



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

OMAHA COALITION MEETING
Wednesday, October 9, 2024
9 a.m.

Please use to sign-in:



A G E N D A

- I. Welcome and Introductions
- II. Review of the September 11, 2024 Meeting Minutes
(please contact PEM staff with corrections)
- III. Lancaster County DUI Court's Role in Preventing Impaired Driving
- IV. Focus Area Updates
 - a. Local
 - i. *Driver in fiery Omaha crash was allegedly drunk, speeding between '105 to 116 mph'* (KETV)
 - b. Policy
 - i. Alcohol at Nebraska Sporting Events
 - c. Enforcement
 - i. Enforcement work group meeting today
 - d. Youth
 - i. Leadership Network – Next meeting: October 21st at 7:00 pm
 - e. Awareness
 - i. October Research Summary available at www.projectextramile.org
- V. Additional Discussion/Announcements
- VI. Adjournment and Next Meeting Date: **November 13th, 9 a.m.**
UNO's Community Engagement Center, Room 209

IMPORTANT UPCOMING EVENTS

Youth Leadership Network Meeting – October 21, 2024
UNO Community Engagement Center's Open House – November 4, 2024 from 2-4 PM
Nebraska Liquor Control Commission Hearings – November 5, 2024
PEM's 30th Anniversary Recognition Dinner – March 12, 2025

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PROJECT EXTRA MILE

OMAHA METRO AREA COALITION MEETING MINUTES September 11, 2024

- I. Call to Order: Chris Wagner called the meeting to order at 9:00 a.m.
- II. Welcome and Introductions: Coalition members and speakers in attendance: Sharona Ernst, Derek Schwartz, Russ Zeeb, Cody McGee, Jason Sharp, Nicholas Sauma, Sara Achelpohl, Mike Jones, Molly Woodman, Jeremy Welsch, Jeremy Leifeld, Ashley Meyers, Pat Gromak, Ashley Pick, Diana Failla, Michael Albanese, Palistene Gray-Moore, and Matt Walz. Coalition members in attendance via Zoom: Elizabeth Woods, Jona Beck, Jim Boucher, Zack Hicks, Brian Ortner, and Maggie Ballard. Staff members: Chris Wagner, Beatha Kliewer, and Liene Topko.
- III. Approval of Minutes: The minutes from the August 14th meeting were included in the coalition meeting packet. No additions or corrections were made.
- IV. Suicide Prevention Month: Molly Woodman with the Kim Foundation shared that the organization was founded to connect people to resources, provide grants to local nonprofits, increase awareness about mental health & suicide prevention, and break down stigmas associated with seeking mental health care. She also discussed the various initiatives to raise awareness, bring the community together, and events that are held especially during September (suicide prevention month). Woodman discussed the risk factors that include alcohol misuse and potential warning signs of suicidality and how we can help those around us who may be struggling.
- V. Focus Area Updates
 - a. Local
 - i. Diana Failla shared that her neighborhood association met with the City of Omaha, Mega Saver representatives, and interested parties to discuss Mega Saver's application for a license at 72nd and Dodge. She also spoke about working with PEM to better understand the liquor licensing process. Failla shared that the Omaha City Council sent a "no recommendation" message to the Nebraska Liquor Control Commission (LCC). Concerned citizens then protested the license at the LCC hearing in August but the LCC approved the license with restrictions. Russ Zeeb expressed frustration that the LCC doesn't understand what is happening at the local level and there ought to be greater local control.
 - b. Policy
 - i. Chris Wagner shared that Governor Pillen's initial property tax relief plan included a quadrupling of the excise tax on spirits however during the special legislative session it was reduced to doubling, and shortly thereafter they considered cutting taxes for all distillers statewide. In the end, however, the provision was dropped. Wagner explained that prior to the special session the Youth Leadership Network (YLN) met with the governor's office to share data about alcohol pricing. The YLN also met with senators and their staff during the interim and during Legislative day

which resulted in the introduction of an alcohol taxation interim study. The hearing was originally scheduled for August but had to be postponed. A new date has not yet been selected.

