

2025

Missouri Highway Safety Calendar



Missouri Coalition
for *Roadway Safety*



—SHOW-ME—
ZERO
Driving Missouri Toward Safer Roads

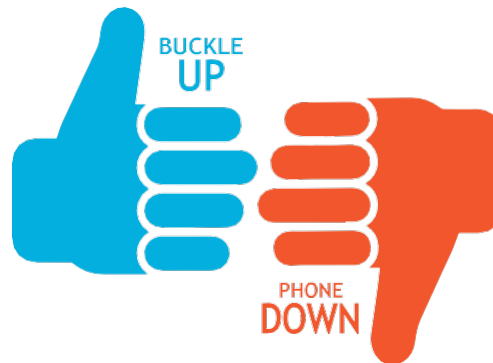
2025 Missouri Highway Safety Calendar

Red Highlights are Enforcement Dates, Surveys

Blue Highlights are Meetings, Trainings, Conferences, Safety Days, Safety Weeks

Black Highlights are Holidays and General Information

Green Highlights are Highway Safety Grant/Contract Dates



**Contact Information:
Missouri Department of Transportation
Highway Safety and Traffic Division
P.O. Box 270
Jefferson City, Missouri 65102
573-751-4161 or 1-800-800-BELT**

This calendar paid for with federal highway safety funding by the Missouri Department of Transportation.

JANUARY

2025

HUMAN TRAFFICKING AWARENESS MONTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1 NEW YEARS DAY	2 LETSAC Meeting	3	4
5	6	7 Sedalia SAFE Coalition	8 GRANT APPLICATION MEETINGS	9	10	11
12	13	14 CVSA HUMAN TRAFFICKING AWARENESS INITIATIVE	15 KC Coalition Meeting	16	17 MDTA CONVENTION & TRADE SHOW	18
19	20 MARTIN LUTHER KING JR.'S BIRTHDAY	21	22	23	24	25
26	27	28	29	30	31 DRE Trainings Application Deadline	1

FEBRUARY

2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3 DEDICATED ENFORCEMENT UNIT WORKSHOP	4	5	6 LETSAC Meeting	7	8
9	10	11	12 LINCOLN'S BIRTHDAY	13	14	15
16	17 WASHINGTON'S BIRTHDAY	18 Sedalia SAFE Coalition	19	20	21	22
23	24	25	26	27 MoTA SAFETY CONFERENCE PROTECTING LIVES, SAVING FUTURES CONFERENCE	28	1

MARCH

2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	26	27	28	1 Grant Applications Due
2	3	4	5	6 LETSAC Meeting	7	8
9	10 LIFESAVERS CONFERENCE	11	12 IACP OFFICER SAFETY & WELLNESS SYMPOSIUM	13	14 SPRING IMPAIRED DRIVING ENFORCEMENT	15
16	17 ST. PATRICK'S DAY	18	19 DRE TRAININGS: PRE-SCHOOL	20	21 SPRING IMPAIRED DRIVING ENFORCEMENT	22
23	24 TRACTION REUNION	25	26 DRE TRAININGS: PRE-SCHOOL	27	28 SPRING IMPAIRED DRIVING ENFORCEMENT	29
30	31	1	2	3	4 SPRING IMPAIRED DRIVING ENFORCEMENT	5

APRIL

2025

NATIONAL DISTRACTED DRIVING AWARENESS MONTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
					SPRING IMPAIRED DRIVING ENFORCEMENT	
		Sedalia SAFE Coalition	School Bus Safety Task Force Meeting	LETSAC Meeting		
6	7	8	9	10	11	12
					SPRING IMPAIRED DRIVING ENFORCEMENT	
		DRE TRAININGS: FIELD CERTIFICATIONS	KC Coalition Meeting			
13	14	15	16	17	18	19
					SPRING IMPAIRED DRIVING ENFORCEMENT	
DRE TRAININGS: FIELD CERTIFICATIONS						4/20 IMPAIRED DRIVING ENFORCEMENT
20	21	22	23	24	25	26
4/20 IMPAIRED DRIVING ENFORCEMENT						
27	28	29	30	1	2	3
		CVSA WORKSHOP				



MAY

MOTORCYCLE & BICYCLE SAFETY AWARENESS MONTH



2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1 National Heatstroke Prevention Day LETSAC Meeting CVSA WORKSHOP	2	3
4	5	6	7	8 TRUMAN DAY	9	10
11	12	13 Sedalia SAFE Coalition	14 CVSA INTERNATIONAL ROADCHECK	15	16	17
18	19	20 CMV MOTORING PUBLIC AWARENESS CAMPAIGN	21	22	23 CLICK IT OR TICKET	24
25	26 MEMORIAL DAY	27 CMV MOTORING PUBLIC AWARENESS CAMPAIGN	28	29 DWI/TRAFFIC SAFETY AND DRE RECERTIFICATION CONFERENCE	30 CLICK IT OR TICKET	31



