



The Extra Mile

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



TAKE ACTION NOW: Nebraska Board of Regents to Vote on Selling Alcohol at All Sporting Events

The University of Nebraska Board of Regents is set to vote on **Friday, October 4th at 9:00 a.m.** on approving the dispensing, sale, and consumption of alcohol at all University of Nebraska athletic events starting with the 2025 season.

You may express your opposition in two ways:

1. **Testify in person** -- The meeting will take place at **UNK's Regional Engagement Center, 2204 University Drive in Kearney** and is scheduled to begin at 9:00 a.m. You will have three minutes to give testimony. Regents may ask questions following your three minutes.
2. **Submit written testimony to the Board of Regents 24 hours prior to the hearing** -- To be included in the public record of the hearing, comments must be emailed by Thursday, October 3rd at 9:00 a.m. to corpsec@nebraska.edu. In order to qualify, you must include your name and address and note that you are submitting written testimony in opposition to Agenda Item XI-B-1.

For more details, [please click here](#).

Miles to Go: Industry Renews Push for Alcohol Deliveries by USPS



On September 17th, 2024, senator Jeff Merkley (D-Oregon) reintroduced the [USPS Shipping Equity Act \(S.5069\)](#) which would allow the United States Postal Service (USPS) to ship alcoholic beverages directly to consumers. The bill was introduced in 2021 and 2023 but did not advance due to the outcry from the public health community. The Project Extra Mile coalition [sent a letter to Congress](#) in 2021 opposing the measure.

Public health has pointed to research published in the [Archives of Pediatric and Adolescent Medicine](#) that found that 45 of 100 orders made by underage buyers were delivered to the youth, despite the youth showing their real ID upon delivery.

Law enforcement operations in multiple states have found that alcohol deliveries were made to underage youth at an alarming rate. In North Carolina 45 percent of deliveries were made and a staggering 70 percent were delivered to youth in Virginia. Additionally, a Project Extra Mile coalition member recently shared that despite receiving a text that alcohol was to be delivered to their home that day requiring an ID to accept delivery, the driver simply left the box of wine on the front porch despite the fact that they have two underage youth in the home.

Permitting USPS to ship alcohol directly to the customer would not only increase youth access to alcohol but also:

- Undermine the three-tier system of alcohol control that provides important public health and safety protections and safeguards;
- Heighten the potential of lost excise tax revenue at a time when alcohol-related problems are going to add an ever-increasing burden on local, state, and federal resources;
- Force USPS to spend more money on technology and training to ensure that illegal alcohol deliveries don't occur.
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We will continue to monitor the status of this federal legislation and keep you up-to-date of any developments. To ensure you receive notice of future developments, [please sign up](#) to be part of our Policy Work Group.

Going the Distance: Neighbors Gather at Liquor Commission to Oppose Liquor License

During the September 4th Nebraska Liquor Control Commission hearings, about a dozen neighbors opposed the Mega Saver liquor license for the convenience store and gas station at 7059 Dodge Street, formerly Fuddruckers. The Omaha City Council had previously deadlocked on the application. Diana Fiala, president of the Elmwood Park Neighborhood Association, highlighted concerns about the area's dangerous intersection and the existing number of alcohol outlets. Opponents raised issues regarding proximity to school, the new library, and past violations by the corporation, advocating for the license not to be granted or, at a minimum, that restrictions be placed to not allow single-serve alcohol sales.

Lola Khalikova, Chief Operating Officer of TFL Inc, opposed such restrictions, arguing they would unfairly limit her business compared to others in the area. The Commission approved the license 2-0 and imposed restrictions requiring no single-sale cans of beer under 32 ounces and no spirits containers under 375 milliliters. While the decision wasn't the full denial that residents desired, they were pleased that restrictions were imposed and plan to work with law enforcement to ensure that the business abides by those restrictions.

To learn more information about the liquor licensing process and how the community can be involved in that process contact us at info@projectextramile.org.



