



The Extra Mile

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

Youth Leadership Council Launching Statewide in Fall 2021

Applications due by May 28th

Project Extra Mile is developing a new initiative for students to engage in a higher level of leadership. In addition to current opportunities for students to participate more broadly with Project Extra Mile to prevent underage drinking and other excessive alcohol use, the Youth Leadership Council will provide an enhanced level of training and engagement for students willing to lead as part of a statewide effort.

High school students entering grades 9-12 (Fall 2021) are encouraged to apply by **Friday, May 28th** if they meet the following criteria:

- Are willing to commit to at least two hours per month to learn about preventing excessive and underage alcohol use;
- Have an interest in citizen and civic engagement to bring about community change;
- Commit to a high standard of role modeling among their peers; and
- Care about their neighbors, community, and state.

The online application is available by [clicking here](#). Students will be notified of their application status no later than June 30th, 2021.



Virtual Summer Workshop Planned for Students

Registration open through June 4th

Young people have a strong voice in protecting the health and safety of their communities and are encouraged to take the lead in preventing

PROJECT EXTRA MILE

Youth LEADERSHIP WORKSHOP

underage alcohol use. Project Extra Mile is hosting a **free** Youth Leadership Workshop for students entering grades 8-12 on **Tuesday, June 15th, 2021, from 9:00 a.m. until 12:30 p.m. CST**. Through Project Extra Mile's youth leadership efforts, students collaborate with adults to reach their goals. Longtime youth trainer Nigel Wrangham will facilitate the workshop to help participants:

- Understand the harmful effects of alcohol on the health and safety of their peers;
- Develop a plan to make changes in their school and community; and
- Connect with other students who are working to make Nebraska a safer place to live.

[Registration is available online](#). The deadline for submitting the online form is **Friday, June 4th**. Please share this event with students in communities across the state. Their leadership is needed, and this workshop will be an opportunity to learn more about how they can use their voice to positively impact the world around them.

31 Omaha Area Businesses Sold Alcohol to Minors in April -- 18 Didn't Even Ask for ID

During two April weekends, 31 (9%) out of 357 businesses checked in the Omaha metro area were cited for selling alcohol to minors during compliance check operations.

Ninety-nine percent of businesses that refused to sell to the minor checked the ID, while 18 of the 31 businesses that were cited didn't even ask for the minors' IDs.

"The most important thing we'd like to stress to the business community is to check IDs and verify the purchaser's age. [The State of Nebraska has made it very easy to refuse the sale of alcohol to minors by issuing vertical licenses and adding bold red text that states the minor is under the age of 21,](#)" said Lt. Orin Orchard of the Papillion Police Department. "Nearly 60% of businesses that sold alcohol to minors during the operation didn't even request the ID. That's the most important first step."

To read the full media release and for a list of businesses checked, [click here](#).

Training Highlights Importance of Community Partnerships

Collaboration is key to reducing youth access to alcohol

On April 21st, 16 officers and eight prevention advocates attended Project Extra Mile's first virtual Law Enforcement Training on alcohol compliance checks, representing communities across the state from Scottsbluff to Omaha. Enforcement operations such as compliance checks are the cornerstone of local efforts to prevent harmful alcohol use, including underage



Law Enforcement Training **Compliance Checks**

drinking.

Compliance check operations are proven to decrease retail alcohol availability to minors. Studies have shown compliance checks have reduced the rate of [sales to underage youth](#) from 60-80 percent to 25-30 percent. Underage drinking enforcement efforts encourage businesses to adopt policies and practices to prevent youth access to alcohol. Due to the longstanding commitment and partnership of law enforcement agencies in Douglas and Sarpy Counties, the Omaha Metro area has

experienced a significant decrease in the rate of businesses selling alcohol to minors, from [41% in 1997 to 8% in 2020](#).

Several speakers shared their expertise during the training, including retired special agent Nancy McGee (Missouri Department of Public Safety - Division of Alcohol and Tobacco Control), Milissa Johnson-Wiles (Nebraska Attorney General's Office), Matt Kuhse (Omaha City Prosecutor's Office), and Investigators Clint Zost and James Estwick (Nebraska State Patrol). Funding for the training was provided by the Nebraska Department of Transportation - Highway Safety Office and Region 6 Behavioral Healthcare.

Agencies interested in learning more about conducting youth alcohol enforcement operations are encouraged to reach out to Project Extra Mile staff at info@projectextramile.org or (402) 963-9047.

Legislative Update: LB 271

Senator Adam Morfeld of Lincoln introduced [LB271](#) to allow counties to create and implement a [24/7 sobriety program](#). The bill initially included a provision that would have allowed pre-trial diversion for first-time non-aggravated (0.08 to 0.149 BAC) DUI offenses. Project Extra Mile submitted testimony in opposition to the bill on February 17th, noting that several studies have estimated that [individuals may drive impaired between 200 and 2,000 times before being arrested](#) – making it imperative that drunk driving, including first-time arrests, be treated as a serious crime for which diversion is not an option.

