

The Extra Mile

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

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MAY 23, 2018



GOING THE DISTANCE: Evidence to Action at Alcohol Policy 18

National conference on alcohol policy provides road map for evidence-based action to prevent and reduce alcohol-related harms

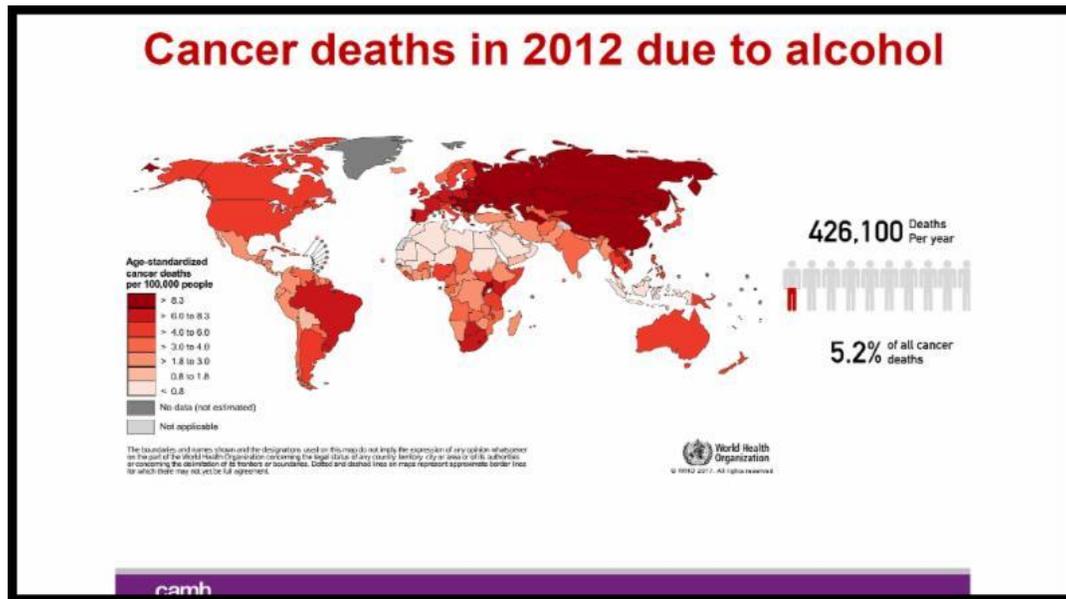


The Alcohol Policy (AP) conference series is the premier conference devoted primarily to science-based, population-level alcohol policies and the translation of this evidence to public health action. Project Extra Mile was, once again, proud to be a primary sponsor and contributor to AP18, which took place from April 10-13 in Arlington, VA.

The AP18 conference focused on several issues and themes of critical concern to Nebraskans and all Americans.

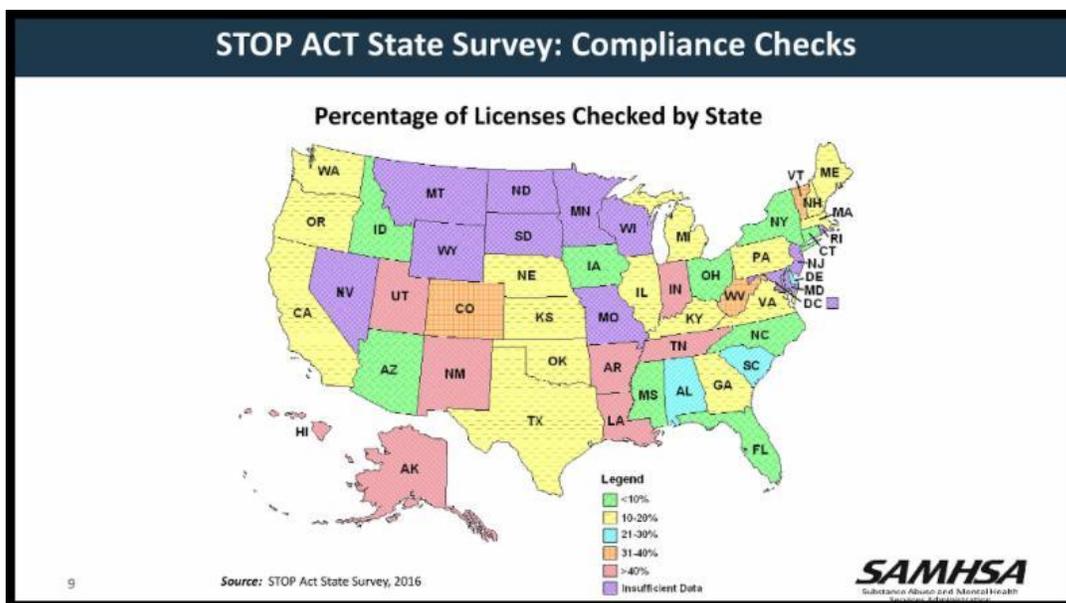
- There was a strong focus at the conference on alcohol and cancer, with the opening plenary session devoted to that topic. Speakers included leading cancer epidemiologists and Dr. William Klein, Associate Director of the National Cancer Institute's (NCI) Behavioral Research Program (BRP). Three additional workshop sessions also explored aspects of the alcohol-cancer link, including the role that oncology nurses can play in

