

# The Extra Mile

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

## **MILES TO GO: Delivering ... Poorer Health and Community Problems**

### **Liquor Control Commission approves Omaha license**

The GoPuff convenience store chain was granted a Class D liquor license for its Omaha location for alcohol delivery and another license in Lincoln is likely to be approved in short order.

PEM Executive Director Chris Wagner noted in testimony last month to the Omaha City Council, it is understandable that businesses would seek to increase their efficiency and competitive advantage in the marketplace by focusing on customer convenience.

However, despite the advantage to the bottom line for that sector of businesses, research finds direct delivery of alcohol to be problematic for the community-at-large. Wagner shared with both the Omaha City Council and the Nebraska Liquor Control Commission that multiple studies have found:

- The efficient purchase of alcohol is positively associated with the amount of alcohol consumed.
- 45 out of 100 alcohol orders placed by 18-20 year olds were successfully delivered. Less than half of the packages were labeled as requiring age verification and - even then - that verification failed about 50% of the time.
- 12th graders reported using delivery services to obtain alcohol at a rate greater than that of 18- to 20-year-olds. Furthermore, more recent drinking and high-risk drinking were associated with purchasing delivered alcohol among both age groups.
- Of the 20 regular drinkers using alcohol delivery services, only 1 (5%) had items other than alcohol and pizza delivered and 39% of those receiving delivery from a liquor store indicated that they had been drunk when the alcohol was delivered.
- The exceptional convenience provided by delivery services could facilitate impulsive drinking by providing fast alcohol access requiring little foresight or planning.
- Individuals reporting alcohol problems were significantly more likely to have used alcohol delivery services than non-problem drinkers.



Delivery of alcohol should raise a number of concerns when contrasted with the monitored retail environment. For example, how does a delivery person deal with minors being present at the delivery location? What about delivery to already intoxicated individuals? Will the pressure to deliver a product that's already been paid for reduce the likelihood that delivery employees will refuse delivery that would be illegal under normal retail conditions?

Until these questions are adequately addressed, alcohol delivery should not be allowed. At the very least, there should be heightened restrictions on these services, like quantity limits, forbidding the presence of minors (unless a parent is accepting delivery), etc.

Moreover, scientific evidence shows that [maintaining limits on hours of alcohol sale](#) is important for reducing alcohol-related harms. While these purchases must be completed by 12:59 a.m., there doesn't appear to be anything stopping the license from creating a delayed delivery option for delivery at 3 a.m. or 4 a.m. or beyond. The end result could very well be 24-hour-a-day alcohol sales, undercutting important safety limits.

As with other attempts to deregulate alcohol availability, we need to focus on a simple, powerful fact: [states with stronger alcohol control systems tend to have fewer alcohol problems](#). While eroding those systems will make a lot of money for a few people in the short term, the rest of us have to foot the bill for higher health care and other public costs. That is not a sustainable model for healthy growth.

It's also important to note that community involvement is vitally important to the liquor licensing process. While license applicants can make lots of promises about what they will or won't do, unless actual restrictions are put on the license, those promises are worthless.

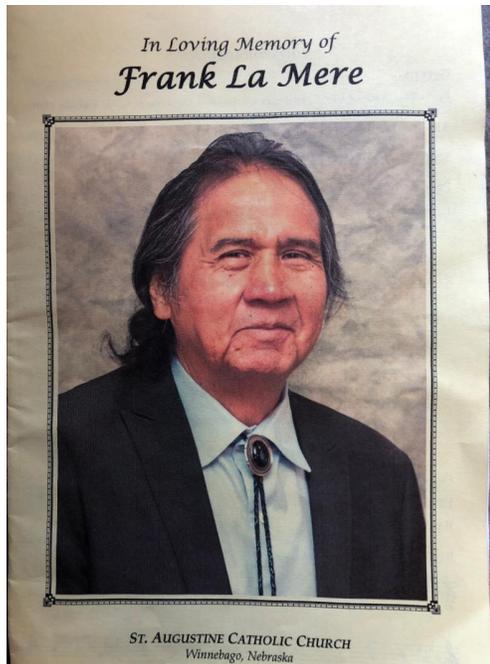
Wagner's full testimony is available [here](#), and the text of his public presentation to the Liquor Control Commission the same topic can be found [here](#).



