

CLICK IT TO LIVE IT OPO BLITZ SCHEDULE (FY2021)

Click It to Live It is managed by the Indiana Criminal Justice Institute



S	M	T	W	T	F	S	OCTOBER 2020						
				1	2	3	Pedestrian Safety Month						
4	5	6	7	8	9	10	Oct. 5-12 U Drive. U Text. U Pay. Campaign						
11	12	13	14	15	16	17	Oct. 5 - Nov 8 Rail Grade Crossing						
18	19	20	21	22	23	24	Oct. 7 National Walk to School Day						
25	26	27	28	29	30	31	Oct. 18-24 National Teen Driver Safety Week						
							Oct. 19-23 National School Bus Safety Week						
							Oct. 31: Halloween <i>Primary Message: Buzzed Driving Is Drunk Driving</i>						

S	M	T	W	T	F	S	NOVEMBER 2020						
1	2	3	4	5	6	7	BLITZ 105: CLICK IT OR TICKET						
8	9	10	11	12	13	14	<i>Enforcement period: Nov. 9-29, 2020</i>						
15	16	17	18	19	20	21	Focus						
22	23	24	25	26	27	28	Seat Belts & Child Restraints (40% Nighttime Enforcement)						
29	30						Seatbelt Surveys (MANDATORY)						
							❖ Pre-enforcement survey dates Oct. 22 - Nov. 1, 2020						
							❖ Post-enforcement survey dates Nov. 30 - Dec. 10, 2020						
							Media						
							❖ Pre-enforcement media Nov. 2 - 6, 2020						
							❖ Paid Media Nov. 8 - 29, 2020						
							❖ Media Event Nov. 16 - 20, 2020						
							Report into OPO Database & IntelliGrants by Dec. 20, 2020.						
							Nov. 25-29: Thanksgiving Holiday Travel Nov. 25: Blackout Wednesday Nov. 26: Ditch Danksgiving Nov. 26: Thanksgiving Holiday Travel						
							Nov. 30 - Dec. 15: Pre-holiday Season <i>Primary Message: Buzzed Driving Is Drunk Driving</i>						

S	M	T	W	T	F	S	DECEMBER 2020						
				1	2	3	BLITZ 106: SAFE FAMILY TRAVEL						
4	5	6	7	8	9	10	<i>Enforcement period: Dec. 16, 2020 - Jan. 1, 2021</i>						
11	12	13	14	15	16	17	Focus						
18	19	20	21	22	23	24	Seatbelts & Impaired Driving						
25	26	27	28	29	30	31	Seatbelt Surveys (OPTIONAL)						
							❖ Pre-enforcement survey dates Nov. 21 - Dec. 1, 2020						
							❖ Post-enforcement survey dates Jan. 2 - 12, 2021						
							Media						
							❖ Pre-enforcement media Dec. 7 - 11, 2020						
							❖ Paid Media Dec. 15, 2020 - Jan. 1, 2021						
							❖ Media Event Dec. 18 - 21, 2020						
							Report into OPO Database & IntelliGrants by Jan. 20, 2021.						

S	M	T	W	T	F	S	JANUARY 2021						
						1	Happy New Year!						
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												

S	M	T	W	T	F	S	FEBRUARY 2021						
				1	2	3	BLITZ 107: ST. PATRICK'S DAY/NCAA						
4	5	6	7	8	9	10	<i>Enforcement period: Feb. 26 - March 21, 2021</i>						
11	12	13	14	15	16	17	Focus						
18	19	20	21	22	23	24	Aggressive & Dangerous Driving						
25	26	27	28	29	30	31	Media						
							❖ Pre-enforcement media Feb. 15 - 19, 2021						
							❖ Paid Media Feb. 25 - March 21, 2021						
							❖ Media Event March 12 - 17, 2021						
							Report into OPO Database & IntelliGrants by April 20, 2021.						
							Feb. 7: Super Bowl LV <i>Primary Message: Fans Don't Let Fans Drive Drunk</i>						