raising awareness of alcohol as a risk factor for cancer and in adding another voice to evidence-based alcohol policies.



Kevin Shield of the Centre on Addiction and Mental Health and the World Health Organization presented on the surprisingly high percentage of cancer deaths which can be attributed to alcohol consumption.

- The seminal report from the National Academies of Science, Engineering, and Medicine - [Getting to Zero Alcohol-Impaired Driving Fatalities: A Comprehensive Approach to a Persistent Problem](#) - was also a focal point of the conference. Committee Chair Dr. Stephen Teutsch presented on the report's findings and recommendations, including .05 BAC per se laws for drunken driving.
- Several sessions addressed evidence-based enforcement of underage drinking and adult excessive drinking laws. The enhanced enforcement of underage drinking laws has been shown to be a [highly effective strategy to prevent and reduce underage drinking](#). This slide shows the percentage of licenses checked by each state in compliance check operations.



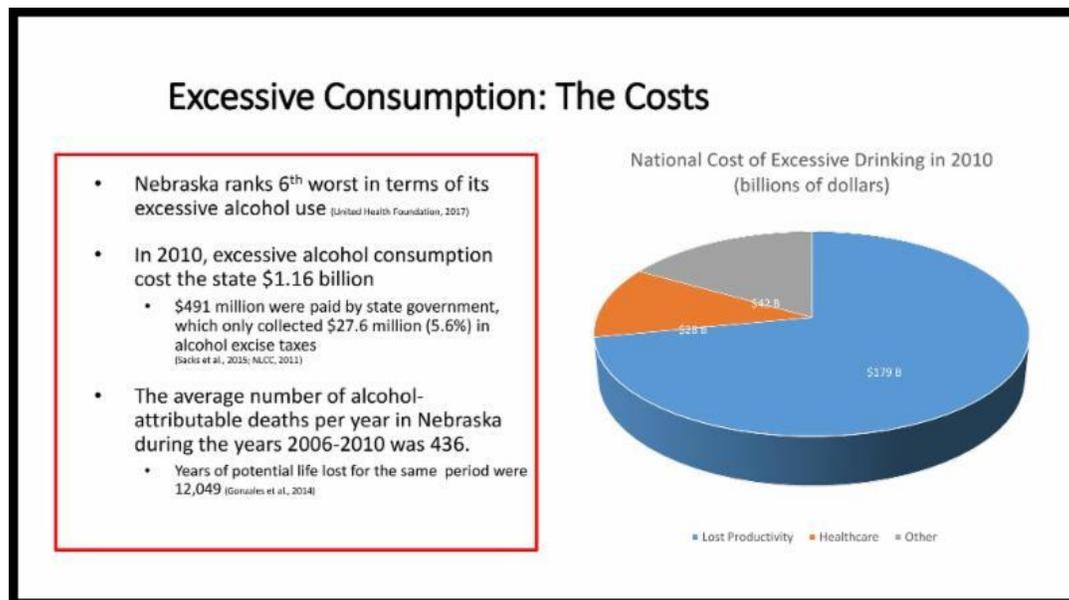
- With regard to adult excessive drinking, studies that show that up to 50% of people driving under the influence had their last drink at licensed establishments. Because of this, collecting Place of Last Drink (POLD) data is recommended by the National Traffic Safety Board as a strategy for preventing impaired driving. At AP18, [the National Liquor Law Enforcement](#)

