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Idaho steps up impaired-driving enforcement ahead of Labor Day

BOISE – ITD's Office of Highway Safety will join law enforcement agencies statewide in a Labor Day impaired-driving mobilization beginning August 19 and running through September 7. The effort is part of the national **Drive Sober or Get Pulled Over** campaign, aimed at reducing crashes, injuries, and deaths caused by impaired driving.

Labor Day weekend is one of Idaho's most dangerous travel periods, falling within the "100 Deadliest Days" between Memorial Day and Labor Day. So far this year, 73 people have been killed on Idaho roads during this period, compared to 78 fatalities at this same time in 2025. Impaired driving continues to be a major factor in these summer crashes, and OHS is urging drivers to plan ahead, designate a sober driver, and make safe choices before getting behind the wheel.

"Impaired driving is one of the most preventable causes of serious crashes on our roads," said Josephine Middleton, Highway Safety Manager. "We want everyone to enjoy the holiday weekend, but that starts with making a plan. If you drink, don't drive. It's that simple."

During the mobilization, agencies across Idaho will increase patrols and focus on identifying impaired drivers.

Middleton emphasized that the goal is not citations, but safety. "Our priority is keeping people alive. Every driver has a responsibility to make choices that protect themselves and others."

For more information on impaired-driving prevention, visit shift-idaho.org.

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