

TIPRC 2021 SOCIAL MEDIA CALENDAR

SAFETY CAMPAIGNS

JANUARY

- **Drive Safe. Drive Smart: 6 Driving Tips** for the winter season!

FEBRUARY

- **Buckle Up for Whoever you love!** (Family, Friends, Sweet Meat, Date, Kids, Your Babe)
- **I Commit to: Safe Driving**
- **Happy Valentine's Day!**
Theme: Stoodis and Skoden: Buckle Up and Drive Safe!

MARCH

- **March 8 - 12: Vehicle Safety Recall Week**
- **March 17: St. Patrick's Day** (Impaired Driving or Indigenize it!)
- **March 20: Spring Into Safety**

APRIL

- **National Distracted Driving Awareness Month**
- **April 5 - 12: U Drive. U Text. U Pay.**
NHTSA's distracted driving safety campaign.

MAY

- **National Youth Traffic Safety Month**
- **Motorcycle Safety Awareness Month**
- **May 1st: National Heatstroke Prevention Day**
- **May 17 - June 6: Click It or Ticket.**
NHTSA's safety campaign.

JUNE

- **National Tribal Data Awareness Month**
- **Heat Stroke Prevention Awareness**
- **June 20: Dive into Summer**

JULY

- **July 4th: Buzzed Driving is Drunk Driving.**
- **Cultural Competence** - How to build a working relationship with Tribal Communities.
- **Tribal Traffic Safety Partnership Development 101** (Weekly Tips)
- **Heat Stroke Prevention Awareness**

AUGUST

- **August 18 - September 6: Drive Sober or Get Pulled Over.** NHTSA's safety campaign.
- **Back to School: Indigenize it!**
- **Heat Stroke Awareness**

SEPTEMBER

- **September 15 - 25: National Child Passenger Safety Week**
- **September 25: National Seat Check Day** (Indigenize it!)
- **Heat Stroke Awareness**
- **Football Season: Traffic safety message**

OCTOBER

- **Pedestrian Safety Month**
- **October 11 Indigenous People's Day.** Traffic safety message
- **October 17-23: National Teen Driver Safety Week**
- **October 31: Halloween.** Traffic safety message

NOVEMBER

- **Native American Heritage Month,** Indigeniz it!
- **November 24: Blackout Wednesday - Buzzed Driving is Drunk Driving**

DECEMBER

- **December 15 - January 1: If you Feel Different, You Drive Different.** NHTSA's safety campaign.
- **Christmas and NYE:** Traffic safety messages

