



# The Extra Mile

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

## GOING THE DISTANCE: Introducing the Project Extra Mile ACTION Guides

Practical tools for evidence-based community change around reducing alcohol  
harms



### Advocates Committing to Improve Our Neighborhoods

Project Extra Mile has developed ACTION Guides - easy-to-use, portable and adaptable tools that help communities move research to practice. The guides are **available at no cost** to interested community members and organizations working to prevent and reduce alcohol-related harms. They contain current information and statistics for issues that are relevant to alcohol misuse and its harms, as well as strategies for creating change.

Each ACTION Guide includes one PowerPoint presentation, a 1-2 page summary document and a list of supplemental resource materials. Each presentation includes a blank slide where you may add any relevant local data in order to tailor the information to your community's situation. Additionally, Project Extra Mile staff is available and pleased to provide technical assistance at each stage of engagement.

Our goal is that individuals and/or organizations will utilize these guides in order to learn more and raise awareness of the landscape of alcohol use at the state and local levels, and to empower both themselves and others to become advocates for safer communities. ACTION Guides are created in a ready-to-go format and presentations can be quickly tweaked to add relevant local information for any community. We have developed them with ease of use in mind.

In short, ACTION Guides are meant to be a starting point for community members who are willing to go the extra mile in preventing alcohol-related harms in their community.

Available ACTION guides include:

- [Advocacy 101](#). Provides tips for anyone who would like to address an issue by organizing their community, as well as engaging with key decision-makers. It outlines different avenues for advocating, distinguishes advocacy and lobbying, and provides tips for both the seasoned as well as the brand new advocate.
- [Civics 101](#). Provides information on the lawmaking process at the city, county, state and national levels. This ACTION Guide also provides information about how to build effective relationships with policymakers in order to become a go-to resource.
- [Excessive Alcohol Consumption](#). Identifies evidence-based strategies that communities can implement in order to prevent and reduce excessive alcohol consumption and its related harms. This is critical since excessive alcohol consumption is the third leading preventable cause of death in the U.S.
- [Liquor Licensing 101](#). Explains the liquor licensing process in Nebraska at every stage, focusing on how community leaders can get involved locally to keep their neighborhoods safe. The guide also outlines the role of the Nebraska Liquor Control Commission and how concerned citizens can address problems even after a liquor license has been issued.
- [Underage Drinking](#). This guide offers important information about the state of underage drinking in Nebraska, why it warrants community involvement and what strategies can be undertaken to ensure that this harmful behavior is reduced and even eliminated.

To obtain an ACTION Guide, click [here](#) and fill out the form at the bottom of the page.

For answers to further questions, feel free also to contact Project Extra Mile at [info@projectextramile.org](mailto:info@projectextramile.org) or (402) 963-9047.

## MILES TO GO: NHTSA: Alcohol-Related Crashes in Nebraska Increased by 12%

### Following the evidence to an effective solution

Nebraska continues to struggle with high rates of alcohol-impaired driving, and the associated injuries, disability, and death. According to statistics from the National Highway Traffic Safety Administration (NHTSA), Nebraska's percentage of traffic fatalities where the driver was legally alcohol impaired [increased 12%](#) from 2015 to 2016.

Furthermore, almost daily stories of alcohol-related crashes around the state remind us of the tremendous human cost that this visits on our families and communities. This is in addition to the massive economic costs that contribute to our already difficult budget situation.

As with a lot of other difficult public health problems, there is no single factor that explains it all. Similarly, there is no "silver bullet" solution which will make this problem go away overnight.

Despite this, thorough evidence points to the value of evidence-based alcohol policies in making progress around this problem. A [national analysis](#) comparing state alcohol policies in relationship to alcohol motor vehicle deaths found that stronger state alcohol policies can reduce fatal alcohol-related crashes, even those where the driver is under the legal 0.08 BAC limit.

