

2020 EDITORIAL CALENDAR

2020

JANUARY	
ROAD	CPS Tech Recruitment Campaign Launch
PLAY	Winter Sports
FEBRUARY	
ROAD	America's Favorite Crossing Guard Announcement
ROAD	Global Road Safety
HOME	National TV Safety Day (2/1)
HOME	National Burn Awareness Week (2/2 - 2/8)
MARCH	
HOME	Medicine Safety (National Poison Prevention Week 3/15 – 3/21)
ROAD	Heatstroke Launch
HOME	Spring Forward - Smoke Alarms (3/8)
ROAD	Lifesavers Conference (3/15 – 3/17)
APRIL	
ROAD	Pedestrian Research Report Launch
HOME	National Window Safety Week
PLAY	Playground Safety Week (4/27- 5/1)
ROAD	Take Your Child to Work Day – Car Seat Safety (4/23)
PLAY	National Youth Sports Safety Month
ROAD	National Distracted Driving Awareness Month
ALL	World Health Day (4/7)

MAY	
ALL	Safe Kids Week Launch National Report on Child Injury Prevention Summer Trauma Season May 3-9
ROAD	National Heatstroke Prevention Day (5/1)
ROAD	National Bike to School Day (5/6)
ROAD	Child Passenger Safety Technician Month
HOME PLAY	Water Safety Month
ROAD	Global Youth Traffic Safety Month
ROAD	National Bike Month
PLAY	National Safe Boating Week
HOME	Hurricane Preparedness Week
ALL PLAY	Memorial Day – Summer Safety (5/25)
ALL	Mother's Day (5/10)
JUNE	
HOME PLAY	World's Largest Swimming Lesson
HOME PLAY	National CPR & AED Awareness Week (6/1 – 6/7)
ALL	Father's Day – Summer Safety (6/21)
HOME	Home Safety Month
HOME	Childproofing: Liquid Laundry Packet Safety
HOME	Summer Safety/Grilling Safety
PLAY	Sports Safety – National Hydration Day
JULY	
PLAY	Independence Day – Fireworks Safety (7/4)
ROAD HOME	Travel/Vacation Safety
PLAY	Camping Safety
PLAY	Beach/Open Water Safety
ALL	Parents' Day (7/26)

AUGUST	
ROAD	SKW Injury Prevention Campaign: Back to School: Multiple Risk Areas
ROAD	Back to School: Pedestrian Safety
SEPTEMBER	
ROAD	National Child Passenger Safety Week (Sept. 20 – 26; Seat Check Saturday 9/26)
ROAD	National Rail Safety Week (September 21-26)
ALL	SKW Injury Prevention Campaign: Baby Safety Month
ALL	Grandparents Day (9/13)
OCTOBER	
ROAD	International Walk to School Day (10/7)
ROAD	Crossing Guard Campaign Launch
ROAD	SKW Injury Prevention Campaign: Halloween (10/31)
ROAD	National Teen Driver Safety Week
HOME	Fire Prevention Week
ROAD	National School Bus Safety Week
HOME	Sudden Infant Death Syndrome (SIDS) Awareness Month
HOME	Home Fire Drill Day
ROAD	Drive Safely to Work Week: AVs
NOVEMBER	
HOME	Gas Fireplace Safety
ROAD	SKW Injury Prevention Campaign: Holiday Travel
HOME	CO Awareness Week
HOME	Thanksgiving - Cooking Safety (11/26)
HOME	Fall Back - Smoke Alarms (11/1)
ROAD	World Day of Remembrance for Road Traffic Victims (11/15)
DECEMBER	
HOME	Toy Safety/Holiday Safety
HOME	Carbon Monoxide