S	M	T	W	T	F	S	MARCH 2021						
				1	2	3	BLITZ 108: SAVE						
4	5	6	7	8	9	10	<i>Enforcement period: March 22 - May 16, 2021</i>						
11	12	13	14	15	16	17	Focus						
18	19	20	21	22	23	24	School Bus Stop Arm Violations						
25	26	27	28	29	30	31	Media						
							❖ Pre-enforcement media March 15 - 19, 2021						
							❖ Paid Media March 21 - May 16, 2021						
							❖ Media Event April 5 - 9, 2021						
							Report into OPO Database & IntelliGrants by June 30, 2021.						
							March 8 - 12 Vehicle Safety Recalls Week						
							March 22 - April 12 Rail Grade Crossing Campaign <i>Primary Message: Stop. Trains Can't.</i>						

S	M	T	W	T	F	S	APRIL 2021						
						1	National Distracted Driving Awareness Month						
2	3	4	5	6	7	8	April 5-12: U Drive. U Text. U Pay.						
9	10	11	12	13	14	15	<i>Primary Message: U Drive. U Text. U Pay.</i>						
16	17	18	19	20	21	22	April 20: Drug-Impaired Driving Campaign						
23	24	25	26	27	28	29	<i>Primary Message: If You Feel Different, You Drive Different</i>						
30	31						<i>Blitz 108 continued</i>						

S	M	T	W	T	F	S	MAY 2021						
						1	BLITZ 109: CLICK IT OR TICKET						
2	3	4	5	6	7	8	<i>Enforcement period: May 17 - June 6</i>						
9	10	11	12	13	14	15	Focus						
16	17	18	19	20	21	22	Seat Belts & Child Restraints - (40% Nighttime Enforcement)						
23	24	25	26	27	28	29	Seatbelt Surveys (MANDATORY)						
30	31						❖ Pre-enforcement survey dates April 21 - May 1, 2021						
							❖ Post-enforcement survey dates June 7 - 17, 2021						
							Media						
							❖ Pre-enforcement media May 10 - 14, 2021						
							❖ Paid Media May 16 - June 6, 2021						
							❖ Media Event May 24 - 28, 2021						
							Report into OPO Database & IntelliGrants by July 20, 2021.						
							National Youth Traffic Safety Month Motorcycle Safety Awareness Month						
							May 1 National Heatstroke Prevention Day						

S	M	T	W	T	F	S	JUNE 2021						
							June 21 National Ride to Work Day						
1	2	3	4	5	6	7	<i>Primary Message: Share the Road With Motorcyclists</i>						
8	9	10	11	12	13	14							
15	16	17	18	19	20	21							
22	23	24	25	26	27	28							
29	30	31					<i>Blitz 109 continued</i>						

S	M	T	W	T	F	S	JULY 2021						
						1	Vehicle Theft Prevention Month						
2	3	4	5	6	7	8	July 4 Independence Day						
9	10	11	12	13	14	15	<i>Primary Messages: Buzzed Driving Is Drunk Driving; If You Feel Different, You Drive Different</i>						
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30	31												

S	M	T	W	T	F	S	AUGUST 2021						
						1	BLITZ 110: DRIVE SOBER OR GET PULLED OVER						
2	3	4	5	6	7	8	<i>Enforcement period: Aug. 18 - Sept. 6, 2021</i>						
9	10	11	12	13	14	15	Focus						
16	17	18	19	20	21	22	Impaired Driving ONLY						
23	24	25	26	27	28	29	Media						
30	31						❖ Pre-enforcement media Aug. 9 - 13, 2021						
							❖ Paid Media Aug. 17 - Sept. 6, 2021						
							❖ Media Event Aug. 27 - 30, 2021						
							Report into OPO Database & IntelliGrants by Oct. 30, 2021.						
							<i>Blitz 110 continued</i>						

S	M	T	W	T	F	S	SEPTEMBER 2021						
						1	Sept. 6-27 Rail Grade Crossing Campaign						
2	3	4	5	6	7	8	<i>Primary Message: Stop. Trains Can't.</i>						
9	10	11	12	13	14	15							
16	17	18	19	20	21	22	Sept. 19-25: Child Passenger Safety Week						
23	24	25	26	27	28	29	Sept. 25: National Seat Check Saturday						
30	31												