Project Extra Mile Helps Shape National Conversation at AP18

Discussions focused on Whiteclay, compliance checks, and Omaha's Good Neighbor Ordinance

Project Extra Mile was well-represented at - and highly involved in - the AP18 conference. Ten advocates from Nebraska attended, including five PEM staff members. These advocates shared local stories, presented valuable information and strategies to conference attendees, and learned a lot of lessons that can be brought back and put to work in the state.

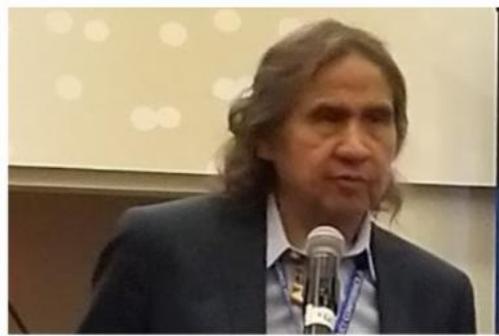
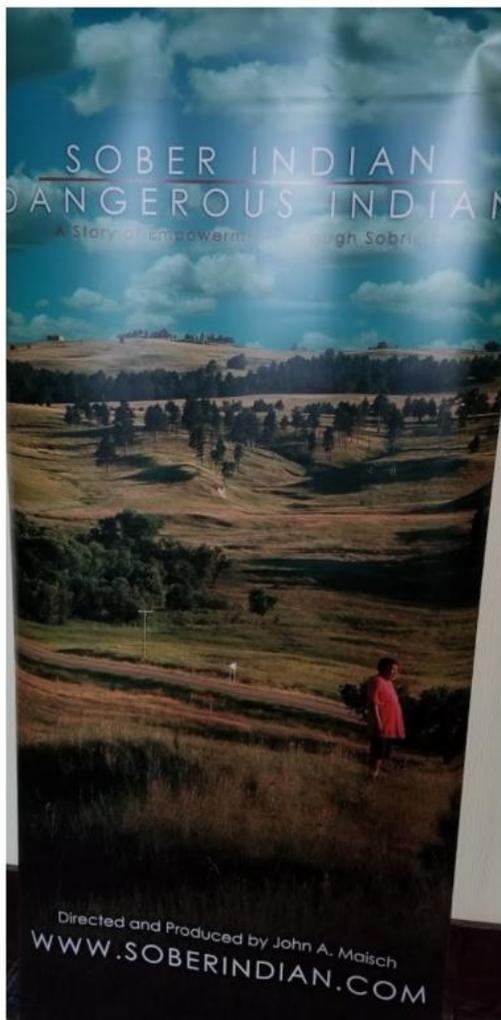
In a workshop session, PEM Executive Director Wagner presented on compliance checks in the age of social media, an issue that reflected two of the major themes of the conference: evidence-based alcohol policies (especially those recommended by the [Community Preventive Services Task Force](#)), and the rapidly shifting digital communications landscape and its public health implications. Omaha's Good Neighbor Ordinance was cited in another session by PEM consultant Bob Pezzolesi as an example of a community alcohol policy with the potential to prevent alcohol-related cancers through reduction in alcohol outlet density.



Enforcing laws that reduce excessive drinking - including underage drinking - saves lives and financial resources. This slide shows the enormous burdens that excessive alcohol consumption places on Nebraska.

