

The Extra Mile

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

Training to T.R.A.C.E.

Source investigations are a powerful tool to reduce underage drinking



The flyer is titled "LAW ENFORCEMENT TRAINING" in large, bold, blue letters. It features a photograph of a highway at night with a green light reflecting on the road. The text is arranged in a clear, organized manner, with a yellow background for the registration information and a white background for the training details. The Project Extra Mile logo is at the bottom left.

Registration Ends 9/14/2018

Registration is available by [clicking here](#) or by calling 402-963-9047

LAW ENFORCEMENT TRAINING

Join Project Extra Mile, in conjunction with the Nebraska Highway Safety Office, for a training on **Source Investigations** as they pertain to underage drinking enforcement. Trainings will be held as follows:

<u>Eastern Nebraska</u>	<u>Central/Western Nebraska</u>
Tuesday, September 18, 2018 National Safety Council, Nebraska 11620 M Circle, Room 101 Omaha, NE 68137	Wednesday, September 19, 2018 Broken Bow Public Library 626 S D Street Broken Bow, NE 68822
<i>Training 9:00am - Noon</i>	<i>Training 1:00pm - 4:00pm Hosted by the Broken Bow Police Dept.</i>

projectextramile
PREVENTING ALCOHOL-RELATED HARM

Alcohol remains the leading underage substance problem in our communities. The recent news account [of an intoxicated shirtless, shoeless teen fleeing law enforcement](#) in Lincoln and other incidents of underage drinking should elicit the question: How did youth under the legal drinking age obtain the alcohol? Was it sold to them, or given to them? Adults need to be held accountable for their decision to break the law by providing alcohol to minors.

Determining the answer to those questions is the purview of law enforcement professionals who conduct **source investigations**. These operations can work effectively to reduce alcohol-related crime, injuries, and deaths in our communities. The National Liquor Law Enforcement Association (NLLEA) provides an overview [here](#) - including a checklist of steps to establish a source investigation program (SIP), the steps to conduct a SIP, the responsibilities of the investigating agent, and plenty of template documents and additional resources.

A Nebraska-based example of how these programs can work, and work effectively,

is the Targeting Responsibility for Alcohol-Connected Emergencies (TRACE) program in Sarpy County, under the leadership of Sheriff Jeff Davis.

Law enforcement representatives, prosecutors and community coalition members have an opportunity to learn about this investigative protocol and its benefits at trainings in Omaha on Tuesday, 9/18 or in Broken Bow on Wednesday, 9/19. We are pleased that Sheriff Jeff Davis will be our trainer.

Training topics in both locations will include:

- Overview of underage drinking trends in Nebraska
- Overview of source investigations and barriers to implementation
- T.R.A.C.E. case study in Sarpy County
- Legal overview of underage drinking laws
- Building community support for enforcement efforts

Register online: <http://www.projectextramile.org/enforcement/2018-law-enforcement-training-registration>

Register by phone: **402-963-9047**

Registration deadline is **September 14**.

Project Extra Mile is grateful for the generous support of the Nebraska Department of Transportation - Highway Safety Office for this training.

Setting the Record Straight on Alcohol Taxes

First in a series looking at myths perpetuated by alcohol tax opponents

Over the next few months, we will be addressing arguments advanced by the alcohol industry and their allies to forestall alcohol tax increases. As we'll see, these arguments don't hold water.

This month, we'll examine this claim:

Alcohol taxes aren't effective because the real problem is "alcoholics," and changing the price of alcohol will have no effect on them.