After the bill was prioritized by Speaker Mike Hilgers, Project Extra Mile (PEM) reached out to Mothers Against Drunk Driving Nebraska and other community partners regarding the proposal. As a result of that outreach and citizen concerns, Senator Morfeld amended the bill to remove the provision allowing pre-trial diversion. LB 271 passed Select File on April 27th and was placed on Final Reading.

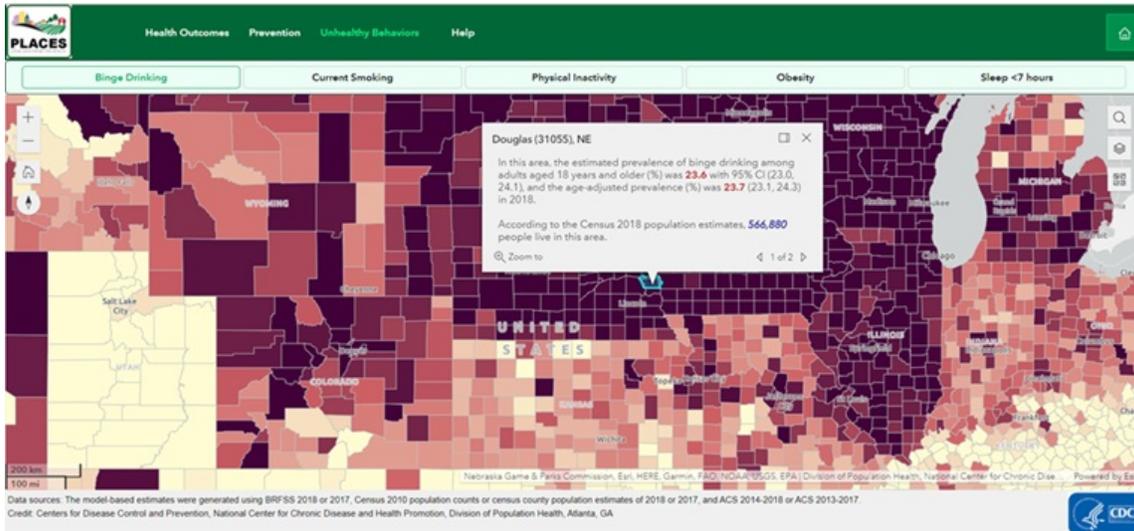
Did You Know?

Small area estimates available for binge drinking in Nebraska

New data available through the PLACES (Population-Level Analysis and Community Estimates) Project indicate widespread excessive alcohol use among adults aged ≥18 years in counties across Nebraska. Douglas County

was one of the worst counties for estimated binge drinking rates among adults ages 18 and older at 23.6%. One census tract in Omaha, which includes the downtown area, had an estimated binge drinking rate of 32.6%.

Twenty-seven chronic disease measures, including unhealthy behaviors such as binge drinking, health outcomes, and prevention practices, were obtained using model-based small area estimation methods. The data, which has been provided by small area estimates (SAE) for counties, places, census tracts, and ZIP Code Tabulation Areas (ZCTA) in the U.S. since 2020, is intended to inform communities in developing and implementing effective and targeted prevention activities, programs, and policies, regardless of rural or urban status. To access the [interactive map](#) and learn more about [how the data can be used](#), visit the project's website.



Join Us in May

National efforts aim to end alcohol misinformation and related consumer harms



Omaha Metro Coalition Meeting

Wednesday, **May 12, 2021**
9:00 a.m.

Please join us **VIRTUALLY** as we welcome

Thomas Gremillion,
Director of Food Policy at the
Consumer Federation of America,

who will share efforts to end industry
misinformation around alcohol use.

Thank you for your involvement!

Jennifer Pollock
Jennifer Pollock, Coalition Chair

Join Zoom Meeting:

Meeting ID: 996 4409 6178

Password: 12345

For more information:
(402) 963-9047



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Project Extra Mile's next coalition meeting is scheduled for Wednesday, May 12, at 9 a.m. Thomas Gremillion, director of food policy at the Consumer Federation of America (CFA), will share efforts to end industry misinformation around alcohol use, including his organization's role in submitting a petition to the U.S. Department of Treasury's Alcohol and Tobacco Tax and Trade Bureau to include a cancer warning on alcohol labels.

Mr. Gremillion oversees research, advocacy, and media outreach for CFA's food policy activities. He advocates for strong food safety protections for consumers while monitoring activities at the U.S. Department of Agriculture, Food and Drug Administration, and in Congress.

The coalition will continue to meet each

month via [Zoom](#). For more information on opportunities to be involved and to receive future meeting invitations, please contact info@projectextramile.org.

SAVE THE DATE

CELEBRATING
25 YEARS
1995-2020

projectextramile
PREVENTING ALCOHOL-RELATED HARM

**RECOGNITION
DINNER**

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