In addition, advocates at the forefront closing of the beer stores at Whiteclay and the ongoing efforts to bring healing to the Pine Ridge community were prominently featured at the conference in a workshop session, a plenary session, and at an evening screening of the documentary [Sober Indian | Dangerous Indian](#). That screening was followed by a community conversation about the policies, resources, and courage needed to move toward a healthier future for the Oglala Sioux people. Leading the conversation were Deb Evenson (Fetal Alcohol Consultation and Training Services), Frank LaMere (Four Directions Center), John Maisch, JD (University of Central Oklahoma), Abram Neumann (Lakota Hope Center), and Nora Boesem (FASD/Community Advocate).

The Whiteclay story is an example both of tenacious grassroots advocacy and of the power of evidence-based alcohol policies to save lives.



Despite Whiteclay action, state still has issues with excessive drinking

Commentary by PEM Executive Director Chris Wagner

From the [4/29/18 edition of the Omaha World-Herald](#)

Today marks the one-year anniversary of the closure of the beer stores in Whiteclay, Nebraska. The decision to close these stores was a significant public health victory for our state that would not have been possible without the tireless efforts of advocates.

Project Extra Mile commends them on their work to bleach the stain of Whiteclay from the fabric of our state. We also want to commend the Nebraska Liquor Control Commission and the Nebraska Supreme Court for their decisions to permanently close the stores.

Efforts by advocates to shut these stores down spanned decades, and Nebraskans have a moral obligation to spend the coming decades helping our brothers and sisters on the Pine Ridge Indian Reservation heal from the harms and injustices inflicted on them by predatory alcohol sales. The fear that the carnage in Whiteclay would spread rampantly throughout Sheridan County has been dispelled. The unincorporated village is now devoid of the lawlessness that defined it when its four off-sale beer stores were operating with impunity.

However, our state's problems with alcohol don't end in Whiteclay. We

consistently rank among the 10 worst states (currently sixth-worst) in the nation for binge drinking, and all Nebraskans are paying the tab for this dangerous behavior. According to the latest survey data, we have the second-highest rate of self-reported DUIs in the country. Alcohol-related crashes appear almost daily in local newspapers statewide, and stories often detail injuries to and deaths of innocent bystanders both young and old.

The harms of excessive drinking are more widespread than most would think. According to a study in the American Journal of Preventive Medicine, Nebraska experienced over \$1.1 billion in economic costs (health care, law enforcement and work productivity) in 2010 alone because of excessive drinking, \$491 million of which was borne by taxpayers. This figure stands in stark contrast to the \$27.6 million the state collected in alcohol tax revenue that year.

There is also ample research showing that alcohol causes at least seven types of cancer in the human body, including breast cancer for women. The American Society of Clinical Oncology recently affirmed this link, calling for policymakers, clinicians and organizations to embrace evidence-based strategies for preventing and reducing excessive drinking and its harms, such as those outlined by the World Health Organization.

Despite the many social and economic consequences of excessive drinking, the most effective policies are the least likely to be implemented due to the efforts of a powerful, disingenuous industry working hard to frame alcohol in the most positive light (health benefits of moderate drinking, alcohol as a driver of economic growth, alcohol as a social elixir). Policymakers from the U.S. Congress down to city councils are more likely to respond favorably to the industry's arguments than to connect the problems in their communities to the need for population-level policies over individual responsibility.

The World Health Organization recommends that governments address alcohol affordability (increasing price), availability (regulating outlet density) and advertising (restricting where and how companies can target audiences, especially youth, with their misleading messages) as cost-effective solutions to this problem. Community leaders are doing all that they can to protect their communities - we need lawmakers and regulators at all levels of government to recognize their role in enacting policies and regulations that would improve the safety and health of our state and communities.



People hauled beer out of the Arrowhead Inn in Whiteclay, Nebraska, to waiting Budweiser trucks after the town's four beer-only stores closed in 2017.

Photo Credit: MATT DIXON/THE WORLD-HERALD

Advocacy Groups to DJ Khaled: You Just Played Yourself

Truth in Advertising calls out the music superstar



The social media platform Snapchat is [disproportionately popular](#) among young people ages 12-17. This fact makes the undisclosed liquor product placement of the hip-hop DJ and producer DJ Khaled in his Snapchat, Instagram, Facebook, and Twitter feeds troublesome on multiple levels.