- ii. Wagner also discussed a national prevention group called the Alcohol Action Network that was created during the height of the COVID-19 pandemic to address changes in alcohol policies. Coalition members were invited to join the group which meets twice per month via Zoom. More information can be found at <https://www.alcoholactionnetwork.com/>

c. Youth

- i. The Youth Leadership Network will meet on Monday, September 16th at 7:00 p.m. Coalition members were encouraged to share the information with youth they know and work with to increase group membership.

d. Awareness

- i. The September Research Summary is available at www.projectextramile.org/ResearchSummary

VI. Additional Discussion/Announcements: none

VII. Adjournment and Next Meeting Date: The meeting was adjourned at 10:05 a.m.

YOUTH LEADERSHIP NETWORK

COMMUNITY ENGAGEMENT. ADVOCACY. AWARENESS. ACTION

READY TO MAKE A DIFFERENCE IN YOUR COMMUNITY?



Youth in grades 8-12 in the Omaha Metro Area are invited to join Project Extra Mile's Youth Leadership Network. Members will learn about the harms of excessive alcohol use in our community, develop the leadership skills needed to make real change, and put those skills into action!

FOCUSING ON EVERYTHING YOU NEED TO LEAD



Project Extra Mile has been creating community change for over 25 years and we are passionate about reducing alcohol-related harms in our community. In the Youth Leadership Network, we focus on teaching and practicing the skills needed to create change. Youth will receive expert guidance on projects that will utilize media literacy, public speaking, advocacy, problem-solving, and community organizing skills that they'll develop from this initiative.

A YOUTH-LED APPROACH



We're serious about youth leadership, which is why all projects are planned and developed by the youth themselves. Youth projects over the last couple years have included hosting a town hall, meeting with state senators, creating media campaigns to raise awareness, and more!

MEET AND LEARN FROM LOCAL AND STATE POLICYMAKERS

CREATE YOUR OWN MEDIA CAMPAIGNS

LEARN HOW TO USE YOUR INDIVIDUAL LEADERSHIP STYLE

MEET NEW FRIENDS AND DEVELOP SKILLS TO LAST A LIFETIME





GROW YOUR LEADERSHIP SKILLS AND MAKE FRIENDSHIPS THAT LAST A LIFETIME

YOUTH LEADERSHIP NETWORK FALL MEETING SCHEDULE

AUGUST 12, 2024
7-8 P.M.
UNO CEC

SEPTEMBER 16, 2024
7-8 P.M.
UNO CEC

OCTOBER 21, 2024
7-8 P.M.
UNO CEC

NOVEMBER 18, 2024
7-8 P.M.
UNO CEC

DECEMBER 16, 2024
7-8 P.M.
UNO CEC

EXTRA MEETINGS AS NEEDED

YOUTH ADVOCACY DAY AT THE STATE CAPITOL SPRING 2025

YOUTH LEADERSHIP TRAINING JUNE 2025

RECOGNITION DINNER FALL 2025

HOW TO JOIN

The Youth Leadership Network is open to all Omaha-area youth in grades 8 through 12 who want to grow as leaders and are interested in preventing alcohol-related harms in our community with the skills they develop. To indicate your interest in joining us for our next meeting, please fill out the form using the QR code below. YLN is completely free to join!



Register here!

WHERE WE MEET

The Youth Leadership Network meetings are held once a month at the Barbara Weitz Community Engagement Center (CEC) on the University of Nebraska-Omaha campus at 6400 Dodge Street, Omaha, NE. Parking is free and food and drinks are provided at each meeting (must register for food).

LEARN MORE!

