



TENTATIVE: Subject to Change

★ = Major Media Campaign Blue = Major Initiative

2018 EDITORIAL CALENDAR

JANUARY	
ROAD	CPS Tech Recruitment Campaign Launch
HOME	Safe Sleep
PLAY	Winter Sports
FEBRUARY	
ALL	Safe Kids Day 2017 - Soft Launch
HOME	National TV Safety Day (2/3)
HOME	National Burn Awareness Week (2/4 - 2/10)
HOME	Baby Safety at Home
MARCH	
HOME	★ Medicine Safety Research Campaign (Poison Prevention Week 3/18- 3/24)
ALL	★ Safe Kids Day Campaign Launch
ROAD	★ America's Favorite Crossing Guard Announcement
ROAD	Heatstroke Launch
HOME	Spring Forward - Smoke Alarm (3/11)
APRIL	
ALL	★ Safe Kids Day (4/29)
HOME	National Window Safety Week (4/2 – 4/8)
ALL	World Health Day (4/7)
ROAD	Lifesavers (4/22 – 4/24)
PLAY	Playground Safety Week (4/23- 4/27)
ALL	Take Your Child to Work Day (4/26)
PLAY	National Youth Sports Safety Month
ROAD	National Distracted Driving Awareness Month
ALL	National Autism Awareness Month

MAY	
ROAD	★ National Bike to School Day (5/9)
HOME PLAY	★ Water Safety Month with Research Campaign (5/24)
PLAY	National Safe Boating Week (5/19-5/25)
HOME	Hurricane Preparedness Week (5/5 – 5/11)
ALL	Mother's Day 5/13
ALL PLAY	Memorial Day 5/28 – Summer Safety
ROAD	Child Passenger Safety Technician Month
ROAD	Global Youth Traffic Safety Month
ROAD	National Bike Month
JUNE	
HOME PLAY	World's Largest Swimming Lesson (6/21)
HOME PLAY	National CPR & AED Awareness Week (6/1 – 6/7)
ALL	Father's Day (6/17) – Summer Safety
HOME	Home Safety Month (Safe Kids)
PLAY	Sports Hydration
HOME	Summer Safety/Grilling Safety
JULY	
ROAD	★ National Heatstroke Prevention Day (7/31)
HOME	★ Laundry Room Safety
PLAY	Independence Day – Fireworks Safety (7/4)
ROAD HOME	Travel/Vacation Safety
PLAY	Camping Safety
PLAY	Beach/Open Water Safety
AUGUST	
ROAD	★ Back to School
SEPTEMBER	
ROAD	★ Child Passenger Safety Week with Research Campaign (September 23-29)
ROAD	★ Ultimate Car Seat Guide
ROAD	National Seat Check Saturday (9/29)
ALL	Baby Safety Month

OCTOBER	
ROAD	★International Walk To School Day (10/10)
ROAD	★Crossing Guard Campaign Launch
HOME	★Fire Prevention Week (10/7 – 10/13)
HOME	★ Home Fire Drill Day (10/13)
ROAD	Halloween (10/31)
ROAD	National Teen Driver Safety Week (10/15-21)
ROAD	National School Bus Safety Week (10/15-10/19)
HOME	Sudden Infant Death Syndrome (SIDS) Awareness Month
ROAD	Drive Safely Work Week (TBD)
NOVEMBER	
HOME	★CO Awareness Week (11/5 – 11/11)
ALL	Safety 2018 World Conference on Injury Prevention in Thailand (11/5-7)
HOME	Fall Back (Smoke Alarms) 11/4
ROAD	World Day of Remembrance for Road Traffic Victims (11/18)
HOME	Thanksgiving - Cooking Safety
ROAD	Holiday Travel
DECEMBER	
HOME	Carbon Monoxide
HOME	Toy Safety/Holiday Safety

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