

FDOT 2021 Campaign Calendar

Start	End	Dur.	Campaign/Event	Emphasis	Lead Agency	Partner Agency
JANUARY						
1/1/21		1d	New Year's Day	Holiday and Office Closures		
1/4/21	1/31/21	28d	Move Over, Florida! Month	Move Over	FLHSMV	FDOT, FPCA, FSA, AAA
1/1/21	1/31/21	31d	National Human Trafficking Prevention Month (<i>Awareness Day - January 11</i>)	Human Trafficking	AG	
1/1/21	1/31/21	31d	Lifelong Communities Month		Safe Mobility for Life	
1/1/21	1/31/21	31d	Healthy Weight Awareness Month	The More They Burn the Better They Learn / Health Benefits of Walking		
1/9/21		1d	National Law Enforcement Appreciation Day			
1/18/21		1d	Martin Luther King, Jr. Day	Holiday and Office Closures		
1/20/21	2/20/21	32d	Alert Today Paid Media - Alert Tonight	Bike/Ped	FDOT	
1/25/21	1/29/21	5d	Severe Weather Awareness Week <i>TBD (Statewide Tornado Drill - TBD)</i>	Inclement Weather/ECI	DEM	
FEBRUARY						
2/1/21	2/28/21	28d	Hit and Run Awareness Month: <i>Stay at the Scene</i>	Hit and Run	FLHSMV	
2/1/21	2/28/21	28d	Walking Month (American Heart Month)	Health Benefits of Walking	Safe Mobility for Life	
2/2/21	2/28/21	28d	Speeding and Aggressive Driving Awareness	Speeding/Aggressive Driving Prevention	FDOT	
2/5/21		1d	Florida School Crossing Guard Appreciation Day (<i>first Friday in February</i>)	School Bus Safety	FDOT	FDOE
2/7/21		1d	Superbowl LV: <i>Fans Don't Let Fans Drive Drunk</i>	Impaired Driving Enforcement	NHTSA	
2/20/21	3/20/21	29d	Alert Today Paid Media - Alert Tonight	Bike/Ped Night Time Safety	FDOT	
MARCH						
3/1/21	3/31/21	31d	Spring Break: <i>Never Drive Impaired</i>	Impaired Driving	FLHSMV	FDOT, DBPR, FRLA, FPCA, FSA, AAA
3/1/21	3/31/21	31d	Florida Bicycle Month	Bicycle Safety	FDOT	
3/1/21	3/31/21	31d	Bicycling Month (National Disabilities Month and Florida Bicycle Month)		Safe Mobility for Life	
3/1/21	3/31/21	31d	Alert Today Florida - Operation Vision Zero Month (HVE)	Vision Zero Promotion		
3/1/21	3/31/21	31d	Women's History Month	Female Florida Cyclist Promotion		
3/1/20	3/14/20	14d	Florida <i>Click It or Ticket</i>	Occupant Protection	FHP	
3/1/21	3/7/21	7d	National Consumer Protection Week	Motor Vehicle Fraud	FTC	DACS, AG, FLHSMV
3/5/21	3/14/21	10d	Daytona Bike Week	Motorcycle Safety	Daytona Beach	FLHSMV/FHP
3/8/21	3/12/21	5d	Vehicle Safety Recalls Week	Vehicle Safety	NHTSA	
3/14/21		1d	National Pi Day	Walk/Bike 3.14 Miles		
3/17/21		1d	St. Patrick's Day: <i>Buzzed Driving is Drunk Driving</i>	Impaired Driving	NHTSA	
3/??/2021		1d	National Take Down Tobacco	Teen Safety		
3/20/21	4/20/21	32d	Alert Today Paid Media - Alert Tonight / One Foolish Act	Visibility and Impaired Walking/Biking	FDOT	
3/22/21	4/12/21	21d	Rail Grade Crossing Campaign			
3/29/21	3/31/21	3d	Florida Chamber Safety Council Annual Conference and Expo	National Safety Council		
APRIL						
4/1/21		1d	National Walking Day	Pedestrian Safety	NHTSA	
4/1/21	4/30/21	30d	National Distracted Driving Awareness Month	Distracted Driving	NHTSA	
4/1/21	4/30/21	31d	Alcohol Awareness Month	National Institutes of Health		
4/1/21	4/30/21	30d	National Car Care Month	Travel, Vehicle Safety	Car Care Council	
4/1/21	4/30/21	30d	National Donate Life Month	Organ Donors	Donate Life America	
4/1/21	4/30/21	30d	Transitioning from Driving Month (National Occupational Therapy Month)		Safe Mobility for Life	
4/5/21	4/12/21	8d	National Distracted Driving Paid Media & Enforcement: <i>U Drive. U Text. U Pay.</i>	Distracted Driving	NHTSA	
4/11/21	4/17/21	7d	National 911 Public Safety Telecommunicators Week	Regional Coms Center Service		
