



The Extra Mile

Advocating for evidence-based policies and practices to prevent and reduce alcohol-related harms

Project Extra Mile Celebrates 25 Years

Fifteen honorees to be recognized for going the extra mile



Project Extra Mile will hold its Recognition Dinner on **Thursday, October 21st at 6:00 p.m.** at Champions Run in Omaha to celebrate twenty-five years of advocating for proven strategies to prevent alcohol-related harms in the Omaha area and across the state. The event is an opportunity to honor individuals and organizations that have demonstrated a commitment to public health and safety in Nebraska and across the country. Award recipients have gone the extra mile in their efforts to exemplify Project Extra Mile's mission *to advocate for evidence-based policies and practices to prevent and reduce alcohol-related harms.*

This month we are highlighting several awardees. The remaining honorees will be included in our September and October newsletters. We hope you can [join us on October 21st](#) in Omaha to recognize their extraordinary accomplishments. Please [register here](#) to attend the event.

[Learn about the award winners](#)

Miles to Go: Alcohol Industry Sees Billions in Profits from Underage Drinking



A new study quantifies alcohol industry profits from underage drinking in the United States. The extent of alcoholic beverage companies' significant economic gains from these sales sheds light on the degree of opposition faced when communities attempt to implement evidence-based strategies to reduce underage drinking.

Researchers found that underage youth drank 11.73% of the alcoholic drinks sold in the U.S. market in 2011 and 8.6% in 2016. Total revenue from underage consumption was \$20.9 billion in 2011 and \$17.5 billion in 2016. The study's authors noted the impact of financial incentives for the industry in their paper:

"From an economic perspective, there may be much to gain from selling alcohol to youth, given the connection between early initiation and alcohol use disorder." - *Eck et al.*

The study identified three companies that represent nearly half (44.7%) of the market share of beverages consumed by minors: AB Inbev, MillerCoors, and Diageo. Alcohol is the most common drug used by youth ages 12-20 in the U.S., despite recent declines in use.

State alcohol policy environments impact underage drinking and excessive drinking among adults, according to the Centers for Disease Control and Prevention. The Community Preventive Services Task Force recommends the following strategies for preventing excessive alcohol use, including underage drinking:

- Increasing alcohol taxes
- Having commercial host ("dram shop") liability laws
- Regulating the number and concentration of alcohol outlets
- Enforcing laws prohibiting alcohol sales to minors

New Data Released on Alcohol and Global Cancer Burden

Four percent of new cases worldwide linked to drinking

Alcohol-attributable cancer includes cancer of the mouth and throat, voice box (larynx), esophagus, colon, rectum, liver, and breast (in women). Consumption of all alcoholic drinks, including wine, beer, cocktails, and liquor, has been causally associated with these types of cancer.

Last month, a new study published in *The Lancet Oncology* found that [an estimated 741,300, or 4%, of all new cancer cases worldwide in 2020 were linked to alcohol consumption](#). According to the study's authors, the findings point to the importance of effective interventions to increase awareness of alcohol-attributable cancer.



The American Society of Clinical Oncology (ASCO's) [National Cancer Opinion Survey](#) in 2017 found only 30% of the more than 4,000 Americans polled identified alcohol as a risk factor for cancer, and just 38% of respondents said they limit alcohol consumption to prevent disease. The American Institute for Cancer Research has also reported that [fewer than half of survey respondents recognized alcohol's link to cancer](#) in a report released last year.

Research published earlier this year found on average that 4.8% of cancer cases and 3.2% of cancer deaths, or about 75,200 cancer cases and [18,950 cancer deaths annually in the United States](#), were due to alcohol from 2013 to 2016. Both studies highlight the need for effective alcohol policies to reduce this burden.

Learn More About Local Efforts to Prevent Underage Drinking

Share your input at the coalition meeting on August 11th



Omaha Metro Coalition Meeting

Wednesday, **August 11, 2021**
9:00 a.m.

Please join us **VIRTUALLY**

as we welcome

Mindy Anderson-Knott
with **Schmeckle Research Inc.**
to discuss coalition capacity
for addressing local underage drinking.

Thank you for your involvement!

Jennifer Pollock
Jennifer Pollock, Coalition Chair

Join Zoom Meeting:

Meeting ID: 994 1668 0852

Password: 12345

For more information:
(402) 963-9047



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Project Extra Mile's coalition meeting is scheduled for next **Wednesday, August 11th, at 9 a.m.** via [Zoom](#). Please join us as Mindy Anderson-Knott of Schmeckle Research Inc. provides an overview of recent evaluation efforts. She will share new data summarizing the coalition's capacity and progress toward moving the needle on outcomes related to underage drinking at the meeting.

We hope you can attend and will share your input as we discuss these results and identify additional opportunities for involvement in local efforts to prevent excessive alcohol use, including underage drinking. For more information on the upcoming coalition meeting, please reach out at 402-963-9047 or info@projectextramile.org.