To learn more about the Youth Leadership Network, please visit www.projectextramile.org/youth or contact us at youth@projectextramile.org or (402) 963-9047

Find us on:





RESEARCH SUMMARY
Date Compiled: October 2024

Key takeaways from included research:

- An Australian study aimed to identify the prevalence and types of harm children experience as a result of others' drinking. They found that over 17% of caregivers indicated and one or more children in their cared had been impacted by others' drinking with verbal abuse being the most common harm. Researchers concluded that heavier drinking caregivers and other household members was the most substantial predictor of negative impacts on children.
- A City University of New York doctoral student conducted a review of alcohol misuse in New York City due to the COVID-19 pandemic. They highlighted that minority populations were particularly impacted by the pandemic due to their disproportionate health challenges, and the pandemic exacerbated these issues as the population's excessive alcohol consumption increased. To reverse these trends and improve health outcomes, they suggest a multifaceted approach is needed in, including stricter limits on hours of sale, tighter marketing regulations, and increasing the price of alcohol.
- A new study examined potential disparities in relevant outcomes among racial and ethnic groups as they pertain to alcohol-associated liver disease (ALD). Researchers found that Black individuals had the highest levels of daily alcohol consumption (12.6 g/day) while the Hispanic populations had the largest prevalence of episodic drinking (33.5%). They also determined that Hispanic and Asian participants had a higher ALD prevalence while Black participants had a lower ADL prevalence and lower risk of mortality during hospitalization as compared to Non-Hispanic White participants.
- Intimate partner violence (IPV) is a critical public health issue among young adults and is closely linked to alcohol use. This study explored the bidirectional relationship between alcohol consumption and IPV victimization young adults (ages 18-25) with a history of IPV perpetration. Researchers found that alcohol use was associated with increased odds of experiencing physical and sexual IPV victimization, while it did not significantly correlate with psychological IPV. Experiencing IPV however did not significantly influence subsequent alcohol use.

Driver in fiery Omaha crash was allegedly drunk, speeding between '105 to 116 mph'

Written by Jake Anderson

OMAHA, Neb. — The driver accused of causing a fiery crash that killed three people, including two children, was allegedly drunk and speeding between "105 to 116 mph," according to court documents.

Three other people, including another child, were critically hurt in the crash, which occurred near 10th and Douglas streets around 1:30 a.m. Friday.

Rachel Bickerstaff, 33, faces three counts of motor vehicle homicide, a class II felony, due to allegedly driving drunk and her prior DUI conviction.

Investigators said Bickerstaff, who was driving a Jeep, was eastbound on Douglas Street when she hit a Subaru from behind, pushing both cars to the east.

The driver of the Subaru, identified as 70-year-old Michael Sales, had just completed a left turn onto Douglas Street from southbound 10th Street before the crash, and the Subaru hit a light pole after the collision, the Omaha Police Department said.

Authorities said the Jeep hit a tree and then rolled. The force of the crash caused both SUVs to hit barriers and catch on fire.

Two children were found dead inside the Jeep, Omaha police said. According to court documents, the children were an 11-day-old girl and a 5-year-old girl.

Bickerstaff, a 38-year-old man who was in the front seat, and a 1-year-old child from the Jeep were taken to the University of Nebraska Medical Center for initial treatment, and then were transferred to the University of Kansas Medical Center burn unit, according to court documents.

According to court documents, ER staff described treating the 1-year-old's injuries as "haunting."

Court documents state that a search warrant for the ER admission showed Bickerstaff's BAC was 0.216. She was previously convicted of a DUI in April 2020.

Regents approve alcohol sales at Nebraska football, volleyball games

Written by Chris Dunker

KEARNEY — Husker fans may loathe their Big Ten neighbors to the east, but the University of Iowa's success in introducing alcohol sales at Hawkeye football games demonstrated the same could be done in Lincoln.

On Friday, citing research showing binge drinking declined among Iowa fans when the taps were turned on in Kinnick Stadium, the University of Nebraska Board of Regents approved the sale of beer, wine and liquor at Husker football and volleyball games.

Regents approved the measure, which replaces a previous policy requiring venues to gain individual approval, on a 7-1 vote at the University of Nebraska at Kearney.

"We have shown that our athletic departments can do this in a safe, responsible way," NU President Jeff Gold said.

NU's president, who previously served as the chancellor of the University of Nebraska at Omaha, which has allowed beer sales at Maverick hockey games since 2015, said the university would deploy best practices when alcohol sales begin at Husker games next year.

Several regents also spoke in favor of the change, which drew opposition from individuals who spoke during the public comment portion of Friday's meeting, saying it was time for NU to join other major universities that provide alcohol as a fan amenity.