4/16/21		1d	Florida Take a Trip on Transit Day			
4/17/21	4/25/21	9d	National Park Week	Travel	NPS	FL State Parks
4/20/21		1d	Drug-Impaired Driving Campaign: <i>If You Feel Different, You Drive Different</i>	Impaired Driving	NHTSA	
4/21/21	5/20/21	30d	Alert Today Paid Media - Vision Zero	Bike/Ped	FDOT	
4/22/21		1d	Earth Day	Travel		
4/26/21	4/30/21	5d	National Work Zone Awareness Week	Work Zone Safety	Federal Highway Administration	
MAY						
5/3/21	5/31/21	29d	Share the Road Campaign	Motorcycle, Bicycle, and CMV Safety	FLHSMV	
5/?/2021	5/?/2021	8d	Safe Kids Week	Youth Safety (Bike helmets, ped/bike safe)	Safe Kids Worldwide	
5/1/21	5/31/21	31d	National Youth Traffic Safety Month	Youth Safety	NOYS/NHTSA	
5/1/21	5/31/21	31d	Motorcycle Safety Awareness Month	Motorcycle Safety	NHTSA	
5/1/21	5/31/21	31d	National Bicycle Safety Month	Bicycle Safety		
5/1/21	5/31/21	31d	Working Together Month (Older Americans Month, National Mobility Awareness Month)		Safe Mobility for Life	
5/1/21		1d	National Heatstroke Prevention Day	Heatstroke Awareness	NHTSA	
5/2/21	5/7/21	7d	Public Service Recognition Week	Public Service	FDMS	
5/2/21	5/7/21	7d	National Hurricane Preparedness Week <i>TBD</i>	Emergency Preparedness/ECI	NWS	DEM
5/5/21		1d	Bike to School Day	Bicycle Safety	National Center for Safe Routes to School	
5/9/21	5/15/21	7d	National Police Week	Law Enforcement Appreciation		
5/9/21	5/16/21	8d	National Prevention Week	Teen substance use prevention	US Dept of Health and Human Services	
5/16/21	5/22/21	7d	National Emergency Medical Services Week	First Responders / Move Over	NAEMT	FDOH
5/17/21	5/23/21	7d	Volunteer Appreciation Week	Recognize Coalition Partners		
5/20/21		1d	National Bike to Work Day			
5/22/21	5/28/21	7d	National Safe Boating Week	Boating Safety	FWC/Coast Guard	
5/16/21	5/24/21	14d	National Tire Safety Week	Tire Safety	Rubber Manufacturers Assoc	
5/17/21	6/6/21	14d	National <i>Click It or Ticket</i> (Covers Memorial Day Weekend)	Occupant Protection	NHTSA	
5/21/21	6/20/21	31d	Alert Today Paid Media - Vision Zero	Bicycle Safety		
5/31/21		1d	Memorial Day	Holiday and Office Closures		
JUNE						
6/1/21	7/31/21	61d	Safe Summer Travel	Tourist Travel	FLHSMV	FDOT, FPCA, FSA, AAA
6/1/21	6/30/21	30d	You Hold the Keys Month (National Safety Month, Alzheimer's Disease and Brain Awareness Month)		Safe Mobility for Life	
6/1/21	11/30/21	150d	Florida Hurricane Season	Inclement Weather/ECI/Emerg Prep	DEM	
6/1/21	9/5/21	100d	100 Deadliest Days of Summer	Teen Driving Safety	NHTSA	
6/6/21		1d	Secure Your Load Day	CVE/Cargo	FDOT	
6/20/21		1d	Dump the Pump Day			
6/21/21		1d	National Ride to Work Day (Motorcycle Safety)	Share the Road	NHTSA	
JULY						
6/1/21	7/31/21	61d	Safe Summer Travel <i>continued</i>	Tourist Travel/Impaired Driving	FLHSMV	FDOT, FPCA, FSA, AAA
7/1/21	7/31/21	31d	National Vehicle Theft Prevention Month	Vehicle Theft Prevention	NHTSA	
7/1/21	7/31/21	31d	Prevention (Silver Alert) Month		Safe Mobility for Life	

FDOT 2021 Campaign Calendar

Start	End	Dur.	Campaign/Event	Emphasis	Lead Agency	Partner Agency
7/4/21		1d	Fourth of July: <i>Never Drive Impaired</i>	Impaired Driving	NCSR/NHTSA	
7/5/21		1d	Fourth of July <i>observed</i>	Holiday and Office Closures		
7/11/21	7/17/21	7d	Operation Safe Driver Week	CMV Safety	CVSA	FHP CVE
AUGUST						
8/2/21	8/31/21	31d	Child Safety Awareness Month: <i>Choose the Right Seat</i>	Seat belts, Bike/Ped, Hot Cars, School Bus	FLHSMV	DCF, DOE, DOH, FCAAP
8/1/21	8/31/21	31d	Licensing and Enforcement Month (Back to School Safety Month)		Safe Mobility for Life	