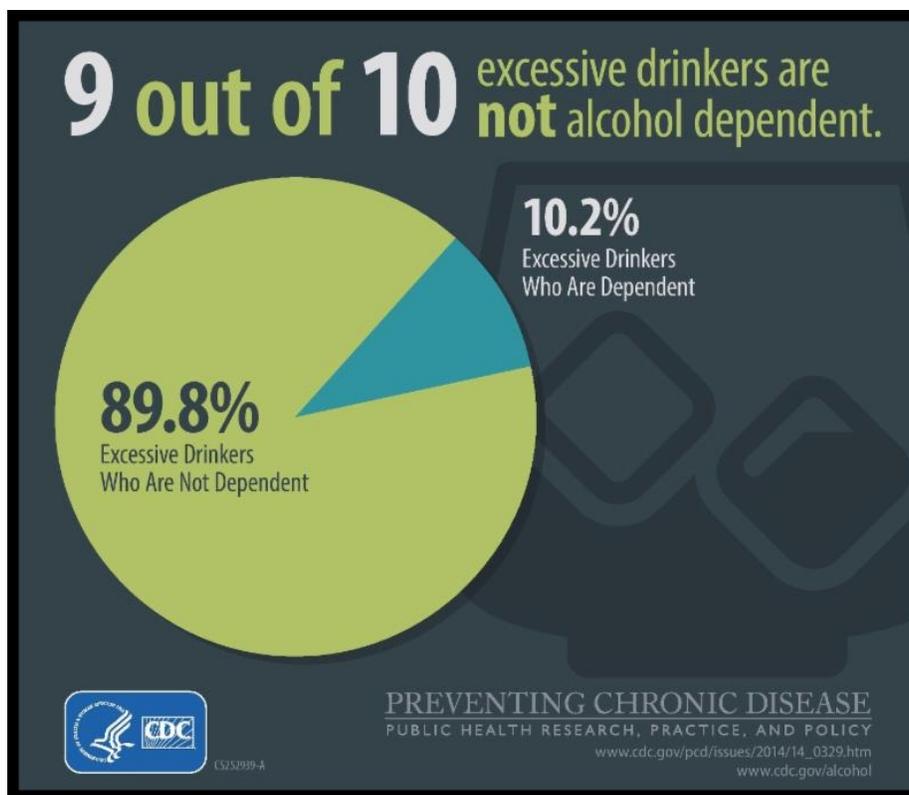
That notion is convenient for the alcohol industry, since it places the burden on individuals and allows them to pursue their profit-maximizing business strategies unimpeded. (The industry likes to point to "problem" drinkers or "alcohol abuse" without acknowledging that their profits depend on excessive drinking.) But the argument does not hold up to scrutiny, for the following reasons:

1. Most excessive drinkers are not alcohol dependent

[CDC research](#) has found that nearly nine out of ten Americans who drink too much are not alcohol dependent. In fact ...

... nearly 1 in 3 adults is an excessive drinker, and most of them binge drink, usually on multiple occasions. In contrast, about 1 in 30 adults is classified as alcohol dependent. The rates of alcohol dependence increase with the amount of alcohol consumed. About 10 percent of binge drinkers are alcohol dependent, while 30 percent of people who binge frequently (10 or more times a month) are alcohol dependent.

Our state's problem with excessive drinking is much bigger than alcohol dependence, and our policies need to reflect that fact.



2. Higher alcohol taxes have been shown to reduce consumption among all excessive drinkers - including heavier drinkers and/or alcohol-dependent drinkers