Research Briefs

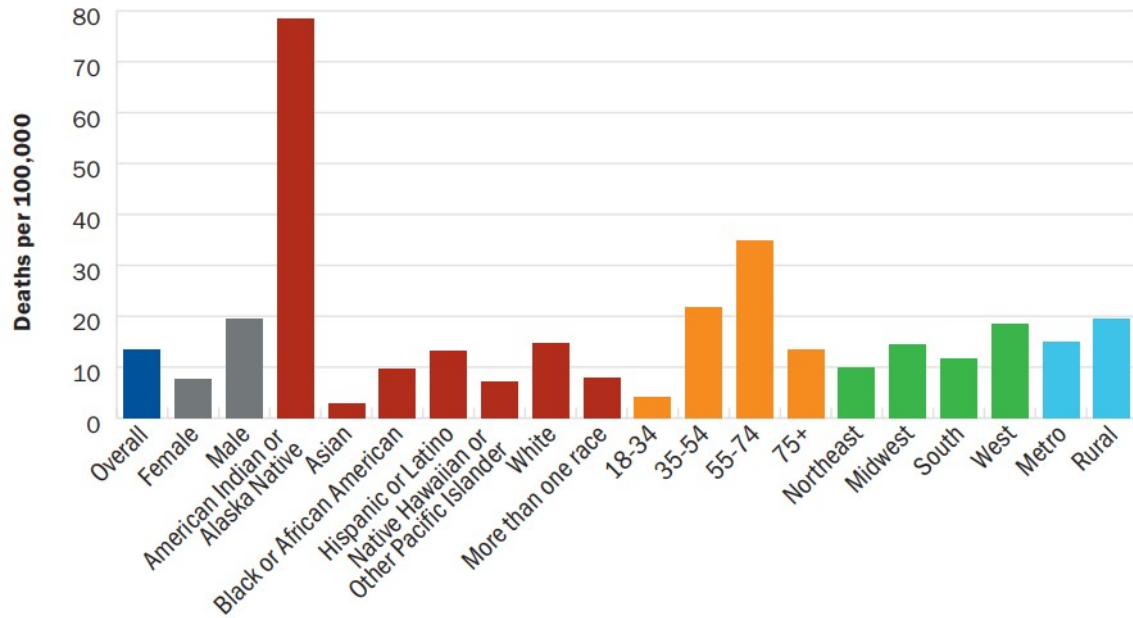
The [2023 data for the Nebraska Youth Risk Behavior Survey \(YRBS\)](#) has been released. High school students who reported currently drinking alcohol (at least one drink of alcohol on at least one day in the last 30 days) has been decreasing from a high 46.5% in 2003 to 10.8% in 2023. Rates of binge drinking (4+ drinks per sitting for females and 5+ for males in the last 30 days) have also decreased from 10.5% in 2016 to 4.1% in 2023. Unfortunately, social access continues to be a problem in Nebraska with the percentage of students who reported getting alcohol from someone else increasing to 51.0% from 35.2% in 2010.

The [2024 Pain in the Nation Report](#) reported 207,827 alcohol-induced, drug overdose, and suicide deaths in 2022 in the United States, a slight decrease from the previous year. Alcohol-induced deaths are defined to include alcohol poisoning, liver disease, and other diseases that are 100 percent caused by alcohol (in other words, alcohol is listed on the death certificate). Death rates were highest among males, the American Indian or Alaska Native population, individuals aged 55-74, those living in the West of the US, and in rural communities.

The [Nebraska Snapshot](#) reports a 5% increase in combined alcohol, drug, and suicide deaths and 3% increase in alcohol-induced deaths in the state between 2021 and 2022. The report highlighted the need to increase alcohol taxes, regulation of alcohol outlet density, increasing enforcement of laws prohibiting sales to minors, and enacting dram shop liability laws to prevent and reduce alcohol-induced deaths in the US.

However, in focusing only on alcohol-induced deaths, the report does not include alcohol-attributable deaths resulting from violence, vehicle fatalities, and accidents, therefore not fully encompassing the impacts excessive alcohol consumption has on individuals and communities. In Nebraska, this means that 64% of alcohol-related deaths would not be included in this report and that's problematic given that it leaves a false impression about the severity of the problem.

