



The Extra Mile

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

Reserve your seat today!

Recognition Dinner

March 12, 2025

Champions Run
13800 Eagle Run Drive
6:00 p.m. Welcome and Dinner
6:30 p.m. Ceremony and Awards

Click Here or Scan the QR Code to Register Today




A New Year Brings New Alcohol Policy Proposals

The first, 90-day session of the 109th Legislature convened on January 8th, 2025, with 17 new members being sworn in to serve the state of Nebraska. During the first ten days of the session, a number of alcohol-focused bills were introduced. In addition, 2025 brings a new set of legislative rules -- the main one being a limit on the number of bills (20) that each senator can introduce. Senator McKinney attempted to rescind this, but the effort failed earlier this month.

[LB 33](#) (Hunt) seeks to remove 'near beer' from the definition of beer, again. More commonly, 'near beer' is known as non-alcoholic beer, even though these products can contain up to 0.5% alcohol by volume (ABV), smell, and taste like beer. A similar bill was introduced in 2023, however due to strong opposition about it being a gateway to beer containing over 0.5% ABV alcohol for kids who would now be able to legally get a taste for the real thing and concerns about burdening law enforcement with calls about teens and impaired driving while using this type of product, the bill was soundly defeated.



[LB 113](#) (Quick) increases physical locations a holder of manufacturer's, craft brewery, and micro distillery license can hold from five to ten. This bill also significantly increases (ten-fold) how many gallons of product micro distilleries can self-distribute from 500 to 5,000 gallons. This bill would negatively affect the three-tier system of alcohol regulation which protects public health and ensures that taxes are collected.

[LB 178](#) (Clouse) seeks to require all individuals engaged in the sale, service, or mixture of alcoholic products, in providing security, or in verifying customers' ages to have gone through mandatory alcohol server training within 90 days of the start of employment. Some jurisdictions like Lincoln and North Platte already require this in their municipal codes, but this bill would make training mandatory across the state.

[LB 186](#) (Dover) lowers food service requirements within commons areas of entertainment districts to allow alcohol consumption to require that only one of the businesses serve food. The bill also relaxes restrictions regarding these districts in smaller municipalities to permit pedestrians to cross a street or highway while carrying an open alcohol container as long as they are going to another entertainment district licensee.

These four bills have been set for a hearing before the General Affairs committee on Monday, February 3rd at 1:30 p.m. Individuals and organizations wishing to submit public comment on any of these bills simply needs to visit the [bill page](#) and click the "submit comments online" button in the history section of the bill page.

Senator Holdcroft re-introduced [LB 124](#) which changes penalties for a motor vehicle homicide of an unborn child as a result of impaired driving. It enhances a Class IIIA felony to a Class IIA felony for first time offenders and Class IIA felony to a Class II felony for repeat offenders. Due to an oversight, Motor Vehicle Homicide (MVH) of an unborn child has a higher penalty classification than MVH DUI of an unborn child. The hearing for this bill took place on January 23rd.

[LB 330](#) (Juarez) sets the sales tax on alcoholic liquor at 15.5%, a 10% increase. The revenue collected as a result of this 10% increase will be split between the Alcohol Addiction Prevention and Treatment Fund and the Education Future Fund. The bill has been referred to the Revenue Committee but not yet set for a hearing. Increasing the price of alcohol is an evidence-based strategy to prevent and reduce excessive alcohol consumption and the associated harms.

Project Extra Mile to Celebrate 30 Years!

Thirteen honorees recognized for going the extra mile

Project Extra Mile will host its 30th anniversary Recognition Dinner on Wednesday, March 12th at 6:00 p.m. at Champions Run in Omaha. The event will celebrate thirty years of advocating for evidence-based strategies to prevent alcohol-related harms in the Omaha area and across the state. The event will celebrate and honor individuals and organizations that have demonstrated their commitment to public health and safety.

This year's event will feature two keynote speakers. Dr. Sean Haley, PhD, MPH, will discuss the national alcohol landscape and the importance of coalitions in shaping it. Mr. Marty Conboy will speak about the founding of Project Extra Mile and the continuing importance of its mission to prevent and reduce alcohol-related harms in Nebraska.



Sean J. Haley, PhD, MPH - CUNY
Graduate School of Public Health and Health Policy



Marty Conboy
Former board member of Project Extra Mile

To learn more and to register, [click here](#)

Community Advocate Award: Jim Boucher & Cole Williby



When a youth sports organization utilized alcohol as a fundraising tool in Valley, Jim and Cole shared their concerns about associating alcohol with a youth event. They also contacted the school whose logo was associated with the sports team but were met with indifference. Jim and Cole contacted Project Extra Mile to learn more about the liquor licensing process and fundraisers. When they learned that an event did not have a liquor license as required by law, they shared information about the event with the Nebraska Liquor Control Commission and State Patrol.

Because of their tireless efforts, the event was postponed until the appropriate license was obtained. Jim and Cole continue to be advocates in their community and valuable members of the Project Extra Mile coalition.

Young Leader Award: Caleb Vaughan



Caleb Vaughan is a junior at Millard West High School and has been involved with the Youth Leadership Network (YLN) and sits on Project Extra Mile's Board of Directors. As a part of YLN, Caleb has been a constant leader at monthly meetings, helping plan events, and advocating for better public health policies. We are excited to recognize Caleb's leadership and looking forward to working with him in the coming years.

