

NCWG Campaign Strategy 2011/2012

Month	Date	Campaign
February	Mon 28	Mobile Phone Day of Action Sunday 27 is anniversary of enforceable legislation
March		
April	Fri 23- Sun 25	Speeding/Country Roads Weekend
May	Wed 11	Speeding /Seatbelt Day of Action. Launch of UN decade of action for Road Safety
June	Mon 6-Mon 20	Summer Drink Drug Drive Campaign
July	Fri 1	Seatbelts/Speeding Day of Action 20 years since rear seatbelt for adults legislation
August	Fri26- Sun28	Un-Insured Drivers and Vehicles.
September		
October	Fri 28- Sun 30	Get Ready for Winter Weekend (clocks change)
November		
December	Mon5-Tue 3 Jan	Festive Drink Drug Drive Campaign
January 2012	2 Jan	End of Festive Drink Drug Drive Campaign

February 2012	Wed 22	Speeding/Inappropriate Driving
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