The organization [Truth in Advertising \[TINA.org\]](#) investigated [Khaled's social media activity](#) and found that "until recently never a week went by without a post or 'snap' showing DJ Khaled 'celebrating' with one of four alcohol brands: Sovereign Brands' Belaire sparkling wine and Bumbu rum, Diageo's Ciroc vodka and Bacardi's D'Usse cognac." It should be noted that the liquor giant [Diageo had announced](#) its intention earlier this year to pull all advertising from Snapchat following complaints in the UK about youth exposure.

To address this problem, TINA.org joined with six national organizations - including the U.S. Alcohol Policy Alliance and Mothers Against Drunk Driving - to call on Khaled to either remove the offending posts or edit them to disclose that they were paid advertisements.

The preliminary effects of this appear to be positive, with [TINA.org reporting](#) that, in response to their investigation:

DJ Khaled halted his active marketing of alcohol brands and came clean about his liquor endorsement deals in more than 150 prior posts on Facebook and Instagram by adding #AD to the captions, while deleting more than a dozen undisclosed alcohol ads on Twitter.

Beyond the reform of Khaled's practices, this campaign may help draw attention to the broader problem of alcohol advertising and marketing in the "wild west" of social/digital media, and especially the unethical use of [social media "influencers"](#) to sell alcohol.



NEWS BRIEFS



"Club" Setting or Not: Alcohol is Alcohol

[Alcohol needs to be regulated carefully, whatever the context](#)

For those following the news, you may have seen a number of stories in recent weeks across the state touching on the issue of alcohol sales and consumption in various "club" settings.

One set of stories focused on the [legislative effort](#) to ensure that bottle clubs be regulated through the state Liquor Control Commission, and the [public \(and profane\) pushback](#) from a "gentleman's club" against the sponsoring Senators.

[Another story](#) focused on a "Viking" club in Lincoln called Valhalla's Gates, which features "four ax-throwing lanes, a battle ring, a gas-fired forge for making weapons and armor, and a space to bring other Norse-minded enthusiasts together for classes on mead-making and herbal medicine." The article also quoted the club owner questioning why he would need a license to allow alcohol to be served at the club - comparing it to a football tailgate party, where guests bring their own bottles.

There are legitimate concerns about the wisdom of alcohol being present in these two business models - whether we are discussing a strip club or an ax-throwing club. Nevertheless, **if clubs are going to have alcohol, they need to be licensed.** Alcohol is no ordinary commodity, and it should be carefully and rationally regulated to minimize community harms.

