



TENTATIVE: Subject to Change

★ = Major Media Campaign Blue = Major Initiative

## 2019 EDITORIAL CALENDAR

JANUARY	
ROAD	CPS Tech Recruitment Campaign Launch
HOME	Safe Sleep
PLAY	Winter Sports
FEBRUARY	
ROAD	★ America's Favorite Crossing Guard Announcement
HOME	National TV Safety Day (2/2)
HOME	National Burn Awareness Week (2/3 - 2/9)
HOME	Baby Safety at Home
MARCH	
HOME	★ Medicine Safety Research Campaign (Poison Prevention Week 3/17- 3/23)
ROAD	Heatstroke Launch
HOME	Spring Forward - Smoke Alarms (3/10)
APRIL	
HOME	National Window Safety Week
ALL	World Health Day (4/7)
ROAD	Lifesavers Conference (3/31 – 4/2)
PLAY	Playground Safety Week (4/22- 4/26)
ALL	Take Your Child to Work Day (4/25)
PLAY	National Youth Sports Safety Month
ROAD	National Distracted Driving Awareness Month

<b>MAY</b>	
ALL	★ Safe Kids Week (5/5 – 5/11)
ROAD	★ National Bike to School Day (5/8)
ROAD	★ Global Road Safety Week (5/6-5/12)
HOME   PLAY	★ Water Safety Month
PLAY	National Safe Boating Week (5/18-5/24)
HOME	Hurricane Preparedness Week
ALL	Mother's Day (5/12)
ALL   PLAY	Memorial Day – Summer Safety (5/27)
ROAD	Child Passenger Safety Technician Month
ROAD	Global Youth Traffic Safety Month
ROAD	National Bike Month
<b>JUNE</b>	
HOME   PLAY	World's Largest Swimming Lesson (6/20)
HOME   PLAY	National CPR & AED Awareness Week (6/1 – 6/7)
ALL	Father's Day – Summer Safety (6/16)
HOME	Home Safety Month
PLAY	Sports Hydration
HOME	Summer Safety/Grilling Safety
<b>JULY</b>	
ROAD	★ Heatstroke National Prevention Day (7/31)
PLAY	Independence Day – Fireworks Safety (7/4)
ROAD   HOME	Travel/Vacation Safety
PLAY	Camping Safety
PLAY	Beach/Open Water Safety
<b>AUGUST</b>	
ROAD	★ Back to School
<b>SEPTEMBER</b>	
ROAD	★ National Child Passenger Safety Week (September 15-21)
ROAD	★ Ultimate Car Seat Guide
ROAD	★ National Rail Safety Week (September 22-28)
ALL	Baby Safety Month

OCTOBER	
ROAD	★ International Walk to School Day (10/2)
ROAD	★ Crossing Guard Campaign Launch
HOME	Fire Prevention Week (10/6 – 10/12)
HOME	Home Fire Drill Day (10/12)
ROAD	Halloween (10/31)
ROAD	★ National Teen Driver Safety Week (10/20-26)
ROAD	National School Bus Safety Week (10/21-10/25)
HOME	Sudden Infant Death Syndrome (SIDS) Awareness Month
ROAD	Drive Safely Work Week
NOVEMBER	
HOME	Fall Back - Smoke Alarms (11/3)
HOME	CO Awareness Week
ROAD	World Day of Remembrance for Road Traffic Victims (11/17)
HOME	Thanksgiving - Cooking Safety (11/28)
ROAD	Holiday Travel
DECEMBER	
HOME	Carbon Monoxide
HOME	Toy Safety/Holiday Safety

Last Updated ~~Thursday, December 20, 2018~~ ~~Tuesday, November 13, 2018~~