



The Extra Mile

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

Register for the Youth Leadership Workshop Before It's Too Late!

Deadline is Monday, June 7th

Nebraska students with an interest in civic engagement and community health have the opportunity to develop their leadership skills at an upcoming workshop organized by Project Extra Mile. The half-day virtual event will focus on youth-led strategies to prevent underage drinking and other harmful alcohol use as well as mental health during the pandemic and beyond. The skills they develop will last them a lifetime.



MAKE A
DIFFERENCE
IN YOUR
COMMUNITY

Join us for this
FREE VIRTUAL event

Tuesday, June 15, 2021

Students entering grades 8-12 in the 2021-2022 school year are encouraged to join Project Extra Mile on **Tuesday, June 15th, 2021, from 9:00 a.m. until 12:30 p.m. CST** for the **free** event. The workshop will be facilitated by Nigel Wrangham, a nationally recognized trainer who has worked with thousands of students across the country to impact positive community change. [Registration is available online](#). Please contact us at 402-963-9047 or youth@projectextramile.org with any questions about the event.

Miles to Go:

City shrugs off broken vertebrae and destruction of evidence
Omaha City Council waits for courts and LCC to fill the leadership void

On May 18th, 2021, the Omaha City Council had the opportunity to send a strong message that it will not



tolerate businesses selling alcohol to underage youth due to the serious harms that can result.

The Good Life Sports Bar & Grill, located on 180th and Pacific, had been cited for selling alcohol to minors, allowing minors to consume/possess alcohol, and serving an intoxicated person.

Testimony provided at the council

hearing indicated that a group of underage youth were served alcohol at the bar on December 25th, 2020 – a charge that the owner did not dispute at the hearing. Indeed, [former employees indicated underage drinking happened regularly](#).

The May 18th hearing was on a resolution brought forward by the city's law department that would have set in motion a formal hearing to consider revoking the bar's liquor license. In one of the more shocking cases in recent memory, the law department also detailed the bar's lack of cooperation with law enforcement, attempt to interfere with the investigation, and destruction of evidence in the case involving a 20-year-old who drank there with his underage friends and then went on to crash his car under the influence of alcohol, breaking three vertebrae.

[Read more](#)

Going the Distance:

Advocates speak out against alcohol delivery via postal service



Mailing alcoholic beverages, including beer, wine, and spirits, through the United States Postal Service (USPS), is currently prohibited by federal law. Legislation known as the USPS Shipping Equity Act would remove this restriction. Rep. Jackie Speier (CA) had planned to offer the proposal as an amendment during

markup in the House Committee on Oversight and Reform in May; however, it was pulled following a push by public health and safety advocates to prevent the USPS from becoming another means for delivering alcohol to consumers, including minors and intoxicated individuals.

“Our collective concerns about how the policy change would negatively impact individuals and communities were heard, and this is an accomplishment we can celebrate as a prevention community,” said Chris Wagner, executive director for Project Extra Mile.

Minors are already at increased risk of harm from access to alcohol through online sales/direct shipping and home delivery of alcohol. Several law enforcement agencies around the country have pointed to significant violations involving third-party delivery services delivering alcohol to minors at residential locations. In Nebraska, Project Extra Mile has shared research about illegal alcohol deliveries to minors with both the Omaha and Lincoln City Councils and the Nebraska Liquor Control Commission (LCC). Despite those concerns, all off-sale alcohol retailers in the State of Nebraska can deliver alcohol with limited regulatory oversight and enforcement in place.

A [study](#) published in the *Archives of Pediatric and Adolescent Medicine* found that 45 out of 100 alcohol orders occurred following attempts by underage buyers through Internet purchases, even after providing their real driver's license when asked for age verification. Delivery services like UPS and FedEx rejected only 28 percent of orders placed by minors. The study's authors concluded that "age verification procedures used by Internet alcohol vendors do not adequately prevent online sales to minors."

Legislation to allow alcohol delivery via USPS has since been re-introduced in the House and Senate. We'll continue to keep you informed as prevention advocates and other opponents of this harmful policy change continue to speak out about the negative impact on communities.

Nebraska Legislative Brief

Weakened alcohol laws touted while ignoring threats to public health and safety

The 107th Legislature adjourned sine die on May 27th. In Nebraska and other states across the country, several pieces of industry-backed legislation were on a fast track to allow cocktails-to-go permanently and pave the way for a significantly lower alcohol excise tax rate for new distilled spirits products.

