



The Extra Mile

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

2020 in Review

PEM turns 25 – as committed as ever to preventing excessive alcohol use

Project Extra Mile (PEM) reached a significant milestone in 2020. In November, the organization marked twenty-five years of service since its inception in 1995. For the past two and a half decades, countless individuals and organizations throughout the state have supported our mission **to advocate for evidence-based policies and practices to prevent**



and reduce alcohol-related harms. We continue to be overwhelmed by their support. We'd hoped to celebrate with everyone this year, but due to the COVID-19 pandemic that celebration will instead occur on October 21, 2021.

[Read more](#)

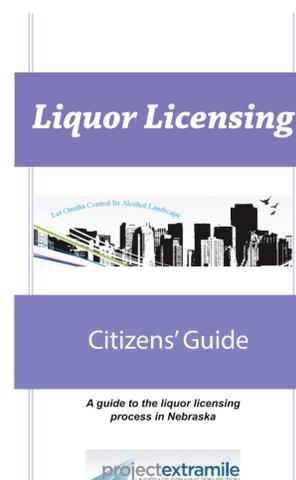


Citizen Involvement in Liquor Licensing Process is Critical

The health and safety of neighborhoods depend on it

The Community Preventive Services Task Force recommends regulating alcohol outlet density as one of several identified [strategies](#) to prevent excessive alcohol use and related harms. Reducing the number of outlets, including those known to cause problems in a community, can prevent alcohol sales to minors, public intoxication, crime, and other community harms.

Citizen involvement in the liquor licensing process through engagement at city council or county commission hearings is one of the best ways for citizens to express their concerns and document an abundance of alcohol and alcohol-related problems in neighborhoods, even despite outcomes that may not always address citizens' wishes.



[Read more](#)

Research Brief:

Studies Point to Increased Alcohol Consumption Among Women *In Nebraska, adolescent females binge drink at higher rates than males*

Studies have found that [differences in alcohol use and related harms between men and women have been narrowing over the past century.](#)

While males continue to consume more alcohol and therefore experience more disadvantages,

including injury and death, females have begun to close the gap due to increased consumption. For individuals born around 1900, male to female consumption ratios were 3:1; today, they are closer to 1:1.



Increases in consumption result in more alcohol-related harms. Between 2006 and 2014, the number of alcohol-involved emergency department (ED) visits increased by 70% for women and 58% for men, and males accounted for a majority (76%) of alcohol-related deaths. Driving under the influence (DUI) rates have been declining; however, between 1990 and 2007, male arrests dropped 32% while female DUI arrests only declined by 5%. Furthermore, while males consume more alcohol, females suffer more significant health consequences, including increased cognitive decline, liver disease, and heart problems.

Similar differences can be seen between adolescents and adults. In Nebraska, adolescent females report higher drinking and binge drinking rates than their male counterparts – 24.7% vs. 17.4% for current drinking and 10.1% vs. 6.3% for binge drinking in 2019, according to the [Youth Risk Behavior Survey](#). Six national surveys showed the prevalence of alcohol consumption and binge drinking did not increase between 2000 and 2016 in young adults aged 18-29, but increases were seen for those 30 and older, particularly adults older than 50. These changes can be attributed, in part, to women drinking more and men either drinking less or maintaining their current consumption levels.

Analysis of multiple surveys concluded that between 2000 and 2016, the number of women age 18 and older who drink each year increased by 6% and decreased by 0.2% for men. The number of women who binge drink increased by 14% but by only 0.5% for men. For adolescents (ages 12-17), past-month alcohol use has declined between 2002 and 2018 from 18% to 9%, and binge drinking declined 11% to 5%; however, declines were much more significant for young men than women.

Around the Globe

Ireland

In Ireland, new provisions of the [Public Health Alcohol Act](#) went into effect last month. Under the new law, mixed trade retailers must store alcohol products in a storage unit or behind the counter at one point of sale and adhere to new guidelines on displaying and advertising alcohol products.

“In passing this legislation, the state demonstrated a seriousness about reducing the demand for alcohol by separating it from other everyday grocery items in mixed outlets. [Purchasing alcohol is not the same as buying ordinary groceries](#),” Alcohol Action Ireland noted on its website.

Rules established by Ireland's [Public Health Alcohol Act](#) initially went into effect in November 2019, restricting several alcohol advertising types. Excessive alcohol use is a [significant public health issue](#) in Ireland. Over half (54%) of 18-75-year-old drinkers are classified as harmful drinkers, which equates to 1.35

million harmful drinkers in Ireland. It is estimated that 75% of all alcohol consumed in Ireland in 2013 was done while binge drinking and alcohol contributes to one in four deaths of young men ages 15-39 in Ireland. Alcohol is also a factor in half of all suicides.