Of these alcohol policies, one, in particular, stands out as a powerful part of a comprehensive solution to get real traction on this issue.

**Increasing alcohol taxes** has been recommended as an effective public health and public safety intervention by leading scientific organizations, including the [National Academies of Science, Engineering, and Medicine](#); the [Community Preventive Services Task Force](#); the [American Medical Association](#); the [American Public Health Association](#); the [American Society of Clinical Oncology](#); the [Trust for America's Health](#); and, the [World Health Organization](#).

They support this measure because of the large body of research (including [hundreds of peer-reviewed studies](#)) which have found that increasing the price of alcohol through taxation is effective at reducing harmful drinking and its consequences - including motor vehicle crash fatalities, violence, crime, other drug use, sexually transmitted infection rates, and overall alcohol-related death and hospitalization.

Specifically, regarding reducing alcohol-related motor vehicle crashes, the recent landmark National Academies' report [Getting to Zero Alcohol-Impaired Driving Fatalities: A Comprehensive Approach to a Persistent Problem](#) explicitly states that:

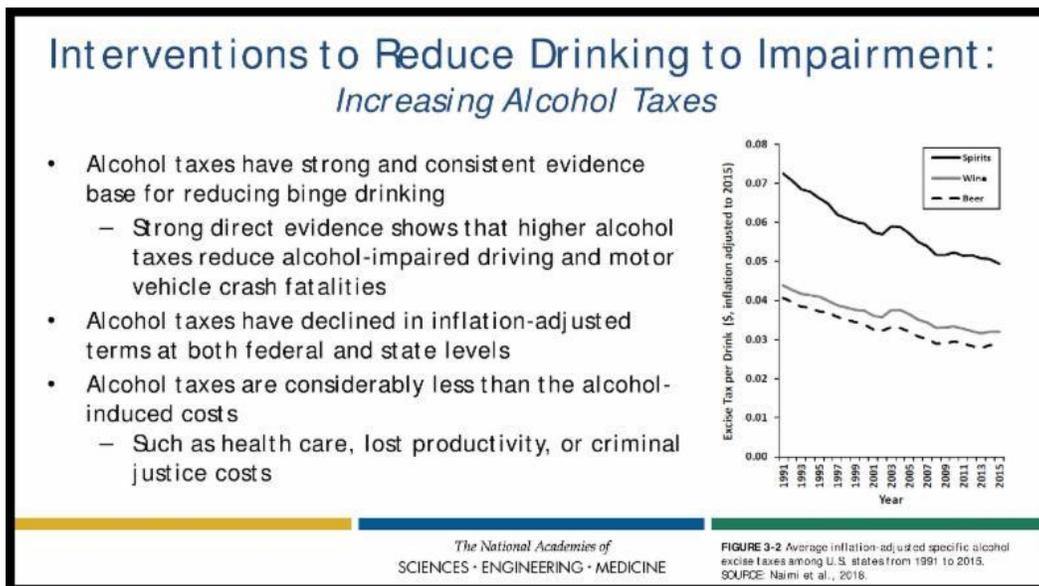
Alcohol taxes have perhaps the strongest and most consistent evidence base of any U.S. policy for reducing excessive drinking and related harms, and there is also **strong evidence that higher alcohol taxes reduce alcohol-impaired driving and motor vehicle crash fatalities** (Elder et al., 2010; Wagenaar et al., 2009, 2010) [emphasis added]

Peer-reviewed studies evaluating recent alcohol tax increases at the state level back this up.

**Maryland.** In 2011, the sales tax on alcohol in Maryland alcohol sales increased from 6% to 9%. Statistical analysis of Maryland police crash reports found this increase led to "a significant reduction in the rate of all alcohol-positive drivers involved in injury crashes especially among drivers aged 15-34 years."

**Illinois.** Fatal alcohol-related motor vehicle crashes declined 9.9 per month after the tax increase, a 26% reduction following a 2009 state alcohol excise tax increase in Illinois. The effects were similar for higher (greater than 0.15) and (less than 0.15) BACs. There was a greater effect on younger (under 30) drivers.

