



LOUISIANA HIGHWAY SAFETY COMMISSION NEWS RELEASE

August 24, 2026

Drive Sober or Get Pulled Over: La. law enforcement says stopping impaired driving is personal

Aug. 24, 2026 – Today, law enforcement officials from around Louisiana presented a determined and unified message that, at times, became personal during the kickoff for the Labor Day Drive Sober or Get Pulled Over campaign.

To combat impaired driving, the Louisiana Highway Safety Commission is sponsoring the campaign to make extra funds available to help agencies identify, stop and arrest drivers who are under the influence of alcohol or drugs. Law enforcement officers across the state will have extra patrols on the road that are dedicated to stopping impaired drivers and taking them off the road.

During Monday's kickoff, Louisiana State Police Superintendent Col. Frank Besson recounted a story from early in his career, when a 6-year-old boy was killed "because the driver made a decision that night to drink and drive."

Besson, who was named State Police Superintendent on August 1, said, "I will never forget looking down at his lifeless body. And I know I will never forget that for the rest of my life."

Lafourche Parish Sheriff Craig Webre shared a similar story from when he was just starting out as a state trooper. He recalled that the father of newborn twin girls was killed in an impaired driving crash.

"I think about, 'where are those ladies today?'" Webre said, referring to the newborns. "How did their lives change? My whole life, I'll always remember that."

Baton Rouge Police Chief Thomas "TJ" Morse, Jr. talked about one of his officers, Jason Martin. Martin, who now serves as Uniform Patrol Bureau Commander, lost his leg in "a horrific crash when he was struck by an impaired driver" in 2021.

"Impaired driving isn't an accident waiting to happen: It is a choice," Morse said. "Its consequences can be life-altering, but it is absolutely preventable."

Col. Stephen Clark, superintendent of law enforcement for the Louisiana Department of Wildlife and Fisheries, pledged that game wardens will "maintain a visible presence statewide" to protect boaters during the campaign. "While our primary responsibility will be on the waterways, we are part of the same coordinated effort to prevent impaired operations and save lives."

Capt. Anthony Micheu, commander of traffic services for the New Orleans Police Department, pledged that his department will have "more boots on the ground" during the campaign. "Our focus is laser when it comes to making sure that we're out there during the holidays and special events."

LHSC Executive Director Lisa Freeman noted that Louisiana is now below the national average of the percentage of fatal crashes involving an impaired driver.

“Louisiana is winning the battle against impaired driving,” Freeman said. She attributed that to law enforcement efforts and because Louisiana citizens view impaired driving differently than they did just 10 years ago.

People understand that “drunk driving is not a part of Louisiana’s rich culture,” Freeman said. “They understand that impaired driving is a crime.”

LHSC Chairman James C. "Jay" O'Quinn II presented a statement from Gov. Jeff Landry that proclaimed the period from August. 19 through Labor Day as the "Drive Sober or Get Pulled Over Enforcement Period" in Louisiana.



Louisiana State Police Superintendent Col. Frank Besson delivers remarks at Monday's Drive Sober or Get Pulled Over news conference. Other speakers included (left to right) La. Department of Wildlife and Fisheries Col. Stephen Clark, NOPD Commander Capt. Anthony Micheu, Baton Rouge Police Chief Thomas "TJ" Morse, Lafourche Parish Sheriff Craig Webre, and Louisiana Highway Safety Executive Director Lisa Freeman.

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