

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	
		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	

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	
December 2024	Campaign or Message	Tactics	
		Paid Media	Earned Media
	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	

January 2025	Campaign or Message	Paid Media	Earned Media
	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	Campaign or Message	Tactics	
		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	
	Campaign or Message	Tactics	
		Paid Media	Earned Media
	Saint 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	

March 2025	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	
	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	
	Winter Safe-Driving Paid Media	Campaign runs through the month	
	Child Passenger Safety Paid Media Law Changes	Campaign runs through the month	
	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

May 2025	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
	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	
		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	
	Campaign or Message	Tactics	
		Paid Media	Earned Media
	Operation Safe Driver Week (July 6–12, 2025)		Organic social media

July 2025	Rural Road Safety Week (July 14–18, 2025)		Organic social media
	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)	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	
August 2025	Campaign or Message	Tactics	
		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	
	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	

September 2025	Campaign or Message	Tactics	
		Paid Media	Earned Media
	See Tracks? Think Train Week (September 15–21, 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
	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	