*"Convenience" is a problem when the product has strong addictive potential*

# GOING THE DISTANCE: Honoring the Memory of Frank LaMere

Remembering the man and his endless pursuit of justice.



Family, friends, and colleagues gathered on Wednesday, June 19, at St. Augustine Catholic Church in Winnebago to celebrate the life and work of activist and humanitarian Frank LaMere. Frank passed away on Sunday, June 16 after a brief battle with cancer. He was sixty-nine years old.

"Frank spent his life giving voice to the disenfranchised and downtrodden. We were honored to work closely with him during his two-decade quest to shut down Whiteclay beer sales. Frank was smart, caring, persistent, stubborn and a man of action -- everything an advocate needs to achieve his/her goals, and exactly what was needed to shut down decades of predatory alcohol sales," said Project Extra Mile Executive

Director Chris Wagner. "He will be missed by the countless lives he touched."

*Media coverage celebrating Frank's life and work:*

[Frank LaMere, Siouland Native American activist, dies at 69](#) (Sioux City Journal, 6/17/19)

[South Sioux City's Frank LaMere remembered as Native American voice for the voiceless](#) (Sioux City Journal, 6/17/19)

[Native activist Frank LaMere dies: he spent decades working to end Whiteclay beer sales](#) (Lincoln Journal Star, 6/17/19)

[Photos: Frank LaMere through the years](#) (Lincoln Journal Star, 6/17/19)

[Native American activist Frank LaMere has died at 69](#) (Omaha World Herald, 6/18/19)

[Frank LaMere, longtime Winnebago activist, dies at age 69](#) (KETV, 6/18/19)

[Frank LaMere laid to rest in Winnebago, remembered as a civil liberties advocate](#) (Sioux City Journal, 6/19/19)

[LaMere's lessons still resonate](#) (Lincoln Journal-Star, 6/21/19)



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## Project Extra Mile 2019 Youth Leadership Retreat

*By Katy Kitrell, Project Extra Mile's Youth Coordinator*

Last week, Project Extra Mile hosted its 2019 Youth Leadership Retreat (YLR) -- its first since 2015. The retreat was held at the Lutheran Church of the Master - East Campus in Omaha, NE. The wonderful group of students from across the state were eager to develop their leadership skills and take what they had learned back to their communities to make them safer and healthier places.

These youth are joining a national youth movement to prevent alcohol-related harms. Trainer Nigel Wrangham traveled to Omaha from a similar training in Texas. Later this summer, Wrangham will provide similar guidance to national youth at the [Community Anti-Drug Coalitions of American mid-year conference](#).

Overall, the retreat allowed for an introductory overview of how alcohol is currently negatively impacting Nebraska and what evidence-based strategies can be used to help combat this issue. The YLR served as a great step in the right direction to begin developing relationships with students from across the state. During the retreat, they were able to see the harms that are associated with excessive alcohol use and began to understand how they can influence the levers of power in the communities and across the state as a whole.

If your coalition engages youth in its efforts and would like more information about evidence-based alcohol strategies and resources, or would simply like to know more about youth leadership in this area and about future youth leadership retreats, please contact Katy at [katy@projectextramile.org](mailto:katy@projectextramile.org)!



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## Mixed Messages from Colleges on Alcohol

**Some universities are undermining their own prevention messaging -- Nebraska shouldn't follow them.**

Nebraska Athletic Director Bill Moos has been considering allowing alcohol sales at Memorial Stadium, [according to some reports](#). Such a move would have UNL hopping on the alcohol train, with the powerhouse Southeastern Conference (SEC) recently deciding to [lift its stadium-wide ban on alcohol sales](#), allowing individual schools to decide whether beer and wine can be sold in general seating areas.

The rationale presented for this deregulation of campus policies has been to "enhance the fan experience," or, more honestly, to bring in additional money. These goals are somewhat dubious. As we've previously noted, [the addition of beer sales to college athletic events has not been found to increase attendance](#) - and may even keep families away.

Furthermore, this trend is coinciding with what can only be called a continuing crisis of excessive alcohol consumption on college campuses. While underage drinking among younger teenagers (12-17) has been steadily falling over the past several years, binge drinking rates among 18-24 year-old young adults have been either staying at high levels, or even increasing.