Regent Jim Scheer of Norfolk acknowledged the concerns raised by some that allowing for Husker fans to buy a beer at the concession stand would degrade the experience of others but said that had not come to pass at other universities.

"You can be opposed, but you should also be aware that there is other information out there that some of the assumptions that we all went to initially just doesn't hold up under the scrutiny of actual statistics," Scheer said.

At Iowa, researchers compared alcohol-related behavior in the stadium between 2019 and 2021, when Iowa first started selling alcohol at Hawkeye football games. They found "a significant decrease" in the number of alcohol-related medical emergencies between the two seasons.

The number of police responses in Kinnick Stadium related to alcohol-related offenses also dropped, which mirrors the experiences of other universities in the Big Ten.

While there were some complaints about intoxicated fans registered in the report, most respondents to a survey put to Hawkeye fans did not notice any difference in their gameday experience.

Lincoln Regent Tim Clare, who is NU's representative on the Joint Public Agency overseeing Pinnacle Bank Arena, where the Husker men's and women's basketball teams play, said there were concerns that problems would start after the sale of beer at the arena last year.

Those never materialized, Clare said, due in part to a safety plan that results in steep penalties for anyone at the center of an alcohol-related incident. Clare said Friday he believes that an

appropriate safety plan put in place at Memorial Stadium and the Devaney Center would have a similar effect.

UNL Student Regent Elizabeth Herbin said the measure had the backing of the Association of Students of the University of Nebraska — the student government — which passed a resolution supporting the policy change.

Herbin said many student leaders were encouraged by Husker Athletics offering a portion of the proceeds to support alcohol and binge-drinking education programs on campus.

But Regent Kathy Wilmot of Beaver City, the lone dissenting vote, said she believed alcohol sales would have a negative impact on Husker events — as well as other university sports — moving forward.

“We’re overlooking the fact that these are family events,” Wilmot said. “We’re setting examples, we’re putting things out there we say we often want to protect our children from.

“I feel like we’re selling our soul,” she added.

Wilmot was joined by a handful of individuals who asked regents to vote down the policy change earlier in Friday’s meeting.

Lynette Richards, project coordinator for the Monument Prevention Coalition in Scottsbluff, said Memorial Stadium’s status as the only football stadium in the Big Ten where alcohol sales are not available should continue.

“Is the University of Nebraska a leader or a follower?” Richards said. “I would like to think Nebraska would be a leader and continue to keep alcohol out of these events as a university.”

Wes Wilmot — Regent Wilmot’s husband — said Nebraska had managed to rack up 400 consecutive sellouts at Memorial Stadium and become a self-sufficient athletic department without alcohol being available in the stadium.

“I would ask that you would all put this matter aside and remember what you told the people who elected you and sent you here,” he said. “They trusted you and trusted your decision-making abilities. Just go back to that.”

The executive director of Project Extra Mile, a coalition seeking to reduce alcohol-related incidents in Nebraska, said making alcohol available in more places would result in more binge drinking and youths obtaining alcohol, as well as impaired driving.

“I can tell you with absolute certainty that allowing alcohol sales at sporting events has not and will not reduce this behavior, nor will any education program that you choose to fund,” Chris Wagner said.

“The only things that work to prevent underage drinking and binge drinking are evidence-based policies like not selling alcohol in these venues paired with adequate enforcement of our liquor laws,” he added.

With the approval, regents have now put NU on track to join the rest of the Big Ten Conference in allowing for the sale of alcohol at football games.

Memorial Stadium is the only venue in the 18-team conference where fans cannot consume beer or other alcoholic drinks inside the stadium.

The University of Michigan and the University of Wisconsin turned on the taps at their stadiums this year, while Northwestern University is planning alcohol sales at its new stadium.

In an interview last week, Husker Athletic Director Troy Dannen said the sale of alcohol at Memorial Stadium could move forward independent of a proposed \$450 million renovation of the century-old facility.

Instead, he said NU would include the sale of alcohol and the infrastructure to support it in its contract with a new caterer, which could be selected by the end of the year.