8/1/21	8/7/21	7d	Stop on Red Week	Dangers of Running Red Lights	NCSR	
8/18/21	9/6/21	3d	Pre-Labor Day Impaired Driving Enforcement: <i>Drive Sober or Get Pulled Over</i>	Impaired Driving	NHTSA	FHP/FLHSMV
8/22/21	8/28/21	7d	Brake Safety Week	Commercial Vehicle Safety/Enforcement	CVSA	
SEPTEMBER						
9/1/21	9/7/21	7d	Drowsy Driving Prevention Week	Drowsy Driving	FLHSMV	Drowsy Drive FI
9/1/21	9/30/21	30d	Impact of Aging Month (National Guide Dog/National Deaf Awareness Month)		Safe Mobility for Life	
9/5/21	9/11/21	7d	National Suicide Prevention Week			
9/6/21		1d	Labor Day	Holiday and Office Closures		
9/19/21	9/25/21	7d	Child Passenger Safety Week	Occupant Protection	NHTSA	
9/25/21		1d	National Seat Check Saturday	Occupant Protection/Child Passenger Saf	NHTSA	
OCTOBER						
10/1/21	10/31/21	31d	Pedestrian Safety Month	Pedestrian Safety	NHTSA	
10/1/21	10/31/21	31d	Active Mobility Month		Safe Mobility for Life	
10/6/21		1d	Walk to School Day	Pedestrian Safety	National Center for Safe Routes to School	
10/15/21		1d	White Cane Safety Day	Visually Impaired Pedestrian Safety	NFB	
10/11/21	10/15/21	5d	National Safety Council Congress and Expo	National Safety Council		
10/17/21	10/23/21	7d	National Teen Driver Safety Week	Teen Drivers	NHTSA	
10/19/21		1d	Florida Teen Arrive Alive Day	Teen Drivers	FLHSMV	
10/18/21	10/22/21	5d	National School Bus Safety Week	School Bus Safety	NAPT	
10/23/21	10/31/21	9d	Red Ribbon Week	Teen Drivers - Living a Drug Free Life	US Drug Enforcement Administration	
10/30/21	11/5/21	7d	Mobility Week <i>TBD</i>			
10/31/21			Alert Tonight Florida - Ped/Bike Visibility Campaign Kickoff	Pedestrian and Bicycle Safety		
10/31/21		1d	Halloween: <i>Buzzed Driving is Drunk Driving</i>	Impaired Driving	NHTSA	FHP/FLHSMV
NOVEMBER						
11/1/21	1/1/22	62d	Safe Holiday Travel	Safe Driving	FLHSMV	FDOT
11/1/21	11/30/21	30d	Family & Caregiver Month (National Caregivers Month)		Safe Mobility for Life	
11/1/21	11/30/21	30d	Stuff the Charger	Community	FHP/FLHSMV	FL Food Banks
11/1/21	11/8/21	8d	National Drowsy Driving Prevention Week	Drowsy Driving	National Sleep Foundation	NHTSA
11/11/21		1d	Veterans Day	Holiday and Office Closures		
11/24/21	11/28/21	5d	Thanksgiving Holiday Travel Impaired Driving Enforcement	Impaired Driving	NHTSA	FHP/FLHSMV
11/24/21		1d	Blackout Wednesday: <i>Buzzed Driving is Drunk Driving</i>	Impaired Driving	NHTSA	
11/25/21		1d	Thanksgiving Holiday Travel: <i>Buckle Up. Every Trip. Every Time.</i>	Occupant Protection	NHTSA	FHP/FLHSMV
11/25/21	11/26/21	2d	Thanksgiving Holiday	Holiday and Office Closures	FLHSMV	
11/30/21	12/14/21	15d	Pre-Holiday Season: <i>Buzzed Driving is Drunk Driving</i>	Impaired Driving	NHTSA	FHP/FLHSMV
DECEMBER						
11/1/21	1/1/22	62d	Safe Holiday Travel continued	Impaired Driving	NHTSA	FLHSMV
12/1/21	12/31/21	31d	National Drunk & Drug Impaired=Driving Month (3D)	Impaired Driving	Office of National Drug Control Policy	
12/1/21	12/31/21	31d	Proactive Driver Month		Safe Mobility for Life	
12/5/21	12/11/21	7d	Older Driver Safety Awareness Week	Senior Drivers	Safe Mobility for Life	FDOT
12/15/21	1/1/22	18d	Holiday Season Impaired Driving Enforcement and Paid Media	Impaired Driving	NHTSA	FHP/FLHSMV
12/26/21	12/31/21	6d	TV Bureau of Advertising Roadblock: <i>Buzzed Driving is Drunk Driving</i>	Impaired Driving	NHTSA	
12/24/21		1d	Christmas Observed	Holiday and Office Closures		
12/31/21		1d	New Year Observed	Holiday and Office Closures		
Alert Today, Alive Tomorrow						
FLHSMV Specific Campaign						
Safe Mobility for Life						