

The Extra Mile

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



GOING THE DISTANCE: An Evening to Recognize Nebraskans' Tireless Work to Prevent Alcohol-Related Harms

Please join us at the [PEM 2019 Recognition Dinner](#)

Project Extra Mile will hold its annual [Recognition Dinner](#) on Tuesday, 11/19 at Champion's Run. This event is an opportunity to honor community champions whose dedication to health and safety continues to inspire. This month, we are highlighting some of the honorees. *The remaining honorees will be discussed in the November newsletter.*

Don't forget to [register here](#) to attend the dinner!!

Officer Mike Bossman

We at Project Extra Mile have often stressed the critical importance of source investigations in order to prevent and reduce the harms of underage drinking. Omaha Police Officer Bossman was the investigator in charge of the George Gervase case. Bossman went the extra mile by putting in a lot of hours to track down the multiple sources of alcohol in this case and ensure that the individuals and the business involved in George obtaining alcohol were held accountable for their actions.

Officer Bossman's Twitter profile is [here](#)

Senator Tom Briese

Senator Tom Briese represents Nebraska's 41st district and is the Chairman of the General Affairs Committee, which has jurisdiction over alcohol licensing issues. As Chairman, he has returned order, respect for both sides of an issue and improved the overall tone of hearings before that committee. He has ensured

that bills are considered on their own merits and avoided taking legislative shortcuts by pursuing omnibus bills at the outset of the legislative session. More importantly, he introduced a bill that would improve public health and safety by substantially increasing alcohol taxes for the first time since 2003.

Senator Brieese's biography is available at the [Unicameral website](#)

Brian Mastre

Brian Mastre is reporter at WOWT, where his comprehensive reporting of the George Gervase case from beginning to end (from the crash itself, through the Omaha PD investigation, to the LCC hearings) helped provide clarity and draw attention to that case.

Brian's biography is available at the [WOWT website](#)

Lanette Richards

Lanette Richards is the director of the Monument Prevention Coalition (MPC). Under her guidance, MPC has been a regional leader in alcohol and other drug prevention by engaging with Senators and public officials to advocate for alcohol and other drug policies. Lanette frequently travels to Lincoln to engage policymakers and testify before committees, which is impressive considering the distance between Scottsbluff and Lincoln. MPC also coordinates alcohol compliance checks with law enforcement agencies, facilitates MADD Victim Impact Panels, and so much more.

A profile of Lanette and the MPC in the Scottsbluff Star Herald can be found [here](#)

Monument Prevention Coalition Youth Advisory Board

The young leaders of the Monument Prevention Coalition have been a key to its effectiveness. Their activities have included: traveling to Lincoln to meet with the State Legislature and the Nebraska Liquor Control Commission; actively participating in panhandle-wide Youth Leadership Days; volunteering with the After School Program one night a week at the elementary schools in Scottsbluff; developing monthly PSAs on underage alcohol prevention; and, participating in a Law Enforcement Training on Underage Party Dispersal.

Please [register here](#) for the Recognition Dinner so that you can meet these amazing individuals and celebrate their efforts to keep their communities healthy and safe! You can also register by calling the Project Extra Mile office at **402-963-9047**.

MILES TO GO: The Punishment Should Fit the Crime

PEM advocates for stronger penalties



On September 17, Project Extra Mile urged the Liquor Control Commission to strengthen the penalty guidelines that the LCC uses for certain violations of Nebraska's liquor laws.

Two specific elements for which PEM advocated were: 1) Generally, the LCC should consider doubling the days of suspension for sales to minor, disturbances and sales to intoxicated since there's a buy-out option that

allows business to pay a fine instead of suspending alcohol sales; and 2) When a violation contributes to serious injury or death in the community, the guidelines should recommend cancellation/revocation.