Instead of adding fuel to the fire, colleges would be better off strengthening their evidence-based alcohol policies. A [study of campus alcohol policies in Maryland](#) found that majority of such policies fail to receive a "most effective" rating from

experts.

[UNL has received national attention for its strong campus alcohol policy work](#), including the [NU Directions Project](#). That reputation would be undermined an ill-advised foray into alcohol sales. Instead, UNL should stand firm and provide a consistent message about underage and excessive drinking.

## NEWS BRIEFS

### From the PEM Coalition Meeting: Progress Updates on Preventing DUIs



The PEM June Coalition meeting revisited the persistent problem of DUIs in the Omaha metro area and Nebraska overall and also served as a follow-up/update meeting from the initial January discussion.

Executive director Chris Wagner recapped the January discussion, and then noted that there had been 20-plus DUI-related articles in Omaha media since that time which is alarming considering that research shows that [drunk drivers can drive up to 2,000 times before being arrested](#).

The three main areas of discussion at the meeting were policy, enforcement and health care.

The **policy** component focused on utilization of existing policies (including Omaha's Good Neighbor Ordinance), as well as statewide proposed policy changes, including bills aimed at [increasing alcohol taxes](#), [holding outlets responsible for violations of the Liquor Control Act](#), and [licensing party buses](#). Unfortunately, the Nebraska Legislature failed to pass any bills that would help to prevent DUIs this year.

With regard to **enforcement**, PEM continues to conduct [alcohol retail compliance checks](#) to reduce retail access of alcohol to youth. Furthermore, Project Extra Mile shared that Douglas County enforcement agencies are in the process of creating a Douglas County DUI Task Force modeled after the one in Sarpy County. The agencies are in the planning stages but hope to conduct [sobriety checkpoints](#) in conjunction with football season.

Screening for alcohol problems in the **health care** system is another [evidence-based strategy](#) which can prevent alcohol related harms like DUIs by identifying

alcohol misuse in the clinical setting before it worsens for both the individual and the community at large. Toward that end, Wagner shared that CHI has implementing alcohol screenings at family medicine clinics across the state and is working to expand these screenings to its women's clinics. Currently, there are 9 fully integrated clinics in the Omaha area. In clinics where behavioral health services are not integrated, there is an immediate e-consult available for telemedicine to remove barriers for patients having to schedule a follow up appointments.

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## That's Entertainment?

The myth that free-flowing booze is a rising tide that will lift all boats is a powerful yet fundamentally misguided belief. A case in point is [the proposal for a Werner Park entertainment district across sixty-two acres](#), said to be "years in the making."

The underlying assumption is that entertainment districts/zones (EZs) are powerful generators of public revenues. Certainly, they make a lot of money for some people. The larger question is how broad are the community benefits of these projects. Are they worthy of either active (public funds for development) or passive (loosening of public health and safety regulations for the promise of development) support by elected officials and other decision-makers?

Research and experience suggests that EZs they are not the economic engines that their proponents trumpet. Consider:

- 1) Policies and projects which loosen alcohol control policies and practices lead to more excessive consumption, and more excessive consumption leads to higher public costs - in the form of health care, emergency services, law enforcement, social services, and reduced workforce productivity. In fact, based on a large body of research, urban planners, social scientists and epidemiologists have [characterized alcohol outlets as "crime generators."](#)
- 2) The job growth generated from entertainment is concentrated in the service sector. These jobs tend to have low wages and few benefits.
- 3) There are plenty of leading indicators that the benefits from EZs are unpredictable at best. Sometimes, the crime and chaos stemming from the alcohol sales bring new, expensive problems which damage the neighborhood's reputation (as with Ybor City in Tampa and the Chippewa Strip in Buffalo).

All in all, we'd be better off focusing our attention and dollars on healthier, safer development opportunities. If we care about preventing alcohol-related harms in our state, alcohol should not be at the center of any economic development.



Werner Park, home of the Omaha Storm Chasers



**Omaha Metro  
Coalition Meeting**

**OUR**  
NEXT  
**MEETING**

Wednesday  
**August 14, 2019**  
9:00 a.m.



**For more information:**  
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