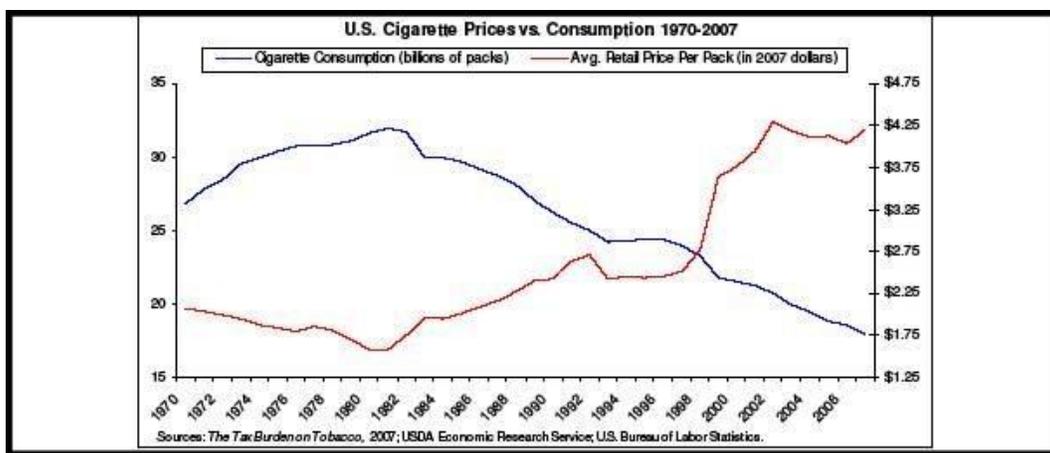
Even if alcohol dependence and its consequences were the only alcohol-related problem we faced, alcohol taxes would still be appropriate. Hundreds of studies, as well as systematic reviews and meta-analyses, have found that increasing the cost of alcohol through higher taxes is one of the best strategies for reducing alcohol-related harms.

Research also shows that price increases affect the drinking behaviors of adult heavier drinkers as well as underage drinkers and overall drinking levels. Here are some key findings:

- "Price/tax also affects heavy drinking significantly ... but the magnitude of effect is smaller than effects on overall drinking." [from [a meta-analysis of 1003 estimates from 112 studies](#)]
- "...given the results of most studies analyzing liver cirrhosis rates, these reductions of adverse health effects would not be limited to injuries and deaths among light and moderate drinkers but would also affect heavy drinkers." [from an [analysis of economic research published by the NIAAA](#)]
- "These results suggest that higher prices for alcohol reduce important dimensions of current alcohol dependence and abuse." [from [econometric study of alcohol tax effects](#)]
- "Price increases reduce the prevalence of drinking, heavy drinking, and bingeing, and appear to reduce the prevalence of dependence and abuse as well." [[assessment of noted economist and public policy expert Philip J. Cook](#)]

3. Take a look at tobacco

It is difficult for any skeptic to deny that the sizable increases in the cost of tobacco products through taxation has been one of the major reasons that [smoking rates have declined in the U.S. so dramatically](#) over the last 30 years. Again, [comprehensive research reviews](#) back this up.



Nicotine is a very addictive drug. In fact, some analyses have determined that nicotine is a more addictive substance than ethanol (alcohol). If price increases have no effect on addictive behaviors, then why have tax increases been such an important part of reducing nicotine addiction (smoking)? Even addictive products like tobacco and alcohol are subject to The First Law of Economics: "if the price of a commodity increase, the quantity demanded by consumers will decline - not because they want it any less, but because they have other wants as well, and limited means."

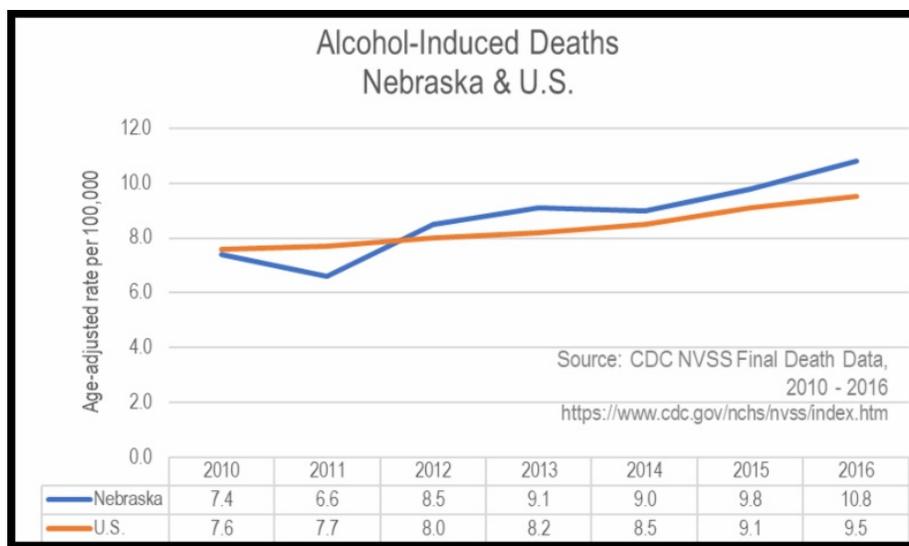
The bottom line? Alcohol tax increases work and are badly needed in Nebraska to put us on a path to a healthier future.