Fred Zwonechek Special Recognition Award: Ed Vierk, University of Nebraska Medical Center's College of Public Health, University of Nebraska-Omaha's Student Service & Leadership Collaborative

This award goes to individuals and organizations who have gone above and beyond to support the organization. This year's awardees

Fred Zwonechek Special Recognition Award Winners



Jeffery Southall II
UNO Student Leadership
Collaborative



Ed Vierk

are Ed Vierk, assistant Attorney General; the University of Nebraska Medical Center's (UNMC) College of Public Health; and the University of Nebraska-Omaha's (UNO) Student Service Leadership Collaborative.

As the Nebraska Traffic Safety Resource Prosecutor, Ed works with local law enforcement to ensure that violations of our states traffic laws are prosecuted in order to promote safety on our roadways. He is a great resource for city and county attorneys, especially when it comes to traffic safety issues such as impaired driving. He also prosecutes DUIs, Motor Vehicle Homicide, Underage Drinking, and other related

crimes when the situation calls for it. He has been a constant support of Project Extra Mile's mission and has assisted with the organization's law enforcement trainings.

The UNMC College of Public Health is being recognized for its strong partnership. Instructors and students have provided support to Project Extra Mile to better understand alcohol outlet density in Omaha neighborhoods and assisted the organization and the Nebraska State Patrol in randomizing businesses for compliance checks.

Finally, the UNO Student Service Leadership Collaborative has been a great resource by connecting the organization with student interns that have provided key administrative and research support to advance our mission. The student interns have also grown as a result of the mutually beneficial relationship – one was awarded an academic scholarship and received a separate award as a result of her internship at Project Extra Mile.

We also wanted to extend our sincerest thanks to our wonderful event sponsors:



We hope you'll be able to join us on March 12th as we celebrate the work and efforts of these individuals and many others who have been involved over the past 30 years.

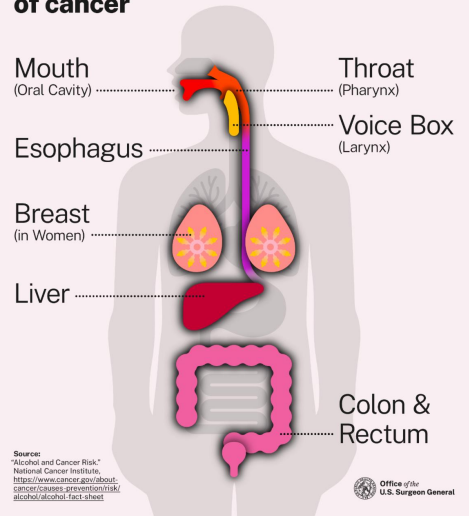
Going the Distance: Surgeon General Calls for Increased Awareness of the Alcohol & Cancer Link

On January 3rd, 2025, the U.S. Surgeon General Dr. Vivek Murthy [released a new advisory](#) on

alcohol and cancer risk. In this report he outlined the direct link between alcohol consumption at any level or intensity and the increased risk of at least seven types of cancer.

Dr. Murthy shared, “Alcohol is a well-established, preventable cause of cancer responsible for about 100,000 cases of cancer and 20,000 cancer deaths annually in the United States – greater than the 13,500 alcohol-associated traffic crash fatalities per year in the U.S. – yet the majority of Americans are unaware of this risk.” As a result, he’s wants to increase awareness to help minimize cancer diagnoses and deaths by updating health warning labels on alcoholic beverages to include a cancer warning and revising the U.S. Dietary Guidelines to account for cancer risk.

Consuming alcohol increases the risk of developing at least 7 types of cancer



Join Us at the Annual Highway Safety Conference!



The Nebraska Department of Transportation-Highway Safety Office is hosting the annual Highway Safety Conference on February 19-20, 2025. The conference is free for all attendees and will take place at the Younes Conference Center in Kearney. Topics include grant writing, impaired driving, engaging law

enforcement, leveraging social media, child safety seats and seatbelts, and much more. Registration and additional information can be [found here](#).

VOLUNTEERS NEEDED FOR NATIONAL RESEARCH STUDY!


**PROJECT EXTRA MILE HAS BEEN SELECTED
TO PARTICIPATE IN THE COUNTER TOOLS
RETAIL ALCOHOL DATA (RAD) COLLABORATIVE.
A NATIONAL RESEARCH PROJECT TO BETTER UNDERSTAND
ALCOHOL AVAILABILITY, PRICING, AND MARKETING.**

We are looking for volunteers in Douglas County, Nebraska to help survey 5-10 businesses each. The survey takes approximately 10 minutes per business and looks at details related to products that are available in the specific retail establishment.

Each volunteer will be provided training and paper or electronic access to the survey.

Data collection runs between now and February 16, 2025.

 info@projectextramile.org

 402-963-9047

Please Join Us!

Our speakers will be from Counter Tools to discuss the Retail Alcohol Data Collaborative

Coalition Meeting

Wednesday, February 12, 2025

UNO's Community Engagement Center

Room 201

9:00 a.m.


1995-2025
PREVENTING ALCOHOL-RELATED HARM
For more information: 402-963-9047





Meetings are held at
UNO's Community Engagement Center
6400 University Drive South



2025 Meeting Dates

January 22nd

February 12th

Join us at our
30th Anniversary
Recognition Dinner
on March 12th

April 9th

May 14th

June 11th

No Meeting in July

August 13th

September 10th

October 8th

November 12th

December 10th



Project Extra Mile | 6001 Dodge Street CEC 228 | Omaha, NE 68182-0600 US

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