JUNE



2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 CLICK IT OR TICKET	2 STATEWIDE SEAT BELT SURVEY	3	4	5 CMV MOTORING PUBLIC AWARENESS CAMPAIGN LETSAC Meeting	6 MoTA TRUCK DRIVING CHAMPIONSHIP National Secure Your Load Day	7
8	9 STATEWIDE SEAT BELT SURVEY	10	11 KC Coalition Meeting	12 CMV MOTORING PUBLIC AWARENESS CAMPAIGN	13	14
15 STATEWIDE SEAT BELT SURVEY	16	17	18	19 JUNETEENTH CMV MOTORING PUBLIC AWARENESS CAMPAIGN	20	21
22	23	24 Sedalia SAFE Coalition	25	26 CMV MOTORING PUBLIC AWARENESS CAMPAIGN	27	28
29	30	1	2	3 CMV MOTORING PUBLIC AWARENESS CAMPAIGN	4	5

JULY

2025

VEHICLE THEFT PREVENTION MONTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4 INDEPENDENCE DAY	5
		CMV MOTORING PUBLIC AWARENESS CAMPAIGN				
6	7	8	9	10	11	12
CMV MOTORING PUBLIC AWARENESS CAMPAIGN	ATSIP TRAFFIC RECORDS CONFERENCE		MOAPT CONFERENCE & TRADE SHOW			
13	14	15	16	17	18	19
	SPEED ENFORCEMENT CAMPAIGN STATEWIDE		CVSA OPERATION SAFE DRIVER WEEK			
20	21	22	23	24	25	26
	SPEED ENFORCEMENT CAMPAIGN STATEWIDE		LETSAC CONFERENCE		TRACTION Columbia	
	TRACTION Cape Girardeau					
27	28	29	30	31	1	2
	SPEED ENFORCEMENT CAMPAIGN STATEWIDE					



AUGUST

BACK TO SCHOOL SAFETY MONTH

2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
	IACP IMPAIRED DRIVING AND TRAFFIC SAFETY CONFERENCE (FORMERLY: IACP DRUGS, ALCOHOL AND IMPAIRED DRIVING CONFERENCE)					
3	4	5	6	7	8	9
		Sedalia SAFE Coalition		LETSAC Meeting	CMV SCHOOL BUS SAFETY AWARENESS	
10	11	12	13	14	15	16
			KC Coalition Meeting	KIDS'N MOTION CONFERENCE	CMV SCHOOL BUS SAFETY AWARENESS	DRIVE SOBER OR GET PULLED OVER
17	18	19	20	21	22	23
		DRIVE SOBER OR GET PULLED OVER		NORTH AMERICAN INSPECTORS CHAMPIONSHIP (NAIC)	CMV SCHOOL BUS SAFETY AWARENESS	
24	25	26	27	28	29	30
		GRANT APPLICATION MEETINGS	CVSA OPERATION AIRBRAKE/BRAKE SAFETY WEEK		CMV SCHOOL BUS SAFETY AWARENESS	
31	1	2	3	4	5	6
	DRIVE SOBER OR GET PULLED OVER				CMV SCHOOL BUS SAFETY AWARENESS	



SEPTEMBER

2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 LABOR DAY	2	3	4	5	6
	DRIVE SOBER OR GET PULLED OVER			LETSAC Meeting	CMV SCHOOL BUS SAFETY AWARENESS	
7	8	9	10	11	12	13
CMV SCHOOL BUS SAFETY AWARENESS						
14	15	16	17 HIGHWAY SAFETY & TRAFFIC CONFERENCE	18	19	20
		Sedalia SAFE Coalition	NATIONAL TRUCK DRIVER APPRECIATION WEEK			
21	22	23	24 CHILD PASSENGER SAFETY AWARENESS WEEK	25	26	27
		CVSA ANNUAL CONFERENCE				CPS Seat Check Saturday
28	29	30	1	2	3	4

OCTOBER

PEDESTRIAN SAFETY MONTH

2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1 Highway Safety Contracts Awarded	2 LETSAC Meeting	3	4
5	6	7	8 MoTA ANNUAL CONVENTION	9	10	11
SPEED ENFORCEMENT CAMPAIGN STATEWIDE						
12	13 COLUMBUS DAY	14	15	16	17	18
SPEED ENFORCEMENT CAMPAIGN STATEWIDE						IACP ANNUAL CONFERENCE
19	20	21	22 SCHOOL BUS SAFETY WEEK	23	24	25
SPEED ENFORCEMENT CAMPAIGN STATEWIDE	IACP ANNUAL CONFERENCE					
26	27	28 Sedalia SAFE Coalition	29	30	31	1