Given the overwhelming burden of this problem in our state and the powerful research backing up the effectiveness of alcohol tax increases and the benefits of increased revenues, the time is right to start talking about how increasing taxes can keep Nebraskans safer.



## NEWS BRIEFS

### REGISTER NOW: 2018 Law Enforcement Training

In partnership with the Nebraska Department of Transportation - Highway Safety Office, Project Extra Mile is coordinating two Law Enforcement Trainings, which will be held in both the Omaha area and in Broken Bow. The trainings will focus on preventing and reducing alcohol-related harms through Source Investigations. As the [National Liquor Law Enforcement Association \(NLLEA\) explains](#), Source Investigations can be effective operations conducted by law enforcement agencies to reduce alcohol-related injuries and/or deaths.

Training topics in both areas 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

The trainer for these events will be **Sarpy County Sheriff Jeff Davis**. Sheriff Davis is a dedicated public safety officer with over 35 years of service. As we noted in our June newsletter, he has also been honored with the Outstanding Education and Awareness Award from Mothers Against Drunk Driving (MADD) Nebraska.

Law enforcement representatives, prosecutors and community coalition members are encouraged to attend.

You can register for the training [here](#), or by calling **402-963-9047**. Deadline for registration is **September 14**.

Be sure to take advantage of this opportunity!

## 39 Omaha Area Businesses Cited for Selling Alcohol to Minors

### Number of citations doubles since May 2018

In an effort to crack down on the availability of alcohol to minors, Omaha metro area law enforcement officers conducted compliance checks over two summer months resulting in 39 (10%) of the 391 retail outlets checked in Douglas and Sarpy Counties being cited for selling alcohol to a minor. A summary sheet of the compliance check results and a full list of businesses checked can be found by clicking [here](#).

The percentage of sales increased substantially from 6% during operations in February and May of 2018 to 10% during July and August. Prior to this summer, 30 businesses were cited for selling alcohol to minors during checks. Over the past two months, that number more than doubled to 69 total.

"We don't like to see any sales to minors, but we're particularly concerned with the number of sales doubling over the summer months -- a time when youth access to alcohol typically increases as they have more time to hang out with their friends and less school commitments," said Sgt. Tim Owens with the Douglas County Sheriff's Office. "The fact that 10% of businesses sold tells us that this needs to be a continued priority for local law enforcement."

5 repeat violators were cited for selling alcohol to minors:

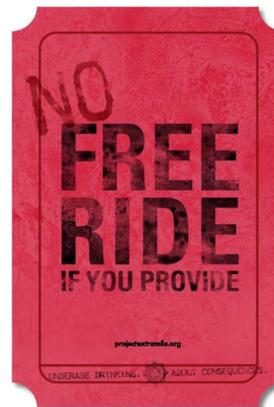
**Brickway Brewing & Distilling, 1116 Jackson Street, Omaha (6/15);  
Farmhouse Cafe & Delicatessen, 3461 S 84 Street, Omaha (12/11);  
Hy-Vee Gas, 4719 S 96 Street, Omaha (4/17);  
Korea King T.K.V., 4719 S 96 Street, Omaha (3/16);  
Omaha Marriott Hotel, 10220 Regency Circle, Omaha (5/08).**

Brickway Brewing & Distilling, Hy-Vee Gas and Korea King T.K.V. had a sale to minor that falls within the 4-year look back period used by the Nebraska Liquor Control Commission (LCC) to enhance penalties. If found guilty by the LCC, Brickway Brewing & Distilling could face two days of mandatory closure (no alcohol sales would be allowed) and an additional 20 days of suspension that could be paid off at \$100 per day. Similarly, Hy-Vee Gas could face two days of mandatory closure and 40 days of suspension while Korea King T.K.V. could face two days of mandatory closure and 30 days of suspension according to the LCC's penalty guidelines. Other businesses cited during the compliance checks would be facing their first sale to a minor violation, which could carry a 10- to 20-day suspension that could be paid off as a fine at \$50 per day.