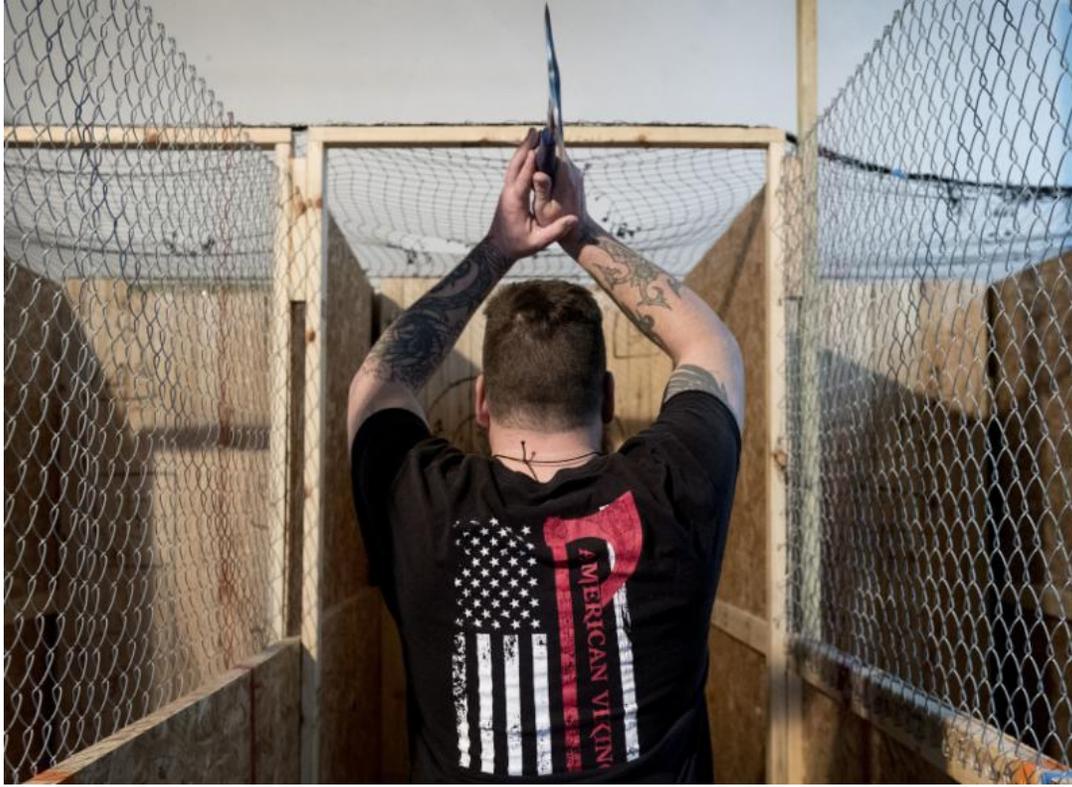


Photo from Lincoln Journal Star. Credit: FRANCIS GARDLER, Journal Star



Guest Speaker



Matt Walz
South Dakota
Alcohol Policy Alliance

We invite you to join us for **coffee and conversation** as we welcome **Matt Walz**, from the South Dakota Alcohol Policy Alliance, who will be discussing their recent efforts to increase their state's alcohol taxes.



Thank you for your involvement!

Jennifer Pollock

Jennifer Pollock, Coalition Chair

Omaha Metro Coalition Meeting

Wednesday
May 9, 2018
9:00 a.m.

MEETING LOCATION:
La Vista Police Department
Community Room
7701 S. 96th St, LaVista, NE

For more information:

(402) 963-9047
www.projectextramile.org
info@projectextramile.org



Mental Health Summit

Event gathers community partners to address stigmatization and community consciousness

The noted clinical psychologist **Dr. Jessiline Anderson** will be the featured keynote speaker for a Mental Health Summit focused on an important topic - minimizing stigmatization and increasing community consciousness associated with mental health concerns. The Summit will have three areas of concentration: adult, adolescence and family. Organizations, families, individuals, as well as health care providers interested in mental health modalities and earning continuing education units (up to 4 CEUs are available) are welcome to attend.

The Summit will take place on **Tuesday, May 8, 2018** from **8:00-2:30** at the **UNO Barbara Weitz Community Engagement Center**, 6400 South, University Drive Road North, Omaha, NE 68182. The deadline for registering is **May 4**.

Registration and additional information is [here](#).

The National Coalition of 100 Black Women, Greater Omaha Chapter is hosting the event.



The poster is divided into two main sections. On the left is a portrait of Dr. Jessiline Anderson, a woman with short, curly grey hair and glasses, wearing a dark jacket over a white top. To her right, the text reads: **KEYNOTE SPEAKER: JESSILINE ANDERSON, PH.D.** On the right side of the poster, there is a logo for the **N C B W 100 Greater Omaha Chapter**. Below the logo, the event details are listed: **MENTAL HEALTH SUMMIT**, **TUESDAY, MAY 8, 2018**, **8:00 AM - 2:30 PM**, **UNO BARBARA WEITZ COMMUNITY ENGAGEMENT CENTER**, **6400 SOUTH, UNIVERSITY DRIVE ROAD NORTH, OMAHA, NE 68182**, and the URL **HTTPS://NCBWMENTALHEALTHSUMMIT2018.EVENTBRITE.COM**.



Project Extra Mile, 11620 M Circle, Omaha, NE, 68137 · 402.963.9047