NOVEMBER

2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3	4	5	6 LETSAC Meeting	7	8
9	10	11 VETERANS DAY	12 KC Coalition Meeting	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27 THANKSGIVING	28	29
30	1	2	3	4	5	6



DECEMBER

2025

NATIONAL DRUNK & DRUG-IMPAIRED DRIVING PREVENTION MONTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3 CMV DRIVER WINTER AWARENESS CAMPAIGN OLDER DRIVER SAFETY AWARENESS WEEK	4 LETSAC Meeting	5	6
7	8	9 Sedalia SAFE Coalition	10 CMV DRIVER WINTER AWARENESS CAMPAIGN	11	12	13
14	15	16	17 CMV DRIVER WINTER AWARENESS CAMPAIGN	18	19	20
21	22	23	24 CMV DRIVER WINTER AWARENESS CAMPAIGN	25 CHRISTMAS DAY	26	27
28	29	30	31 CMV DRIVER WINTER AWARENESS CAMPAIGN	1	2	3

2025 Calendar

January

Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

February

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

March

Su	Mo	Tu	We	Th	Fr	Sa
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

April

Su	Mo	Tu	We	Th	Fr	Sa
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

May

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

June

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

July

Su	Mo	Tu	We	Th	Fr	Sa
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

August

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

September

Su	Mo	Tu	We	Th	Fr	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

October

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

November

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

December

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

NHTSA 2025 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

January 1
Happy New Year!

MARCH

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

March 3 – 9
VEHICLE SAFETY RECALLS WEEK

March 17
St. Patrick's Day
IMPAIRED DRIVING
Primary Message:
Buzzed Driving Is Drunk Driving

MAY

S	M	T	W	T	F	S
	1	2	3			
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

May 1
National Heatstroke Prevention Day
HEATSTROKE AWARENESS
Click It or Ticket
Primary Message:
Click It or Ticket
Paid Media



JULY

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

July 4
Fourth of July
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

July 7 – 31
SPEED CAMPAIGN

SEPTEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

September 21 – 27
CHILD PASSENGER SAFETY WEEK
OCCUPANT PROTECTION

September 27
NATIONAL SEAT CHECK SATURDAY

NOVEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

November 26
THANKSGIVING EVE
Primary Message:
Buzzed Driving Is Drunk Driving

November 26 – 30
Thanksgiving Holiday Travel
IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

November 27
Thanksgiving
OCCUPANT PROTECTION
Primary Message:
Buckle Up. Every Trip. Every Time.

FEBRUARY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

February 9
Super Bowl LIX
IMPAIRED DRIVING
Primary Message:
Fans Don't Let Fans Drive Drunk

APRIL

S	M	T	W	T	F	S
						1
						2
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

April 7 – 14
National Distracted Driving Awareness Month
DISTRACTED DRIVING
Primary Message:
Put the Phone Away or Pay
Paid Media

April 20
DRUG-IMPAIRED DRIVING CAMPAIGN
Primary Message:
If You Feel Different, You Drive Different

JUNE

S	M	T	W	T	F	S
						1
						2
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

AUGUST

S	M	T	W	T	F	S
						1
						2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August 13 – September 1
AUGUST LABOR DAY IMPAIRED DRIVING
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Drive Sober or Get Pulled Over
Ride Sober or Get Pulled Over
If You Feel Different, You Drive Different.
Drive High. Get a DUI
Paid Media

OCTOBER

S	M	T	W	T	F	S
						1
						2
						3
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

October 19 – 25
TEEN DRIVER SAFETY WEEK
TEEN DRIVING ISSUES

October 20 – 24
NATIONAL SCHOOL BUS SAFETY WEEK
Halloween
IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

October 31
Halloween
IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

DECEMBER

S	M	T	W	T	F	S
						1
						2
						3
						4
						5
						6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

December 1 – 5
OLDER DRIVER SAFETY WEEK

December 1 – 9
Pre-Holidays (Winter)
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

December 10 – January 1, 2026
Winter Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Drive Sober or Get Pulled Over
If You Feel Different, You Drive Different
Drive High. Get a DUI
Paid Media

December 26 – January 1, 2026
TV Bureau of Advertising Roadblock
Primary Message:
Buzzed Driving Is Drunk Driving