While Nebraska doesn't implement any of the following measures, they will be employed in Ireland over the next several years to prevent alcohol-related harms:

- Alcohol advertising will be prohibited in public service vehicles, at public transport stations, and within 200 meters of a school or playground.
- Alcohol advertising will be prohibited in some movie theaters.
- Alcohol advertising will be prohibited on children's clothing.
- Alcohol advertising will be banned in sports areas during events aimed at children.

Scotland

According to new data published by National Records of Scotland, the number of deaths caused by alcohol misuse in Scotland [fell by 10% last year](#). There were 1,020 alcohol-attributable deaths in Scotland in 2019, 10% fewer than in 2018, and the lowest annual total since 2013 (1,002).

Minimum unit pricing (MUP) for alcohol was implemented in Scotland in May 2018. The year following the adoption of MUP represents the first substantial decrease in alcohol-related deaths in recent years after increasing since 2012. It also means 28% fewer deaths than the peak of 1,417 in 2006.

MUP for alcohol refers to a price floor for alcoholic drinks, meaning that licensed premises cannot sell an alcoholic beverage for less than a specific price, determined by the alcohol by volume (ABV) percentage of the drink. Research has indicated that the introduction of MUP appears to have been successful in reducing the amount of alcohol purchased by households in Scotland.

While Scotland has nearly 3 times the population of Nebraska, there were an estimated 703 alcohol-related deaths in the state in 2015. Unfortunately, Nebraska doesn't have a minimum pricing policy and a 16-ounce beer can be purchased in many convenience stores for less than a dollar. Price matters. Higher prices through tax increases or minimum pricing are associated with reductions in a variety of alcohol-related harms, including motor vehicle crashes.

Scottish Health Action on Alcohol Problems (SHAAP) advocates for four focus areas to reduce alcohol-related harms, including a ban on alcohol advertising. [SHAAP has asked for a reduction in the affordability, availability, and attractiveness of alcohol](#), which includes restrictions on advertising, promotions, and sponsorship and a review of minimum unit pricing with the possibility of raising the current rate.

In November, Scotland's rail network announced that [alcohol consumption on trains or at stations in Scotland is no longer allowed](#). The temporary policy is being implemented as part of public health measures to prevent the coronavirus spread. ScotRail said the new policy would help support physical distancing requirements while traveling.

Join Us for our Virtual Holiday Celebration!

We hope you can join us on **December 9 at 9 a.m.** for our final coalition meeting of 2020. While we will certainly miss the opportunity to host a holiday celebration this month, we hope you can participate in the virtual discussion as we take a moment to review the coalition's work in 2020 and thank you for your support throughout the year.



Happy Holidays

CELEBRATING 25 YEARS
1995-2020
projectextramile
PREVENTING ALCOHOL-RELATED HARM

Omaha Metro Coalition Meeting
Wednesday, December 9, 2020
9:00 a.m.
Please join us **VIRTUALLY** via Zoom
for our Last Meeting of 2020!
Thank you for your involvement!
Jennifer Pollock, Coalition Chair

For more information:
(402) 963-9047
www.projectextramile.org
info@projectextramile.org

Join Zoom Meeting:
<https://zoom.us/j/98442709642>
Meeting ID: 984 4270 9642
Password: 12345

Looking to 2021, the coalition will reconvene on January 20 to provide updates on the first regular session of the 107th Legislature. The coalition meets each month via Zoom at <https://zoom.us/j/977721453735>. For more information and to receive future meeting invitations, please contact info@projectextramile.org.



2021 Meeting Dates

- January 20th
- February 10th
- March 10th
- April 14th
- May 12th
- June 9th
- August 11th
- September 8th
- October 6th
- November 10th
- December 8th

Meetings are held via Zoom and when possible at the National Safety Council
11620 M Circle, Omaha NE 68137

Coalition Meetings

Please join us in 2021 to help protect our communities from alcohol-related harms.



Mark your calendar now to attend the 2021 Recognition Dinner and help us celebrate 25 years!
Thursday, October 21, 2021

CELEBRATING 25 YEARS
1995-2020
projectextramile
PREVENTING ALCOHOL-RELATED HARM

SUPPORT US WHEN YOU SHOP THIS HOLIDAY SEASON

Buy your gifts and holiday essentials at smile.amazon.com. You Shop. Amazon Donates.



amazonsmile
You shop. Amazon gives.

AmazonSmile donates 0.5% of your purchase (before taxes and rebates) on all eligible products to your charity of choice. This may not sound like a lot, but if you're like many others who prefer the convenience of ordering gifts and necessary items online, imagine how quickly it could add up!

