

ACPOS NCWG CAMPAIGN STRATEGY 2010-2011

MONTH	DATE	CAMPAIGN
2010		
<i><u>"Year of the Seatbelt"</u></i>		
JANUARY	4	End of ACPOS Festive Drink Drugs Drive Campaign 2009
FEBRUARY	25	Mobile Phone Day of Action (<i>Saturday 27 is anniversary of enforceable legislation</i>) <i>Day of action to include Seatbelts</i>
MARCH		
APRIL	19	Seatbelts- 'Children in Cars'. (To coincide with the return to school after the Easter Break)
MAY	14 - 16	Country Road Weekend to coincide with Northwest 200 – including Seatbelts
JUNE	21	Mid Summer Mobile Phone "Madness" to include Seatbelts
JULY	5 - 18	ACPOS Summer Drink Drugs Driving Campaign including Seatbelts
AUGUST	23	Speeding/ Seatbelts 'Children in cars' (To coincide with the return to school after Summer holidays)
SEPTEMBER	1	Children and Seatbelts . (21 years since rear seatbelts for children legislation is brought in)
OCTOBER	30 - 31	Get Ready for Winter weekend campaign to coincide with change to GMT from BST including Seatbelts
NOVEMBER		
DECEMBER	6 Dec - 3 Jan	ACPOS Festive Drink Drugs Driving Campaign including Seatbelts
2011		
JANUARY	3	End of ACPOS Festive Drink Drugs Drive Campaign 2010
FEBRUARY	28	Mobile Phone Day of Action (<i>Sunday 27 is anniversary of enforceable legislation</i>)
MARCH		
JULY	1	Seatbelts day of action (20 years since rear seatbelts for adults legislation brought in)