

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)

	Campaign or Message Name	Tactics	
		Paid Media	Earned Media
October 2025	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
	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	
		Paid Media	Earned Media
November 2025	Drowsy Driving Prevention Week (November 2–8, 2025)		Organic social media
	World Day of Remembrance for Road Traffic Victims (November 16, 2025)		Organic social media
	Crash Responder Safety Week (November 17–21, 2025)		Organic social media
	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 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	Tactics	
		Paid Media	Earned Media
	Older Driver Safety Awareness Week (December 1–5, 2025)		Organic social media
	National Impaired Driving Prevention Month		Organic social media

December 2025	Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Media (Enforcement: December 12, 2025 to January 1, 2026)	Campaign runs December 5, 2025 to January 1, 2026	Statewide news release Fact sheet/talking points Sample social posts Orderable banners
	Speeding Awareness Paid Media	Campaign runs through the month	
	Winter Safe-Driving Paid Media	Campaign runs through the month	
	Preventing Roadside Deaths Paid Media: Move Over Law	Campaign runs through the month	
	Statewide Pedestrian Education Paid Media	Campaign runs through the month	
January 2026	Campaign or Message	Tactics	
		Paid Media	Earned Media
	National Passenger Safety Week (January 19–26, 2026)		Organic social media
	Speeding Awareness Paid Media	Campaign runs through the month	
	Impaired-Driving Awareness Paid Media	Campaign re-starts and runs through the month	
	Winter Safe-Driving Paid Media	Campaign runs through the month	
	Amish Community Safety Awareness Paid Media	Campaign starts and 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	
	Statewide Pedestrian Education Paid Media	Campaign runs through the month	
February 2026	Campaign or Message	Tactics	
		Paid Media	Earned Media
	Speeding Awareness Paid Media	Campaign runs through the month	
	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: Move Over Law	Campaign runs through the month	
	Campaign or Message	Tactics	
		Paid Media	Earned Media
	Vehicle Safety Recalls Week (March 2–8, 2026)		Organic social media
	Saint Patrick's Day (March 17, 2026)		Organic social media
	Brain Injury Awareness Month (Traffic crash related)		Organic social media

March 2026	Impaired-Driving Awareness Paid Media	Campaign runs through the month	
	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	
April 2026	Campaign or Message	Tactics	
		Paid Media	Earned Media
	National Walking Day (April 1, 2026)		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
	Distracted-Driving Mobilization Paid Media (Enforcement: April 1–30, 2026)	Campaign starts and runs through the month	Statewide news release Fact sheet/talking points Sample social posts Orderable banners
	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	
	Campaign or Message	Tactics	
		Paid Media	Earned Media
	National Heatstroke Prevention Day (May 1, 2026)		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
	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

May 2026	Click It or Ticket (CIOT) Mobilization Paid Media (Enforcement: May 18–31, 2026)	Campaign runs May 11–31, 2026	Statewide news release Fact sheet/talking points Sample social posts Orderable banners
	Impaired-Driving Awareness Paid Media	Campaign runs through the month	
	Distracted-Driving Awareness Paid Media	Campaign starts and runs through the month	
	Impaired Motorcyclist Prevention Paid Media	Campaign starts and 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 runs through the month	
	Statewide Bicyclist Education Paid Media	Campaign re-starts and runs through the month	
	Child Passenger Safety Paid Media	Campaign runs through the month	
June 2026	Campaign or Message	Tactics	
		Paid Media	Earned Media
	National Trailer Safety Week <i>(Date to be determined)</i>		Organic social media
	Secure Your Load Day (June 6, 2026)		Organic social media
	Ride to Work Day (Motorcycle) (June 9, 2026)		Organic social media
	National Safety Month (Traffic safety related)		Organic social media
	Seat Belt Use Awareness Paid Media	Campaign re-starts and runs through the month	
	Impaired-Driving 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	
	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 runs through the month	
	Child Passenger Safety Paid Media	Campaign runs through the month	
	Statewide Pedestrian Education Paid Media	Campaign re-starts and runs through the month	
	Statewide Bicyclist Education Paid Media	Campaign runs through the month	
	Campaign or Message	Tactics	
		Paid Media	Earned Media

July 2026	Operation Safe Driver Week (Date to be determined)		Organic social media
	Rural Road Safety Week (Date to be determined)		Organic social media
	Vehicle Theft Prevention Month		Organic social media
	Speed Mobilization Paid Media (Enforcement: July 1–31, 2026)	Campaign starts and runs through the month	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	
	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	
	Child Passenger Safety Paid Media	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	
August 2026	Campaign or Message	Tactics	
		Paid Media	Earned Media
	Stop on Red Week (August 2-8, 2026)		Organic social media
	Back to School Month (Traffic safety related)		Organic social media
	Bicyclist Safety Enforcement Week (Enforcement: August 3-9, 2026)	Support enforcement week, if needed	News release template
	Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Media (Enforcement: August 14 to September 7, 2026)	Campaign runs August 7 to September 7, 2026	Statewide news release Fact sheet/talking points Sample social posts Orderable banners
	Seat Belt Use Awareness Paid Media	Campaign runs through the month	
	Distracted-Driving Awareness Paid Media	Campaign runs through the month	
	Speeding Awareness Paid Media	Campaign re-starts and 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	
	Child Passenger Safety Paid Media	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	

September 2026	Campaign or Message	Tactics	
		Paid Media	Earned Media
	See Tracks? Think Train Week <i>(Date to be determined)</i>		Organic social media
	Monthlong Child Passenger Safety Social Media		Organic social media
	National Roundabouts Week <i>(Date to be determined)</i>		Organic social media
	Child Passenger Safety Week (September 20–26, 2026)		Organic social media
	National Seat Check Saturday (September 26, 2026)		Organic social media
	Seat Belt Use Awareness Paid Media	Campaign runs to early September 2026	
	Distracted-Driving Awareness Paid Media	Campaign runs to early 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 September 2026	