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		tics	
	Campaign or iviessage Name	Paid Media	Earned Media
	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	
October 2024	Impaired-Driving Awareness Paid Media	Campaign runs through the month	
Octo	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	

	Callipaigh Of Wiessage	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	Campaign runs through the	
	subcampaign	month	
January 2025		Campaign runs through the	
	Speeding Awareness Paid Media	month	
	RiderCoach Recruitment Paid Media	Campaign runs through the month	
		Campaign runs through the	
	Teen Traffic Safety Paid Media	month	
Jan	Third District Impaired Driving Action Team (IMPACT) Paid	Campaign runs through the	
	Media	month Campaign runs through the	
	Winter Safe-Driving Paid Media	month	
		Campaign runs through the	
	Preventing Roadside Deaths Paid Media Move Over	month	
	Statewide Pedestrian Education Paid Media	Campaign runs through the	
	Statewide redestrial Education raid Media	month	
	Child Passenger Safety Paid Media Law Changes	Campaign runs through the	
		month	n'
	Campaign or Message	Tac Paid Media	Earned Media
		Faiu Media	Earried Wiedia
	Shadow Rider Postcard		Mailed postcard
	Seat Belt Use Awareness Paid Media Buckle Up in Your Truck	Campaign runs through the	
	subcampaign	month	
	Speeding Awareness Paid Media	Campaign runs through the	
2		month	
2		0 ' ' ' '	
2025	RiderCoach Recruitment Paid Media	Campaign runs through the	
2		month	
2	RiderCoach Recruitment Paid Media Shadow Rider Paid Media		
February 20	Shadow Rider Paid Media	month Campaign runs through the	
2		month Campaign runs through the month	
2	Shadow Rider Paid Media	month Campaign runs through the month Campaign runs through the	
2	Shadow Rider Paid Media Teen Traffic Safety Paid Media	month Campaign runs through the month Campaign runs through the month Campaign runs through the month month	
2	Shadow Rider Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid	month Campaign runs through the	
2	Shadow Rider Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid Media	month Campaign runs through the month	
2	Shadow Rider Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid Media	month Campaign runs through the	
2	Shadow Rider Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid Media Winter Safe-Driving Paid Media Preventing Roadside Deaths Paid Media Move Over	month Campaign runs through the month	
2	Shadow Rider Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid Media Winter Safe-Driving Paid Media	month Campaign runs through the month	
2	Shadow Rider Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid Media Winter Safe-Driving Paid Media Preventing Roadside Deaths Paid Media Move Over Child Passenger Safety Paid Media Law Changes	month Campaign runs through the	tics
2	Shadow Rider Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid Media Winter Safe-Driving Paid Media Preventing Roadside Deaths Paid Media Move Over Child Passenger Safety Paid Media Law Changes Campaign or Message	month Campaign runs through the month	tics Earned Media
2	Shadow Rider Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid Media Winter Safe-Driving Paid Media Preventing Roadside Deaths Paid Media Move Over Child Passenger Safety Paid Media Law Changes Campaign or Message Saint Patrick's Day	month Campaign runs through the month Tac	
2	Shadow Rider Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid Media Winter Safe-Driving Paid Media Preventing Roadside Deaths Paid Media Move Over Child Passenger Safety Paid Media Law Changes Campaign or Message	month Campaign runs through the month Tac	Earned Media
2	Shadow Rider Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid Media Winter Safe-Driving Paid Media Preventing Roadside Deaths Paid Media Move Over Child Passenger Safety Paid Media Law Changes Campaign or Message Saint Patrick's Day (March 17, 2025)	month Campaign runs through the month Tac	Earned Media
2	Shadow Rider Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid Media Winter Safe-Driving Paid Media Preventing Roadside Deaths Paid Media Move Over Child Passenger Safety Paid Media Law Changes Campaign or Message Saint Patrick's Day	month Campaign runs through the month Tac Paid Media	Earned Media
2	Shadow Rider Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid Media Winter Safe-Driving Paid Media Preventing Roadside Deaths Paid Media Move Over Child Passenger Safety Paid Media Law Changes Campaign or Message Saint Patrick's Day (March 17, 2025)	month Campaign runs through the month Tac Paid Media Pre-Enforcement campaign	Earned Media