"We don't need to redo the stadium to do this," Dannen said. "We can retrofit things to get by."

During Friday's discussion, Dannen said NU planned to conduct "a holistic safety evaluation" at Memorial Stadium following the end of the season to study how alcohol sales could be incorporated into the gameday experience next year.

Among the items Dannen said he anticipated looking at is the policy allowing Husker fans to leave the stadium at halftime — some to tailgates in neighboring parking lots where alcohol can be consumed — and return before the start of the fourth quarter.

Dannen also said Nebraska, as the last university to start alcohol sales at its football games, has the advantage of learning from other universities — including Iowa.

"The advantage of 17 schools in the Big Ten doing this already is there are best practices," Dannen said. "We know what works, we know what doesn't work."

"I would trust that we're going to take care of business," he added.

Cancer deaths in U.S. fell by 33% in 30 years, but alcohol remains a lesser-known risk factor

Written by Sara Moniuszko

The United States has seen a 33% reduction in the overall cancer death rate from 1991 to 2021, according to the latest Cancer Progress Report.

The report, released Wednesday by the American Association for Cancer Research, estimates the decrease equates to about 4.1 million lives saved.

The cancer death rate for children and adolescents has also declined 24% in the past two decades, the report found.

While the decline in cancer deaths are attributable to lower smoking rates, treatment improvements and earlier detection, there's still a risk factor that the authors warn isn't as well known: alcohol.

Excessive levels of alcohol consumption increase the risk for six different types of cancer, according to the report, including:

- breast cancer
- colorectal cancer
- liver cancer
- stomach cancer
- certain types of head and neck cancer
- esophageal squamous cell carcinoma

"In the U.S., 5.4% of cancers were attributed to alcohol consumption in 2019, the most recent year for which data are available," a news release for the report states. "Research has shown an association between the degree of alcohol consumed during pregnancy and the likelihood of the child developing leukemia after birth, with both moderate and high levels of drinking during pregnancy increasing the risk."

The report also notes alcohol intake at an earlier age can increase cancer risk later in life.

On "CBS Mornings" Thursday, Dr. Céline Gounder, CBS News medical contributor and editor-at-large for public health at KFF Health News, said "excessive levels of alcohol" equates to about three or more drinks per day for women and four or more drink per day for men.

Though other studies have shown there is no "safe amount" of alcohol, she added, particularly if you have underlying medical conditions.

"If you don't drink, don't start drinking. And then if you do drink, really try to keep it within moderation," she said.

The report's release said public awareness about the link between alcohol and cancer is still low, "highlighting the need for public messaging campaigns, such as cancer-specific warning labels displayed on alcoholic beverages, along with effective clinical strategies to reduce the burden of alcohol-related cancers."

Previously, researchers found more than 40% of all cancer fatalities among adults age 30 and over in the United States could be linked to lifestyle risks that can be changed. In addition to alcohol, the other most impactful modifiable risk factors include smoking, excess body weight, physical inactivity and diet.

Gounder said there are a few other measures you can take to prevent certain cancers, including using sunscreen to prevent skin cancer and getting the HPV vaccine.

"The human papillomavirus vaccine is really underutilized, and we're seeing rates of cervical cancer and oral cancer related to HPV go up. We, as the U.S., do a really bad job of vaccinating against HPV compared to other high-income countries," she said.

Oregon Sen. Merkley introduces bill to end USPS ban on shipping alcohol

Written by Michaela Bourgeois

PORTLAND, Ore. (KOIN) – Oregon Sen. Jeff Merkley and New York Sen. Kirsten Gillibrand launched an effort on Wednesday to end a ban preventing the United States Postal Service from shipping alcohol with a new bill.

The senators' USPS Shipping Equity Act would allow USPS to ship alcoholic beverages directly from licensed producers and retailers to consumers 21-years-old and older in accordance with state and local shipping regulations.

While private shipping companies such as FedEx can already ship alcohol, a Prohibition-era ban prevents the USPS from shipping alcoholic beverages, the senators explained.

The bill would give the USPS two years to develop regulations and implement the law to ensure the agency can safely make the deliveries to adult consumers with identification checks in place.

