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CALDWELL FIRE DEPARTMENT PRESS RELEASE

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First responders are coming together to launch a weeklong public awareness campaign titled “See the Lights, Pull to the Right.” The campaign begins August 10 and runs through the week, spotlighting the importance of moving over for emergency vehicles and the critical role that public cooperation plays in saving lives.

This effort was inspired by a local citizen who raised concern after witnessing several drivers unsure of how to respond when emergency vehicles approached with lights and sirens. First responders saw this as a valuable opportunity to help educate the community.

“We often assume everyone knows what to do when they see flashing lights behind them—but that’s not always the case,” said Caldwell Fire Chief Daniels. “This campaign is a great chance to raise awareness and ensure our community feels confident in how to respond when it matters most.”

Participating agencies include:

- Caldwell Fire Department
- Caldwell Police Department
- Canyon County Paramedics
- Canyon County Sheriff’s Office
- Nampa Fire Department
- Nampa Police Department
- Meridian Fire Department
- Meridian Police Department
- Boise Fire Department
- Boise Police Department

Throughout the week, the campaign will feature:

- First-hand perspectives from local responders
- Clear guidance on what to do—and what *not* to do—when emergency lights appear
- Traffic safety reminders during National Traffic Awareness Month and back-to-school season

The campaign also acknowledges the challenges drivers face, especially in areas where roads or intersections can be confusing. The focus remains on promoting awareness, safe driving habits, and community responsibility, especially during Idaho's 100 Deadliest Days of Summer.

And don't forget—move over for tow trucks, too. They're often working roadside in dangerous conditions and deserve the same space and respect as first responders.

You can follow the campaign all week on participating agencies' social media channels using the hashtag #SeeTheLightsPullToTheRight.