through the month in Branch, Hillsdale, St. Joseph, Osceola, Clare, and Mecosta Counties Campaign runs through the month | tics |
| February 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media Winter Safe-Driving Paid Media Amish Community Safety Awareness Paid Media Preventing Roadside Deaths Paid Media: Move Over Law Campaign or Message Vehicle Safety Recalls Week (March 2–8, 2026) | Campaign runs through the month in Branch, Hillsdale, St. Joseph, Osceola, Clare, and Mecosta Counties Campaign runs through the month | tics Earned Media |
| February 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media Winter Safe-Driving Paid Media Amish Community Safety Awareness Paid Media Preventing Roadside Deaths Paid Media: Move Over Law Campaign or Message Vehicle Safety Recalls Week (March 2–8, 2026) Saint Patrick's Day | Campaign runs through the month in Branch, Hillsdale, St. Joseph, Osceola, Clare, and Mecosta Counties Campaign runs through the month | tics Earned Media |
| February 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media Winter Safe-Driving Paid Media Amish Community Safety Awareness Paid Media Preventing Roadside Deaths Paid Media: Move Over Law Campaign or Message Vehicle Safety Recalls Week (March 2–8, 2026) Saint Patrick's Day (March 17, 2026) | Campaign runs through the month in Branch, Hillsdale, St. Joseph, Osceola, Clare, and Mecosta Counties Campaign runs through the month | tics Earned Media Organic social media |
| February 2026 | Speeding Awareness Paid Media Impaired-Driving Awareness Paid Media Winter Safe-Driving Paid Media Amish Community Safety Awareness Paid Media Preventing Roadside Deaths Paid Media: Move Over Law Campaign or Message Vehicle Safety Recalls Week (March 2–8, 2026) Saint Patrick's Day | Campaign runs through the month in Branch, Hillsdale, St. Joseph, Osceola, Clare, and Mecosta Counties Campaign runs through the month | tics Earned Media Organic social media |

| 56 | Impaired-Driving Awareness Paid Media | Campaign runs through the month | |
|------------|---|--|---|
| March 2026 | Speeding Awareness Paid Media | Campaign runs through the month | |
| | Winter Safe-Driving Paid Media | Campaign runs through the month | |
| | Amish Community Safety Awareness Paid Media | Campaign runs through the month in Branch, Hillsdale, St. Joseph, Osceola, Clare, and Mecosta Counties | |
| | Preventing Roadside Deaths Paid Media: Move Over Law | Campaign runs through the month | |
| | Child Passenger Safety Paid Media | Campaign starts and runs through the month | |
| | Campaign or Message | Tactics | |
| | National Walking Day (April 1, 2026) | Paid Media | Earned Media Organic social media |
| | National Work Zone Awareness Week (April 20–24, 2026) | | Organic social media |
| | 4/20 | | Organic social media |
| | National Distracted Driving Awareness Month | | Organic social media |
| | | | Statewide news release |
| 2026 | Distracted-Driving Mobilization Paid Media (Enforcement: April 1–30, 2026) | Campaign starts and runs through the month | Fact sheet/talking points Sample social posts Orderable banners |
| April 2026 | Impaired-Driving Awareness Paid Media | Campaign runs through the month | |
| | Winter Safe-Driving Paid Media | Campaign runs through the month | |
| | Amish Community Safety Awareness Paid Media | Campaign runs through the month in Branch, Hillsdale, St. Joseph, Osceola, Clare, and Mecosta Counties | |
| | Preventing Roadside Deaths Paid Media: Work Zones | Campaign starts and runs through the month | |
| | Child Passenger Safety Paid Media | Campaign runs through the month | |
| | | Tac | tics |
| | Campaign or Message | Paid Media | Earned Media |
| | National Heatstroke Prevention Day (May 1, 2026) | i ala ivicala | Organic social media |
| | National EMS Week (May 17–23, 2026) | | Organic social media |
| | Global Youth Traffic Safety Month | | Organic social media |
| | Motorcycle Safety Awareness Month | | Organic social media |
| | Older Americans Month | | Organic social media |
| | Older Afficilitatis Molitif | Cooled weedle facilities also | Organic Social Media |
| | National Bicycle Safety Month | Social media for bicycle holidays, including Bike to School Day (May 6) and Bike to Work Day (May 15) | Organic social media |
| | | | |