41 officers from the Douglas County Sheriff's Office, La Vista Police Department, Nebraska State Patrol, and Omaha Police Department participated in the four-day, enhanced underage drinking enforcement effort.

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.*



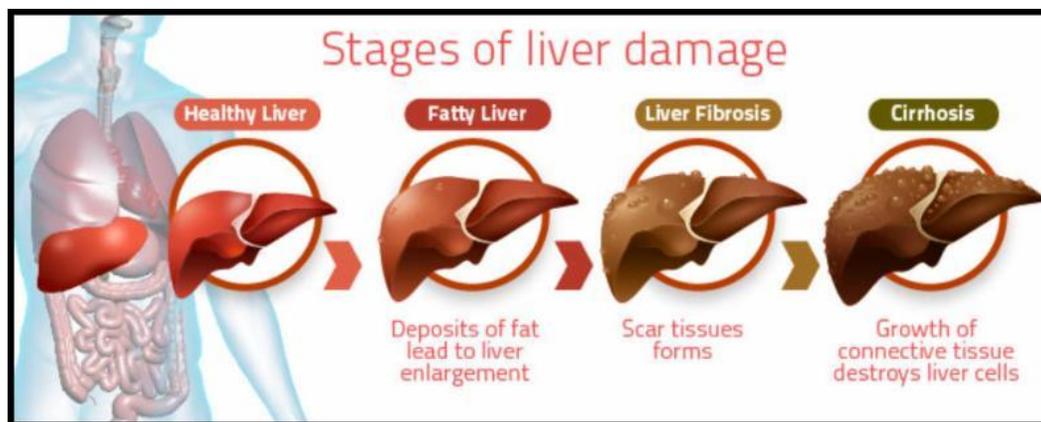
## Rising rates of liver disease are reason for concern

Liver disease doesn't always get the news coverage that other health problems - like cancer and heart disease - receive, but it remains a major cause of death in the U.S. It is also a debilitating and painful experience - as anyone with a family member or friend who has struggled with this condition can attest.

That's what makes recent news reports about increases in alcohol-related liver disease so concerning. From [Newsweek](#):

The U.S. saw a 65 percent increase in deaths from cirrhosis—a chronic liver disease typically caused by alcohol-use disorder—between 1999 and 2016. In a surprising trend, the mortality rate disproportionately affected young people. Adults ages 25 to 34 experienced the greatest climb in fatal cirrhosis cases in what researchers call an adverse outcome of rising alcoholism.

Furthermore, [increases in alcohol consumption among women](#) - and the fact that female drinking is starting earlier - are doubly troubling, since [women are more susceptible than men to the toxic effects of alcohol on the liver](#) and thus have an increased prevalence of acute liver failure.



What can we do in our communities to reverse this trend? We can implement the same evidence-based [alcohol policy best buys](#) which can limit alcohol-impaired driving, alcohol cancer, and other alcohol-related harms. These include increasing alcohol taxes, reducing the availability of retail alcohol, and restricting alcohol advertising and marketing - as well as other policies identified by [the Community Prevention Services Task Force](#).





## Omaha Metro Coalition Meeting

Wednesday  
**September 12, 2018**  
9:00 a.m.

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




We invite you to join us for  
*coffee and conversation*  
as we discuss the newly developed

## ACTION Guides



Easy-to-use, portable and adaptable tools that help communities move research to practice.

**Thank you for your involvement!**

*Jennifer Pollock*  
Jennifer Pollock, Coalition Chair

NEW  
LOCATION

**MEETING LOCATION:**  
National Safety Council  
Room 101  
11620 M Circle, Omaha NE  
Use Lower Level, West Entrance



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

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