

Our Successes

POLICY INITIATIVES

ENFORCEMENT COLLABORATIONS

MEDIA ADVOCACY

EDUCATION & AWARENESS

YOUTH INVOLVEMENT

Some call it environmental prevention; others would say it's simply changing the landscape of the communities in which we live. We create a safer world for our kids by challenging adult behavior and societal norms surrounding underage drinking. Underage drinking is not merely illegal and unhealthy, it's unacceptable.



Project Extra Mile Youth Group members gathered for a student-run news conference regarding Alcopops in Nebraska.

POLICY INITIATIVES

Dram Shop and Social Host Liability, creating civil recovery for providing alcohol to minors.

Improved 911 communication protocol, elevating underage drinking party calls.

Addition of consumption language to minor in possession statute.

Eliminated the buy out of penalties for retailers selling alcohol to minors.

Worked to get tougher penalties for alcohol outlets in Nebraska that repeatedly sell alcohol to minors.

Collaborated with law enforcement to significantly reduce the non-compliant rate in Omaha, from 41% selling to minors to a current rate of 10%.

Helped end BYOB practices for city property in Fremont.

Project Extra Mile
Underage Drinking Prevention Project

projectextramile.org

ENFORCEMENT

Over the past 12 years, Project Extra Mile has worked with law enforcement to coordinate over 9,000 alcohol compliance checks statewide, resulting in an average 15% non-compliant rate.

Since 2006, over 200 law enforcement officers have been trained on enforcing underage drinking laws through statewide law enforcement training coordinated by Project Extra Mile in collaboration with the Nebraska Office of Highway Safety and the Office of Juvenile Justice and Delinquency Prevention.

Executive Director of the Nebraska Liquor Control Commission, Hobert Rupe, addressing law enforcement officials during a training in La Vista.



YOUTH INVOLVEMENT

Conduct Youth Leadership Trainings since 1999, with approximately 45 youth attending each year.

Facilitate a Youth Legislative Day each year with an average of 50 students who attend and meet their state senator one-on-one to share their concerns on underage drinking.

In the last 12 years, over 500 youth have joined our youth movement through monthly youth group meetings where they learned how to lead their communities on preventing underage drinking.

EDUCATION & AWARENESS

Designed two awareness campaigns: One geared toward youth: **we want you back**. If You're Under 21, Don't Drink and Never Ride with a Drinking Driver. The other campaign focuses on adults: *No Free Ride if You Provide. Underage Drinking. Adult Consequences.*

Disseminated over 92,000 pieces of awareness materials since 2007 to compliment policy and enforcement efforts.

In 2008, gained over 750 media exposures on the issue of preventing underage drinking, an important component when changing community norms.

Provided technical assistance to countless community groups helping them organize an effective underage drinking prevention effort.

Establishing a network of community advocates to collectively address statewide issues on underage drinking.

In two years, provided technical assistance and presented information on Project Extra Mile's work in California, Florida, Idaho, Iowa, New York, Ohio, Tennessee, Texas, Vermont, Washington DC, Wisconsin and Wyoming.

In the last two years, campaign materials were sent to a total of 16 states: Alabama, California, Colorado, Illinois, Iowa, Kentucky, Maine, Massachusetts, Montana, New Jersey, New Mexico, New York, South Carolina, Wisconsin and Wyoming.

ADDITIONAL NOTABLES

Monitor the Liquor Control Commission hearings monthly to track sale to minor violation penalties, among other alcohol issues, and share the information with communities across the state.

Monitor sale to a minor violations of alcohol retail businesses to ensure protection of the state's public health and safety.

Send law enforcement prom and graduation dates to heighten enforcement efforts around underage drinking laws.

Design educational materials on the liquor licensing process to encourage more citizens to be an active part of their community's surroundings.

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11606 Nicholas Street
Omaha, NE 68154

phone -402-963-9047

fax -402-963-0015

info@projectextramile.org