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	
	Tac	tics
Campaign or Message	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	
	Tactics	
Campaign or Message	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
	Shadow Rider Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid Media Winter Safe-Driving Paid Media Child Passenger Safety Paid Media Law Changes Campaign or Message National Work Zone Awareness Week (April 21–25, 2025) National Distracted Driving Awareness Month Click It or Ticket (CIOT) Mobilization Paid Media Distracted-Driving Mobilization Paid Media (Enforcement: April 1–30, 2025) Seat Belt Use Awareness Paid Media Buckle Up in Your Truck subcampaign Impaired-Driving Awareness Paid Media Shadow Rider Paid Media Winter Safe-Driving Paid Media Child Passenger Safety Paid Media Law Changes Campaign or Message National Heatstroke Prevention Day (May 1, 2025) National EMS Week (May 18–24, 2025) Motorcycle Safety Awareness Month	Shadow Rider Paid Media Teen Traffic Safety Paid Media Teen Traffic Safety Paid Media Third District Impaired Driving Action Team (IMPACT) Paid Media Winter Safe-Driving Paid Media Law Changes Campaign runs through the month Child Passenger Safety Paid Media Law Changes Tac Paid Media National Work Zone Awareness Week (April 21–25, 2025) National Distracted Driving Awareness Month Click It or Ticket (CIOT) Mobilization Paid Media (Enforcement: April 1–30, 2025) Seat Belt Use Awareness Paid Media Buckle Up in Your Truck subcampaign Impaired-Driving Awareness Paid Media Shadow Rider Paid Media Campaign runs through the month National Heatstroke Prevention Day (May 1, 2025) National EMS Week (May 18–24, 2025) Motorcycle Safety Awareness Month

Uperation Safe Driver Week (July 6–12, 2025)		Organic social media
<u> </u>	Paid Media	Earned Media
Campaign or Message	Тас	tics
Statewide Bicyclist Education Paid Media	Campaign runs through the month	
Preventing Roadside Deaths Paid Media Move Over	Campaign runs through the month	
Teen Traffic Safety Paid Media	Campaign runs through the month	
Impaired Motorcyclist Prevention Paid Media	Campaign runs through the month	
Shadow Rider Paid Media	Campaign runs through the month	
Distracted-Driving Awareness Paid Media	Campaign runs through the month	
Impaired-Driving Awareness Paid Media	Campaign runs through the month	
Seat Belt Use Awareness Paid Media	Campaign runs through the month	
Speed Mobilization Paid Media	Pre-Enforcement campaign runs through the month	
Ride to Work Day (Motorcycle) (June 10, 2025)		Organic social media
Secure Your Load Day (June 6, 2025)		Organic social media
<u> </u>	Paid Media	Earned Media
	Tactics	
Child Passenger Safety Paid Media Law Changes	Campaign runs through the month	
Statewide Bicyclist Education Paid Media	Campaign runs through the month	
Preventing Roadside Deaths Paid Media Move Over	Campaign runs through the month	
Teen Traffic Safety Paid Media	Campaign runs through the month	
mpaired Motorcyclist Prevention Paid Media	Campaign runs through the month	
Shadow Rider Paid Media	Campaign runs through the month	
Distracted-Driving Awareness Paid Media	Campaign runs through the month	
Impaired-Driving Awareness Paid Media	month	
Enforcement: May 19–June 1, 2025)	May 19–June 1	Sample social posts Orderable banners
Click It or Ticket (CIOT) Mobilization Paid Media	runs May 1–18	Fact sheet/Talking Points
	Enforcement: May 19–June 1, 2025) Impaired-Driving Awareness Paid Media Distracted-Driving Awareness Paid Media Ishadow Rider Paid Media Impaired Motorcyclist Prevention Paid Media Impaired Motorcyclist Prevention Paid Media Impaired Motorcyclist Prevention Paid Media Impaired Motorcyclist Education Paid Media Impaired Bicyclist Education Paid Media Ichild Passenger Safety Paid Media Law Changes Campaign or Message Impaired Motorcycle Idune 10, 2025) Istide to Work Day (Motorcycle) Idune 10, 2025) Impaired Mobilization Paid Media Impaired-Driving Awareness Paid Media Impaired-Driving Awareness Paid Media Impaired Motorcyclist Prevention Paid Media Impaired Motorcyclist Prevention Paid Media Impaired Motorcyclist Prevention Paid Media Impaired Roadside Deaths Paid Media Impaired Motorcyclist Education Paid Media Impaired Motorcyclist Education Paid Media Impaired Safe Driver Week	Enforcement: May 19–June 1, 2025) Enforcement campaign runs May 19–June 1 Campaign runs through the month Distracted-Driving Awareness Paid Media Campaign runs through the month

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

	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
er 2025	National Seat Check Saturday (September 27, 2025)		Organic social media
September	Child Passenger Safety Week (September 21–27, 2025)	Social media campaign	Organic social media
S	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	