MILES TO GO: Stuck In Reverse: Alcohol-induced deaths continue to rise in Nebraska

As the crisis deepens, health experts call for policy solutions

When looking at mortality due to alcohol consumption, two major categories are **alcohol-induced** deaths and **alcohol-related** deaths. Alcohol-induced deaths are limited to conditions which are 100% attributable to alcohol, like alcoholic cardiomyopathy, alcohol-induced acute pancreatitis, and accidental poisoning by/exposure to alcohol. Alcohol-related deaths include those deaths and adds the many which are partially attributable to alcohol consumption - like those due to violent injury, suicide, unintentional injuries (including car crashes), alcohol-related cancers, tuberculosis, and many others.

The latest mortality data from the CDC indicates that alcohol-induced deaths are continuing to rise in Nebraska, and at a faster rate than the U.S. at-large, as the following chart illustrates:



Data for the broader category of alcohol-related deaths is not available for years after 2010, with the last CDC analysis covering the years 2006-2010. Given the increase in alcohol-induced deaths, it is reasonable to assume that alcohol-related deaths are also on the increase in Nebraska, especially given other trends, like our continuing lack of progress with alcohol-related car crashes.

At the global level, the burden of alcohol-related harm is massive and shows no sign of abating. The Global Burden of Disease (GBD) project is the largest epidemiological study of its kind, utilizing an international consortium of more than 1,000 researchers. Key findings from the GBD 2016 report included:

- Alcohol was responsible for the deaths of 2.8 million people, or 1 in 10 preventable deaths globally. (For comparison, the population of the entire state of Nebraska is just under 2 million.)
- Alcohol use was the leading underlying cause of death, disease and disability for adults aged 15-49.

Notably, the researchers also determined that no level of alcohol consumption improves health, given the impact of even light-to-moderate levels on conditions like cancer, and the uncertainty regarding the supposed benefits of alcohol consumption for cardiovascular health and diabetes.

What is the answer to this global alcohol crisis? *The Lancet* [makes it clear](#):

The most effective and cost-effective means to reduce alcohol-related harms are to reduce affordability through taxation or price regulation, including setting a minimum price per unit (MUP), closely followed by marketing regulation, and restrictions on the physical availability of alcohol ... [these] solutions are straightforward: increasing taxation creates income for hard-pressed health [departments], and reducing the exposure of children and adolescents to alcohol marketing has no downsides ...

NEWS BRIEFS

Nebraska needs 0.05 BAC law

Lincoln Journal Star Letter to the Editor by PEM Executive Director Chris Wagner

On 8/26, the Lincoln Journal Star published a [letter](#) from Chris Wagner. Here is the letter in its entirety, with hyperlinks added for additional context.

The Journal Star published an article ("[Detox program will continue](#)," Aug. 17) detailing an agreement to allow The Bridge to continue to offer detox services in exchange for changes to its discharge policy.

As a result, The Bridge is reportedly evaluating its ability to discharge individuals once their blood-alcohol content (BAC) drops below 0.08 percent -- the legal limit for driving.

This is a troubling development considering the [National Transportation Safety Board](#), the American Medical Association and the [National Academies of the Sciences, Engineering, and Medicine](#) recommend lowering the BAC limit from 0.08 to 0.05 to prevent alcohol-impaired traffic fatalities.