In an interview on Wednesday with KOIN 6 News, Sen. Merkley said there's two key factors behind the push to include the USPS in shipping alcohol. First, USPS ships to rural destinations, so the bill could provide shipping access to alcoholic products for people living in these areas. Second, the bill could provide competition for shipping rates.

"All American businesses deserve the same access to the U.S. Postal Service when it comes to delivering their products to their consumers—and we all have a vested interest in making sure the USPS thrives," Sen. Merkley said. "Finally eliminating a Prohibition-era ban on shipping wine, beer, and spirits through the mail will ensure that wineries, breweries, and distillers in Oregon and throughout America have another option to consider when it comes to selling their world-class products, while also helping to boost the competitiveness of the USPS."

Citing a 2023 report from the International Wine and Spirits Record, the senators noted that direct-to-consumer shipping continues to soar with e-commerce sales anticipated to reach \$40 billion by 2027; however, breweries, distilleries, and wineries face limited shipping options to get their products to consumers under current regulations.

"We have a hugely-growing spirits industry in Oregon. It's grown from 2009, we had 14 spirits makers – that's something other than beer and wine – to now 100 and it accounts for a big sector of our economy, some \$2 billion," Sen. Merkley told KOIN 6 News.

Merkley and Gillibrand said the USPS Shipping Equity Act would "level the playing field" for alcohol producers and retailers and would generate an estimated \$190 million per year for the Postal Service.

The bill has received several endorsements including support from the American Postal Workers Union, the National Association of Letter Carriers AFL-CIO, the Brewers Association for Small and Independent Craft Brewers, and the American Craft Spirits Association.

The United States Postal Service and the Oregon Liquor and Cannabis Commission declined to comment on the proposed legislation.

The bill comes after the OLCC created a new program in 2023 that regulated third-party home alcohol delivery in an effort to make it harder for minors and 'visibly intoxicated people' to obtain home deliveries.

The agency announced that companies such as Grubhub, Instacart, DoorDash and Uber Eats will be required to have a third-party delivery facility permit and will also be required to train their employees on proper liquor delivery.

The program followed Oregon lawmaker's approval of House Bill 3308, a measure designed to further monitor who can accept booze from home.

Lessons from Ireland, the first country to put health warnings on alcohol: 'Many people drink without being aware of the risk'

Written by Lourdes Velasco

Ireland will be the first country in the world to provide labeling that clearly links alcohol consumption to cancer. To be introduced in 2026, it is being viewed as a “promising” measure that will reduce consumption and encourage other European countries to follow suit, according to experts from the World Health Organization (WHO) in a recent report.

Ireland’s labels will give scientific evidence that alcohol causes cancer and liver disease — evidence that the industry wants to play down because, as happened with tobacco, sales are likely to fall as public awareness rises. There is plenty of room for improving awareness: according to a study published in July, almost half of Europeans do not know that there is a link between alcohol consumption and the possibility of suffering seven types of cancer, while only 15% know that drinking is linked to breast cancer.

“At the moment what we know is that many people drink without being aware of the risks,” says Dasa Kokole, a consultant at the WHO Regional Office in Europe and co-author of the report. At the World Cancer Congress organized by the International Union for Cancer Control (UICC) in Geneva, Kokole explained to EL PAÍS that the Irish legislation could have a major impact on European public health if other countries see that it as successful and easy to implement. “My personal opinion is that this is why the alcohol industry have objected so strongly to the Irish label, because they know it is just a first step,” she says.

Katherine Paradis, another WHO alcohol expert for the European region, added that several studies in Canada show that “once people are exposed to labels and understand that alcohol can cause cancer, they are significantly more likely to support other alcohol policies, such as tax measures to increase prices or the restriction on advertising or hours of purchase.”

Meanwhile, Irish Cancer Society President, Averil Power, is encouraging organizations in other countries to mobilize. “There are cancer leaders from around the world here [at the UICC] and I hope that the Irish initiative can give them confidence to do move on this. If it is possible in Ireland, it is possible in France, Italy and in any other alcohol producing country. But I think we need to have a big campaign and a broad alliance of social and health groups to make it happen, because the backlash from the industry will be massive,” she explains.

