



## The Extra Mile

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

### Two Bills Seek to Prevent Underage Drinking and Excessive Alcohol Consumption

*Another could stifle neighborhood engagement in the licensing process*

The 60-day session of the 108th Legislature began on January 3, featuring a pair of alcohol-focused bills that aim to prevent excessive alcohol consumption and its harms among all Nebraskans.

First, [LB836](#) would prohibit off-premise liquor license holders from displaying alcoholic products immediately next to non-alcoholic products containing the same or similar brand name, logo, or packaging. The bill had a hearing on Monday, January 22nd with three individuals testifying in support (including Project Extra Mile), three online comments supporting the bill, and one online comment in opposition. The proposal is a simple, commonsense measure to prevent alcohol-related harms among youth. [Research has shown](#) brands utilizing more youth-appealing content are more likely to be consumed by youth. During the January Youth Leadership Network meeting, youth shared their experiences accidentally picking up alcoholic products rather than the non-alcoholic Mountain Dew and Monster products that they intended. Only after taking a closer look at the cans did they realize they had grabbed products that contain alcohol.



Second, [LB875](#) would prohibit the sale of alcoholic products for off-premise consumption in original packaging at a price less than the wholesale cost. By preventing cheap alcohol

from being sold across the state, LB 875 will help prevent excessive alcohol consumption and its many community harms and individual tragedies. However, if a pending amendment to the bill by its introducing senator is adopted, the bill would essentially be gutted in that the restriction would apply only to the first 6 months following payment for the alcohol.

According to Centers for Disease Control and Prevention data, Nebraska experienced an average 720 alcohol-attributable deaths per year between 2015 and 2019 ([CDC ARDI, 2022](#)). Excessive alcohol consumption also cost Nebraskans \$1.16 billion in 2010, with \$491 million paid for by taxpayers ([Sacks et al., 2015](#)) while underage drinking alone cost \$324.5 million in 2013 (PIRE, 2015).

[After Scotland implemented a minimum price](#), they saw prices rise by an average 5% which led to an 11% average decrease in alcohol units purchased by adults per week. [Another study](#) showed a 13.4% reduction in deaths and 4.1% reduction in hospitalizations due to minimum pricing. According to the CDC, establishing minimum pricing policies to make small price increases to the cheapest alcohol products could reduce how much alcohol people drink and save lives. The bill has been set for a hearing before the General Affairs Committee on Monday, February 5.

Finally, [LB1276](#) would allow cities of the second class to skip holding a city council hearing on a liquor license application, and instead allow the Liquor Control Commission to immediately take up the matter and decide on the fate of a liquor license application if there is known opposition to that license prior to the purchase of land or renovation to a property that will feature the sale of alcohol. It appears the bill's focus is on protecting investors and business owners and not the fact that it could inhibit the community's ability to participate in the licensing process and deprive them of the ability to weigh in with their local governing body. This does not change the ability to protest directly at the LCC, but it could make it more difficult for protestors to partake in a hearing since the LCC is in Lincoln. This bill will also be heard before the General Affairs committee on Monday, February 5.

A number of bills from 2023 still have the possibility to move from the committee for full debate. For more information about legislative proposals that would impact public health and safety, please visit our [website](#).

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## Join Us at the First Annual Highway Safety Conference!

*Limited spots available, register soon!*

The Nebraska Department of Transportation-Highway Safety Office is hosting the first annual **Highway Safety Conference on February 27-28, 2024**. The conference is free for all attendees and will take place at the Younes Conference Center South in Kearney, Nebraska. Topics include grant writing, impaired driving, engaging community members, teen driver safety, child safety seats and seatbelts, and much more. Registration and additional information can be found [here](#).



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## Registration is Now Open for the 2024 Law Enforcement Training!