LB 274 was signed by the governor on May 26th, 2021, and contains several provisions, including permanent allowances for liquor licenses to sell cocktails-to-go; to allow sales of alcohol to a person in a motor vehicle; and to lower the excise tax rate by 75% per gallon for ready-to-drink cocktails made from distilled spirits.

In his closing address to legislators, Governor Ricketts noted that he'd be remiss not to mention his support of cocktails-to-go. Unfortunately, the governor and other policymakers who supported the bill completely ignored the concerns of public health and safety advocates in order to promote an [economic recovery that was already well underway](#). A substantial body of scientific evidence points to the [harms associated with increased availability and lower prices of alcohol](#), according to the Community Preventive Services Task Force (CPSTF).

“Deregulation of numerous alcohol prevention policies at the federal, state, and local levels may be contributing to changes in alcohol availability and subsequent increases in consumption levels; examples include increased alcohol outlet density, privatization of retail sales, reduced alcohol prices (taxes not tied to inflation), and more alcohol advertisements on television.”

Did You Know?

Motor vehicle crashes are a significant cost burden to Nebraskans



Motor vehicle crashes are preventable, yet preliminary estimates from the National Safety Council indicate the traffic crash death rate in the United States increased by 24% in 2020. The total costs of traffic crash deaths in Nebraska in 2018 are estimated at \$349 million. Total projected costs for [alcohol-related crashes in Nebraska](#) in 2019 were \$109 million.

According to the Centers for Disease Control and Prevention, state-level changes are especially effective for preventing motor vehicle crashes. Strategies to prevent alcohol-impaired driving include the following enforcement efforts in addition to other [evidence-based approaches to reduce excessive alcohol use](#):

- Enforcement of minimum legal drinking age laws;
- Publicized sobriety checkpoints; and
- High-visibility saturation patrols involve law enforcement patrolling the community at times and locations to prevent alcohol-impaired driving. Like sobriety checkpoints, these patrols must be well publicized and coordinated in communities regularly.

The [estimate provided in this analysis is conservative](#) and represents only the costs of medical care and work loss for people who died in motor vehicle crashes. It does not include costs of medical care for drivers or passengers who survived crashes where fatalities occurred. Property damage or vehicle damage costs and those related to insurance are also not included here. To see [how these costs compare to other states](#), visit the CDC's website.

Join Us for an Important Policy Discussion in June

Implications of new alcohol laws on alcohol-related harms in Nebraska

Project Extra Mile's coalition meeting is scheduled for Wednesday, June 9th, at 9 a.m. Please join us as we discuss recent changes to the Liquor Control Act and strategies to prevent the negative implications of these policy changes. Project Extra Mile is working to prevent further alcohol-related harms in a weakened policy environment with several community stakeholders, both locally and with prevention advocates across the country. For more information on opportunities to

help counter the harmful impact on communities across the state, please contact us at 402-963-9047 or info@projectextramile.org.

The coalition plans to resume in-person meetings at the National Safety Council at 11620 M Circle in Omaha in September. Until that time, we hope you can continue to join us in June and in August online via [Zoom](#).



Omaha Metro Coalition Meeting

Wednesday, **June 9, 2021**
9:00 a.m.

Please join us **VIRTUALLY**
**as we discuss implementing
Prevention Strategies
in a New Alcohol
Policy Environment**

Thank you for your involvement!

Jennifer Pollock
Jennifer Pollock, Coalition Chair

Join Zoom Meeting:
Meeting ID: 910 4671 6656
Password: 12345

For more information:
(402) 963-9047



www.projectextramile.org • info@projectextramile.org

SAVE THE DATE



**RECOGNITION
DINNER**

OCTOBER 21, 2021 – CHAMPIONS RUN
6:00 PM - WELCOME AND DINNER
6:30 PM - PROGRAM & AWARD CEREMONY

Since Project Extra Mile’s inception in 1995, many of you have played a crucial role in keeping our communities safe. While we had hoped to celebrate your contributions in 2020, our annual recognition event will occur at Champions Run on Thursday, October 21st. In addition to commemorating an important 25-year milestone, the dinner will be an opportunity to reconnect with colleagues and friends and celebrate the longstanding commitment of individuals and organizations working to prevent alcohol-related harms in Nebraska.

Please plan to join us in October. For more information about the event, visit our website at www.projectextramile.org.