Of course, it wasn’t easy to get the scheme off the ground in Ireland either. “We’re talking about a place where every milestone in life, from birth to death, is celebrated with alcohol. Even the brand of alcohol most associated with Ireland has the ‘Guinness is good for you’ slogan attached to it, suggesting that drinking is healthy. It’s embedded in the Irish psyche,” says Power, who added that 80% of Irish people do not know that alcohol leads to breast cancer and 60% are unaware of the link to bowel cancer, according to studies carried out by the Irish government.

Power believes that there have been three keys to implementing the measure in Ireland: “The first was to provide evidence of alcohol’s impact on health; the second was political leadership; and the third was a powerful civil society campaign. We put pressure on the politicians, but we also supported them when they faced resistance from the industry, and we made sure that they stood by us,” she explains.

In Ireland, around 60 organizations came together under one umbrella platform, the Alcohol Health Alliance. “There were groups in the alliance representing everything from medical professionals to the interests of children and young people,” she explains. “Each organization used its own network to rally support. Of course, the industry reaction was really strong, but what was the government going to do — it couldn’t actually go against the views of 60 of the most respected social organizations in the country, could it?”

Another key to getting such a scheme implemented is being prepared to respond to pressure, according to Power. “The industry will talk about the economic benefits, the amount of national revenue that comes from alcohol, as well as employment in production and distribution. But we had strong evidence that the economic value was largely going to private companies while the cost to public health of alcohol-related issues was huge — €2.3 billion [\$2.56 billion] in health care, lost working hours, violence and hospital admissions.”

The economic cost of premature cancer deaths in 2018 was estimated at €52.9 billion in the EU, of which €4.58 billion (\$5.10 billion) was linked to alcohol.

Alcohol consumption is thought to be linked to as many as 111,300 new cases of cancer in the EU (4.1%). The majority of cancers caused by alcohol in the EU were colon or rectum (36,900 cases), followed by breast (24,200 cases), and oral cavity (12,400 cases).

To date, the European Commission has not reached a decision on how to include warnings on drinks. In 2017, it invited the industry to include the information voluntarily, but the sector failed to step up.

Regardless of what the Commission decides, WHO experts seek to support countries in implementing anti-alcohol strategies. According to Dasa Kokole, inaction is not only due to commercial constraints. “Sometimes, there are simply too few people working in health and they are underfunded and under-resourced, so they don’t have the space or capacity to prioritize alcohol,” she explains.

However, Kokole notes that the solutions for staying informed go far beyond labeling. “Sometimes doctors forget to mention alcohol when referring to cancer risks,” she says. “That is also a major reason why there is currently little awareness.”

Regarding Spain’s government campaign targeting drinks masquerading as alcohol for young people, Kokole says: “Underage people are a gateway, because everyone wants to protect them from danger and harm.”

The World Cancer Congress has made the need to tackle alcohol consumption a significant focal point. “We know that cancer would be reduced if we acted against tobacco and alcohol, and worked on exercise and nutrition,” says Jeff Dunn, President of UICC. “We have the information and the evidence and now we need commitments.”

Nebraska State Patrol makes 35 DUI arrests during Husker football homestand

Written by Jake Anderson

LINCOLN, Neb. — The Husker football team had a four-game homestand to open the season, and Nebraska state troopers made dozens of arrests for drunk driving on game day.

The Nebraska State Patrol said troopers made 35 arrests for driving under the influence of alcohol on game days.

According to the state patrol, 10 of those arrests were in Lancaster County in the hours surrounding a Nebraska football game.

“We’re thankful that the vast majority of fans do their part to keep roads safe and make sure to have a sober driver,” Colonel John Bolduc, superintendent of the Nebraska State Patrol, said in a statement. “Whether it’s gameday or any other day, always have a gameplan to have a sober driver if your event involves alcohol.”

Troopers also helped the UNL Police Department, the Lincoln Police Department and the Lancaster County Sheriff’s Office with game-day security.

Nebraska football's next home game is homecoming on Oct. 5 against Rutgers.