| | 1. 0 | Paid Media | Earned Media |
|-----------|--|---|--|
| | Campaign or Message | Tactics | |
| | month | | |
| | Statewide Bicyclist Education Paid Media | Campaign runs through the | |
| | Statewide Pedestrian Education Paid Media | through the month | |
| | | Campaign re-starts and runs | |
| | Child Passenger Safety Paid Media | Campaign runs through the month | |
| | reventing noauside Deaths Faid Wedid. WOLK ZUITES | month | |
| | Preventing Roadside Deaths Paid Media: Work Zones | Campaign runs through the | |
| | | Mecosta Counties | |
| | Amish Community Safety Awareness Paid Media | Joseph, Osceola, Clare, and | Earned Media Organic social media Organic social media Organic social media Organic social media |
| | | Campaign runs through the month in Branch, Hillsdale, St. | |
| | paau motoreyenst revention raid Media | month | |
| 7 | Impaired Motorcyclist Prevention Paid Media | Campaign runs through the | |
| June 2026 | Distracted-Driving Awareness Paid Media | month | |
| 202 | 2 | Campaign runs through the | |
| 9 | Impaired-Driving Awareness Paid Media | Campaign runs through the month | |
| | The state of the s | through the month | |
| | Seat Belt Use Awareness Paid Media | Campaign re-starts and runs | |
| | (Traffic safety related) | | Organic social media |
| | National Safety Month | | |
| | Ride to Work Day (Motorcycle) (June 9, 2026) | | Organic social media |
| | (June 6, 2026) | | <u> </u> |
| | Secure Your Load Day | | Organic social media |
| | (Date to be determined) | | Organic social media |
| | National Trailer Safety Week | i did Micula | |
| | Campaign or Message | Paid Media | |
| | | | tics |
| | Child Passenger Safety Paid Media | month | |
| | | through the month Campaign runs through the | |
| | Statewide Bicyclist Education Paid Media | Campaign re-starts and runs | |
| | Preventing Roadside Deaths Paid Media: Work Zones | month | |
| | Development of the Development o | Campaign runs through the | |
| | | Joseph, Osceola, Clare, and Mecosta Counties | |
| | Amish Community Safety Awareness Paid Media | month in Branch, Hillsdale, St. | |
| | | Campaign runs through the | |
| | Impaired Motorcyclist Prevention Paid Media | through the month | |
| | Imposing d Material click Discounting Dail Advilla | Campaign starts and runs | |
| | Distracted-Driving Awareness Paid Media | through the month | |
| | , | month Campaign starts and runs | |
| Σa | Impaired-Driving Awareness Paid Media | Campaign runs through the | |
| May 2026 | | | Orderable banners |
| 970 | (Enforcement: May 18–31, 2026) | 2026 | Sample social posts |
| | Click It or Ticket (CIOT) Mobilization Paid Media | Campaign runs May 11–31, | Fact sheet/talking points |
| | Click It or Ticket (CIOT) Mobilization Daid Modia | Campaign runs May 11, 21 | Statewide news release |

| | Compaign of Massage | Tactics | |
|-----------|---|------------------------|-----------------------|
| | Campaign or Message | Paid Media | Earned Media |
| | See Tracks? Think Train Week | | Organic social modia |
| | (Date to be determined) | | Organic social media |
| | Monthlong Child Passenger Safety Social Media | | Organic social media |
| | National Roundabouts Week | | Organic social media |
| | (Date to be determined) | | |
| | Child Passenger Safety Week | | Organic social media |
| | (September 20–26, 2026) | | Organic social ineula |
| 202 | National Seat Check Saturday | | Organic social media |
| | (September 26, 2026) | | Organic social media |
| September | Seat Belt Use Awareness Paid Media | Campaign runs to early | |
| ter | | September 2026 | |
| Sep | Distracted-Driving Awareness Paid Media | Campaign runs to early | |
| 0, | | September 2026 | |
| | Impaired Motorcyclist Prevention Paid Media | Campaign runs to early | |
| | | September 2026 | |
| | Child Passenger Safety Paid Media | Campaign runs to early | |
| | | September 2026 | |
| | Statewide Bicyclist Education Paid Media | Campaign runs to early | |
| | | September 2026 | |
| | Statewide Pedestrian Education Paid Media | Campaign runs to early | |
| | Statewide i edestriari Education i alu Media | September 2026 | |