Deterring future violations - and their harmful and sometimes deadly

consequences - requires that [penalties be swift, strong, and certain](#). In that case, the business plead guilty to selling alcohol to minors that ultimately contributed to the death of George Gervase. Despite this guilty plea, the business was given the minimum penalty in accordance with the penalty guidelines -- 5 days of suspension that can be paid off as a \$250 fine in this case. It's hard to argue that a \$250 fine is going to strike fear into the hearts of other alcohol retailers and convince them they need to do more to deter sales to minors.

PEM also expressed a willingness to work with the LCC to get statutory authority to allow emergency suspensions in the case of serious injury or death.

Calling Young Leaders: Announcing PEM's Youth Group

Improve the health and safety in your community by taking action against underage drinking and promoting positive changes!

As a member of the group, you will have an opportunity to:

- Have fun!
- Work with other young leaders who want to make a difference in the community.
- Engage key decision makers at all levels.
- Participate in news conferences & other media events.
- Increase awareness in community through presentations and/or campaigns.

See the graphic below for details and contact information.

The graphic features a blue background with a white curved shape at the bottom. At the top, it says "JOIN PROJECT EXTRA MILE'S" in a small, grey font. Below this is a horizontal line of blue dots. The words "YOUTH GROUP" are written in large, bold, blue capital letters. Underneath, the text "Have fun while taking action against underage drinking!" is centered in a white font. Further down, the "WEST LOCATION: NATIONAL SAFETY COUNCIL" is listed with its address and date. The "EAST LOCATION: OMAR BUILDING" is listed with its address and date. At the bottom, contact information for Katy Kitrell is provided.

JOIN PROJECT EXTRA MILE'S

YOUTH GROUP

Have fun while taking
action against underage
drinking!

WEST LOCATION: NATIONAL SAFETY COUNCIL
11620 M CIRCLE, OMAHA, NE, 68137 | EAST ENTRANCE
OCTOBER 16, 2019 | 6 PM

EAST LOCATION: OMAR BUILDING
4383 NICHOLAS STREET, OMAHA, NE, 68131 | EAST ROOM
OCTOBER 17, 2019 | 6 PM

Questions? Contact Katy Kitrell, Youth Coordinator
katy@projectextramile.org | (402) 963-9047

Helping to Break the Cycle of Child Maltreatment

Another benefit of increasing alcohol taxes in Nebraska

Child maltreatment is one of our most tragic social problems, with [lifelong impacts](#) on victims' health and well-being.

Maltreatment continues to be a serious problem in Nebraska, with the number of children in the state requiring an investigation or alternative response for maltreatment increasing 18.9% from 2016 to 2017 (the last year of available data) - according to [the U.S. Office on Child Abuse and Neglect](#).

Alcohol use is a factor in about 40% of all maltreatment cases. Again, Nebraska is no exception: in 2017 there 477 cases of child maltreatment where excessive alcohol consumption was deemed to be a risk factor (a number that is [very likely under-reported](#)).

Fortunately, there are a number of public policies which can help prevent and reduce this problem. One such policy (which has also been shown to reduce a number of other public health and social problems) is **increasing state alcohol taxes**.



This was confirmed by a [recent analysis](#) by Michael McLaughlin of the Business School at Washington University in St. Louis. Dr. McLaughlin is a licensed CPA, professor of accounting, and an expert in the interrelationship of child maltreatment and economic issues. He carefully examined how changes in state-level alcohol tax rates affected state-level rates of child abuse and neglect maltreatment, and found that **states with increases in alcohol tax rates had lower rates of child maltreatment**.

His conclusion:

Taken as a whole, the findings suggest that alcohol taxes could be used as a policy tool for reducing child abuse and neglect. The fact that alcohol tax increases yield a number of additional benefits (e.g., reduced drunk driving) makes increasing alcohol taxes a particularly attractive lever for improving social welfare.

The evidence grows that increases in Nebraska's state alcohol taxes are in the best interest of its citizens.