Figure 7: Age-Adjusted Alcohol-Induced Mortality Rate (Deaths per 100,000 People) Overall and by Select Demographics and Region, 2022



Source: TFAH analysis of National Center for Health Statistics data

Youth Corner: How alcohol can change your life forever

Written by Andrew Adomako, freshman at Millard West High School

Alcohol is a big part of many people’s lives in the U.S. and around the world. However, no matter how much of a popular commodity it is, it can also be a big problem. Excessive alcohol consumption consists of binge (4+ drinks/occasion for women & 5+ drinks for men) and heavy (8+ drinks/week for women & 15+ drinks for men) drinking, any underage drinking, and drinking while pregnant. Some short-term harms of excessive alcohol use can include injuries, violence, and alcohol poisoning. If these harms aren’t already bad enough, long-term harms are where life changing things occur to drinkers, including high blood pressure, heart disease, strokes, a weaker immune system, and at least seven types of cancer among other harms. Although these harms seem scary and difficult to solve, there are ways to prevent them.

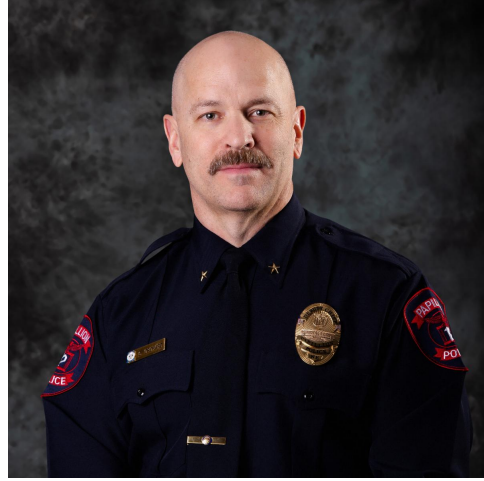
One way to stop excessive drinking is to increase taxes on alcohol enough to discourage people from buying large amounts of alcohol. Excessive drinkers would pay the most because they drink much more than moderate drinkers, who would only pay a little more per year. [Researchers have found that doubling alcohol taxes](#) could reduce alcohol-related deaths by 35%, traffic crash deaths 11%, sexually transmitted diseases 6%, violence 2%, and crime by 1.4%. Although alcohol may be something many people enjoy, it shouldn’t be something that ends up ruining a person’s life so easily by being cheap and extremely available at grocery stores, gas stations, and even movie theaters.

Coalition Member Spotlight - Deputy Chief Orin Orchard

Deputy Chief Orin Orchard with the Papillion Police Department has been with that agency since December 1995, during which time he has served in a variety of roles including patrol officer, detective, crime prevention officer / DARE instructor, and school resource officer. Orchard was promoted to Deputy Chief in 2021 and oversees and manages day to day operations along with several projects and administrative functions. Some days, he and his officers can be

seen at Hy-Vee speaking with community members and giving stickers to kids.

Orchard has been engaged with the coalition off and on since 2012, becoming more involved in the last several years due to his promotion to Deputy Chief. Orchard had the following to say about his involvement in the coalition: "I value the relationship we have with Project Extra Mile and fully support the mission to prevent and reduce alcohol harms. I believe it is important the law enforcement come together with organizations like PEM and the communities we serve to look at, address, and find ways to reduce the negative and harmful impacts of underage drinking and alcohol sales to minors." Thank you for your and your agency's engagement with the coalition, Deputy Chief Orchard!



Please Join Us!



OMAHA METRO COALITION MEETING

October 9, 2024 @ 9:00AM



**UNO's Community Engagement Center
6400 University Drive South
Room 209**

**Please join us as
we welcome the
Lancaster Co. DUI Court
to discuss its role in
preventing impaired driving.**



More Information :
www.projectextramile.org

402-963-9047
info@projectextramile.org

**PROJECT EXTRA MILE
2024 COALITION
MEETINGS**

JANUARY 17TH
FEBRUARY 14TH
MARCH 13TH
APRIL 10TH
MAY 8TH
JUNE 12TH
NO MEETING IN JULY
AUGUST 14TH
SEPTEMBER 11TH
OCTOBER 9TH
NOVEMBER 13TH
DECEMBER 11TH

LOOKING FORWARD TO CONNECTING WITH YOU IN 2024



MEETINGS HELD AT
UNO'S COMMUNITY ENGAGEMENT CENTER
6400 UNIVERSITY DRIVE SOUTH



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

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