

# The Extra Mile

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

---

## Excitement Building for Youth Leadership Retreat

Registration open through June 21



There are still slots open for the the **Project Extra Mile Youth Leadership Retreat** on June 26-27 in the Omaha area. Please let young people in your community know about this opportunity! Ending our epidemic of alcohol harm will require action from our young emerging leaders.

Award-winning trainer, strategist, and educator **Nigel Wrangham** will be leading the sessions. Wrangham has compared effective community prevention to a relay race, with the batons carried by the runners and walkers as symbols of hope, optimism and inspiration. "It is the responsibility of those in the community to build momentum for all three," said Wrangham. "Take care of the baton, so that when you pass it on it can go where it needs to go."



Nigel Wrangham

The goal of this event is to empower youth with the skills necessary to engage decision makers and achieve positive change, whether that be in their school, their community or across the state. And while the content of the training will focus on alcohol and underage drinking, the skills that they'll learn will contribute to their personal, academic and professional growth. The topic itself can be a heavy subject, but the goal of the training is to have a lot of fun learning and meeting other youth leaders.

To register click [here](#). There are also a limited number of scholarships still available; click [here](#) for the scholarship application.

For more information, please contact us at **402-963-9047** or by email at [info@projectextramile.org](mailto:info@projectextramile.org).

---

## GOING THE DISTANCE: Saying No to Sunday Sales

### Gordon City Council not buying the promise of booze-fueled growth

On May 9, the Gordon City Council [voted 3-2 against a proposed ordinance](#) to allow alcohol sales within the city limits on Sundays. The council did not blindly accept arguments made by the Gordon Chamber of Commerce and local businesses that allowing Sunday alcohol sales would contribute to economic growth. [Nebraska law](#) prohibits Sunday alcohol sales unless allowed by local ordinances.

Public health research backs up the wisdom of the council's decision. [The Community Preventive Services Task Force has determined](#) that maintaining existing limits on the days on which alcoholic beverages can be sold is an effective strategy for preventing excessive alcohol consumption and the associated harms. Communities that have expanded hours and days of alcohol sale have tended to experience increases in overall alcohol consumption and in alcohol-related motor vehicle crashes.

In terms of economic impacts, CDC research has found that [increases in excessive alcohol consumption lead to higher costs](#) for health care, special education, criminal justice, property damage, fire losses, and reduced workforce productivity - among many other categories. In fact, binge and other excessive drinking costs Nebraska about **\$1.2 billion** a year. That's equal to about \$1.61 for every drink sold in the state.



---

## Remembering Alan Jacobsen

### Nebraska loses a strong advocate

Alan Jacobsen passed away on May 4, 2019.

Alan lived a life of faith, integrity, public service and dedication to the community, as [his obituary makes clear](#).

He was a stalwart member of the [Fix Whiteclay](#) group, contributing to the successful, historic effort to remove the beer stores from Whiteclay, as well as the ongoing work to start a [Trauma Center dedicated to treating and preventing fetal alcohol spectrum disorders](#).

Project Extra Mile recognized Alan with a Special Recognition Award for his contributions to the Whiteclay victory in November 2017.



Alan acted as a liaison to state and county officials and assisted Fix Whiteclay in securing the necessary permits for public protests. Leading up to the Liquor Control Commission hearing, Alan made multiple trips to Sheridan County to secure critical evidence, meet with protesters, and provided funds to cover their travel to Lincoln.

Sober Indian | Dangerous Indian filmmaker John Maisch also shared, "Alan spent literally hundreds of hours working to close Whiteclay's beer stores. Despite the inherent risks, he traveled throughout Sheridan County seeking local residents to protest the re-issuance of the beer store licenses."

---

## MILES TO GO: Undermining Public Health

### Bill designed for public health and safety gets hijacked for industry purposes

LB592 - as originally drafted by Sen. Tom Briese - would have strengthened the ability of the Liquor Control Commission to require mandatory days of closure for repeat violations of the the Nebraska Liquor Control Act. Nebraska's liquor laws currently only allow this type of penalty for second and subsequent sales to minors.

That change would have positive effects for community safety and public health.



A summary sheet of the compliance check results and a full list of businesses checked is available [here](#).

"We're in the middle of the high school graduation season, which typically leads to an increase in underage drinking," said Sgt. Alan Reyes with the Omaha Police Department. "Businesses need to be on the lookout for youth attempting to purchase alcohol, as well as adults procuring alcohol on their behalf."



To assist in reporting underage drinking or adults providing alcohol to minors, call the statewide tip line at **1-866-Must-B-21 (687-8221)**. It's anonymous and it's the right call. Individuals are urged to call 911 to report an underage drinking party in progress.

*Heightened enforcements are supported by the Nebraska Department of Transportation - Highway Safety Office and Grant #93.243 under the Strategic Prevention Framework-Partnership for Success Grant from the Substance Abuse and Mental Health Services Administration Center for Substance Abuse Prevention through the Nebraska Department of Health and Human Services and Region 6 Behavioral Healthcare. The Nebraska Department of Transportation - Highway Safety Office also funds the tip line. Project Extra Mile helped to coordinate the enforcement efforts.*

---

---



**Omaha Metro  
Coalition  
Meeting**

Wednesday  
June 12, 2019  
9:00 a.m.

For more information:  
(402) 963-9047  
[www.projectextramile.org](http://www.projectextramile.org)  
[info@projectextramile.org](mailto:info@projectextramile.org)



Please join us for  
**Coffee and Conversation**  
as we discuss



**What progress has been made  
to prevent DUIs since our  
January meeting.**

Thank you for your involvement!

*Jennifer Pollock*

Jennifer Pollock, Coalition Chair

**MEETING LOCATION:**  
National Safety Council  
Lower Level  
11620 M Circle, Omaha NE  
Use Lower Level, West Entrance