NEWS BRIEFS

Alcohol in parks

The [Scottsbluff Star Herald reported](#) that Senator Dan Hughes and other members of the Legislature's Natural Resources Committee held a public listening session in Scottsbluff on September 18 regarding the operation of the Nebraska Game and Parks Commission. Sen. Hughes has introduced a resolution (LR 143), which calls for an interim study of the Game and Parks Commission under the jurisdiction of the Natural Resources Committee of the

Legislature. Included in that discussion:

*Another issue is management of state parks, in particular Lake McConaughy, the second largest tourist attraction in the state. With an influx of visitors, **problems such alcohol, drugs and violence have led to dangerous situations for local law enforcement.** (emphasis added)*

The relationship between the public consumption of alcohol and violence (and other public health and public safety problems) is pretty clear, and the reason why many jurisdictions across the U.S. either ban or severely restrict alcohol consumption in parks. Public parks are intended to be family-friendly recreational areas, and open to all ages. Limits on alcohol consumption assist in that mission.

Such restrictions, however, don't sit well with business interests who profit from alcohol sales - and the lobby groups that they fund. They want to see even more drinking in more places and give the misleading example that of people having a single glass of wine at a quiet picnic (as if that's the typical example of alcohol consumption in a park.)

Let's be clear about what happens when we promote alcohol and loosen restrictions on the places and times of alcohol sales and consumption. We put the lives of law enforcement officers, emergency medical personnel, and all of our citizens at greater risk.

A representative from the Nebraska Game and Parks Commission will be speaking at the Project Extra Mile coalition meeting on November 13th. Be sure to join us then as we address this important issue.



Alcohol use linked to more types of cancer

Alcohol consumption has already been linked to several forms of cancer, including [cancers of the breast, head and neck, liver, stomach, and colorectum](#). In fact, for some of these cancers, [risk begins at just one drink a day](#). It's for this reason that many cancer prevention organizations have been clearer about their alcohol consumption recommendations, counseling to avoid alcohol altogether for purposes of cancer prevention, rather than just limit consumption.

Ongoing research suggests that the risk may not end there, with alcohol use implicated in the development of other cancer sites:

Skin cancer. The Continuous Update Project from the World Cancer Research Foundation / American Institute for Cancer Research looking at [Diet, Nutrition, Physical Activity and Skin Cancer](#) finds evidence that

"consuming alcoholic drinks might increase the risk of malignant melanoma and basal cell carcinoma." This is in concordance with other studies found in [the British Journal of Dermatology](#), [the European Journal of Nutrition](#), and other peer-reviewed sources.

Pancreatic cancer. [An analysis within the European Prospective Investigation into Cancer and Nutrition \(EPIC\) study](#), looking at 1,238 people with pancreatic cancer (compared with 476,106 cancer-free participants) over 14 years found that baseline and lifetime alcohol intakes were positively associated with pancreatic cancer risk - mainly driven by heavier consumption.

Prostate cancer. A Canadian population-based study found that men who consumed more than 2 drinks a day following prostate diagnosis were more likely to die from prostate cancer than non-drinking men with the same diagnosis. [Another study](#) found that early-life alcohol intake (rather than current drinking) was a potential risk factor for high-grade prostate cancer.

While this research is developing, it strongly suggests that alcohol may be an even bigger risk factor for cancer incidence and death than currently understood. That makes it even more clear that we need to be working to reduce alcohol consumption at the population level in order to reduce our overall cancer burden. As [the American Society of Clinical Oncology \(ASCO\) has reported](#), this is best accomplished by effective public health policies.

**For cancer prevention,
AICR recommends
not drinking alcohol.**

If you do drink alcohol, limit to
2 standard drinks for men, and 1 for women.

12 fl oz of regular beer	=	8-9 fl oz of malt liquor (shown in a 12 oz glass)	=	5 fl oz of table wine	=	1.5 fl oz shot of 80-proof spirits ("hard liquor"— whiskey, gin, rum, vodka, tequila, etc.)
						
about 5% alcohol		about 7% alcohol		about 12% alcohol		about 40% alcohol

Source: National Institute on Alcohol Abuse and Alcoholism



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