Over the past five years, our state has averaged 70 alcohol-related traffic fatalities each year. Given our abysmal binge drinking (sixth-worst) and self-reported DUI (second-worst) rates, we ought to be empowering organizations like The Bridge to keep impaired drivers off the road.

Commercial drivers in Nebraska are already held to a higher standard of 0.04 BAC. Why do we hold those drivers to a different standard when we all share the same roads? The risk of being involved in a crash rises rapidly after a driver reaches or exceeds 0.05 BAC, and a nationwide shift to 0.05 BAC would save 500 to 800 lives each year.

Nebraska should follow [Utah's lead in adopting a 0.05 BAC law](#), which is in line with the scientific evidence and BAC laws among most industrialized countries around the globe.

Big Alcohol meets Big Marijuana

Recently, there has been an acceleration of large, multinational alcohol firms investing in the cannabis business. The Upstate New York firm Constellation Brands (importer of several Mexican beer brands, including Corona and Modelo, and producer of several brands of wine and liquor) appears to be leading the way with a \$4 billion investment in the [global "medical" cannabis company Canopy](#). Beer giant Molson Coors has also [entered the cannabis-infused beverage business](#), and news broke recently that liquor giant Diageo (the producer of Crown Royal whiskey, Smirnoff vodka, Captain Morgan rum, among many, many other brands) [is also looking for a cannabis "partner."](#)

Initially, many alcohol companies appeared to resist jumping into the marijuana business due to uncertainties regarding regulation and enforcement as well as fears that cannabis use could cut into alcohol consumption. However, those fears have been increasingly abandoned with the promise of profits as more states and countries turn to legalization of recreational cannabis.

It is difficult to predict all of the public health impacts of these new products and marketing strategies, given the difficulty of researching a drug that remains illegal at the federal level as a Schedule 1 controlled substance. One thing is certain, however: these alcohol companies will be giving little if any consideration to the health and societal impacts of their products.

Constellation Brands has a long and troubling history of promoting dangerous products - including the street fortified wine [Richard's Wild Irish Rose](#), high-potency Cisco (a product [explicitly condemned by then-Surgeon General Antonia Novello](#)), and the caffeinated vodka Wide Eye (for which they earned [a complaint from the](#)

[Federal Trade Commission](#)).

Diageo, similarly, is known for its [aggressive advertising](#) and [political interference with evidence-based alcohol policies](#).

How will this trend impact Nebraska? Many elected officials have embraced an alcohol-centered model of economic development pushed by the industry, while doing little or nothing to address the growing harms associated with expanded availability (see "Stuck in Reverse," above). Marijuana has had a different story thus far in Nebraska with [Governor Ricketts declaring marijuana a "dangerous drug."](#) Both the Governor and Attorney General Doug Peterson have been steadfast in fighting recreational marijuana use, to the point of [bringing legal action against Colorado's recreational marijuana laws](#).

Finally, cannabis-related DUIs are very concerning and [difficult to enforce](#). Adding alcohol to the mix in a state that already faces a huge DUI problem would only serve to make that problem worse.

	
<p>Omaha Metro Coalition Meeting</p> <p>Wednesday September 12, 2018 9:00 a.m.</p> <p>For more information: (402) 963-9047 www.projectextramile.org info@projectextramile.org</p> 	<p>We invite you to join us for <i>coffee and conversation</i> as we discuss the newly developed ACTION Guides </p> <p>Easy-to-use, portable and adaptable tools that help communities move research to practice.</p> <p>Thank you for your involvement!</p> <p><i>Jennifer Pollock</i> Jennifer Pollock, Coalition Chair</p> <p>NEW LOCATION MEETING LOCATION: National Safety Council Room 101 11620 M Circle, Omaha NE Use Lower Level, West Entrance</p>



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