HHS study brews controversy on the Hill

Written by Ben Leonard, Chelsea Cirruzzo

THE ALCOHOL EFFECT — Some members of Congress and the beverage industry are side-eyeing an HHS study on the relationship between alcohol and health. They fear the study will influence new dietary guidance and take a firmer stance against alcohol consumption, Chelsea reports.

How we got here: HHS and the Department of Agriculture's joint Dietary Guidelines for Americans is updated every five years and advises consumers on what to eat and drink to promote health and reduce the risk of chronic diseases.

Current guidance calls for limiting men to two daily alcoholic drinks or fewer and for women, one daily or fewer.

But, next year's update comes as a growing body of scientific evidence suggests that even moderate drinking is linked to health problems, including cancer and high blood pressure.

Last year, Congress commissioned the National Academies of Sciences, Engineering and Medicine to study alcohol's effect on health to inform the new guidance.

Earlier this year, HHS said it had convened a panel of its own to study the impact of alcohol on health.

HHS' study alarmed some members of Congress, who said the agency wasn't transparent when it explained why it commissioned a second study that lawmakers believe is duplicative.

In letters to HHS Secretary Xavier Becerra, a bipartisan group of lawmakers — led by Reps. Brad Finstad (R-Minn.) and Jim Costa (D-Calif.) — argued that the HHS study “appears to be attempting to remove alcohol review from the Dietary Guidelines Advisory Committee process” and delegate it to the HHS panel despite the congressional mandate for NASEM to study the relationship between alcohol and health.

HHS has defended its study, calling it “complimentary (sic), not duplicative” of the NASEM study and not intended to make direct recommendations but merely be used to inform the 2025 dietary guidance.

In a letter to HHS, more than a dozen groups representing the alcohol industry, including the Wine Institute, the Distilled Spirits Council and the Beer Institute, argued that the HHS-led study is biased.

The study's scientific review panel, they wrote, has several Canadian-based researchers, including two “who were part of the research team that proposed changing Canada's Low-Risk Drinking Guidelines,” which received pushback, the groups noted.

What's next? The 2025 guidance will be out by the end of next year — helmed by a new administration. The comment period closes Oct. 7.

“The committee can say whatever it likes; it is only advisory. The agencies write the guidelines, which is why the election matters,” Marion Nestle, a nutritionist and former HHS nutrition policy adviser, told POLITICO.

54 citations handed out for minor in possession of alcohol at busted party

Written by Norfolk Daily News Staff

Norfolk police responded to a loud music disturbance in the 1800 block of West Madison Avenue on Wednesday night. When officers arrived at 11:05 p.m., they found a large alcohol party where most of the attendees were under the age of 21.

The arriving officers called for additional assistance, and Madison County deputies and Nebraska state troopers responded to the scene.

In all, 54 citations for minor in possession of alcohol were issued, and the residents were issued citations for disturbing the peace. Hundreds of containers of alcohol were collected as evidence.

These types of investigations are time-consuming and resource-consuming, according to the Norfolk Police Division, but may prevent DWIs, traffic accidents and other perils that come with underage drinking.



OPEN HOUSE

Nov. 4

2 P.M. TO 4 P.M.

Come join us and the UNO Office of Engagement to celebrate ten years of the Barbara Weitz Community Engagement Center - a unique hub of university programs and nonprofit organizations working together. The Open House highlights the amazing work of university and community partnerships.

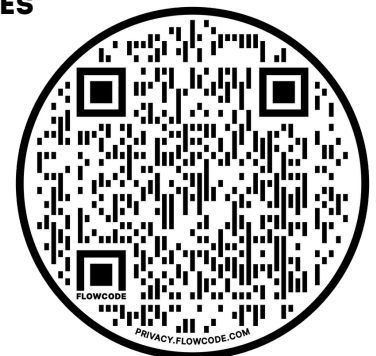
- TOURS**
- INTERACTIVE DISPLAYS**
- SNACKS AND BEVERAGES**


OPEN TO PUBLIC


LEARN MORE / RSVP

QUESTIONS?


Email Heike Langdon at halangdon@unomaha.edu



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