*Registration closes on March 6th!*



## Law Enforcement Training

### Controlled Underage Party Dispersal

All law enforcement agencies are invited to participate in the **FREE 2024 Law Enforcement Training** focused on **controlled underage party dispersal**. The training is scheduled for **Wednesday, March 20th at the Omaha Police Department's Training Academy**. This training will feature both classroom and experiential learning that will help officers with how to best respond to underage parties in order to keep youth and the community safe while holding adults and youth accountable for a behavior that can ruin lives. For more information and to register, please visit [our website](#). Registration is limited to the first 40 participants so act quickly to secure your spot! If you have any questions, please reach out to Liene Topko at [liene@projectextramile.org](mailto:liene@projectextramile.org) or by calling our office at (402) 963-9047.

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### Research Brief: Sales to Intoxicated Research Shows Need for Mandatory Training to Keep Communities Safe

A [new study](#) was published examining sales to apparently intoxicated persons in three states (California, New Mexico, and Washington) and comparing them to training requirements and impaired driving outcomes. Researchers found that pseudo-intoxicated patrons (PP) were served during 56.5% of the 356 total visits. They concluded that sales were less prevalent in New Mexico (47.9%) and Washington (49.6%) than in California (72.0%), indicating a need for well-established responsible beverage service training to ensure servers and bartenders know the signs of intoxication and can safely cut patrons off. This is already being done in some Nebraska communities (Lincoln, Kearney, North Platte), and has consistently been supported by the Nebraska Liquor Control Commission in its [annual legislative letter](#).

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### News Brief: Citizens are Invited to Provide Feedback on Labeling and Advertising of Alcoholic Products



The Alcohol and Tobacco Tax and Trade Bureau (TTB) has announced a virtual listening session regarding labeling of alcoholic products to include per-serving alcohol and nutritional information, major food allergens, and/or ingredients. These sessions are intended to engage the public to provide input to inform future rulemaking. Two dates have been provided for the sessions:

- February 28, 2024 at 9:00 a.m. – 1:00 p.m. Central Standard Time
- February 29, 2024 at 12:00 p.m. – 4:00 p.m. Central Standard Time

[According to consumer groups](#), having nutritional information on alcoholic products is an important step towards ensuring that consumers know how many standard drinks they are consuming, and that alcohol is a carcinogen so that they can make better decisions for their health. A recent study found that 65.1% of American support warning labels on products and 63.9% support drinking guidelines being added to alcoholic products. Those interested in participating in the listening sessions are invited to [register here](#).

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### Coalition Member Spotlight - Jayna Schaaf

Jayna Schaaf is the executive director of [Community](#)

[Connections](#) in North Platte, NE. She's been part of the organization for 25 years with a focus on substance abuse prevention, youth development, and helping families. Her work has been supported by data and science to positively impact the health and wellbeing of her community. She's been a part of the Project Extra Mile coalition for nearly 15 years because "PEM guides work on alcohol not based on profit, but data needs and science. We look for this when we do our local work." Jayna has found the coalition helpful in trying to provide information, enhance skills, change consequences, and improve policies that reduce the harms associated with excessive alcohol consumption. Thank you for your partnership and everything you do in Lincoln County, Jayna.



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**Please Join Us!**



CELEBRATING  
**25** YEARS  
1995-2020

**projectextramile**  
PREVENTING ALCOHOL-RELATED HARM

# OMAHA METRO COALITION MEETING

February 14, 2024 @ 9:00 AM



UNO's Community  
Engagement Center  
6400 University Drive South  
Room 209



Please join us as we welcome  
**Sheriff Aaron Hanson**  
to discuss his public safety  
priorities for Douglas County



More Information :  
[www.projectextramile.org](http://www.projectextramile.org)

402-963-9047  
[info@projectextramile.org](mailto:info@projectextramile.org)

**PROJECT EXTRA MILE  
2024 COALITION  
MEETINGS**

JANUARY 17TH  
FEBRUARY 14TH  
MARCH 13TH  
APRIL 10TH  
MAY 8TH  
JUNE 12TH  
NO MEETING IN JULY  
AUGUST 14TH  
SEPTEMBER 11TH  
OCTOBER 9TH  
NOVEMBER 13TH  
DECEMBER 11TH

**LOOKING FORWARD TO CONNECTING WITH YOU IN 2024**



MEETINGS HELD AT  
UNO'S COMMUNITY ENGAGEMENT CENTER  
6400 UNIVERSITY DRIVE SOUTH



Project Extra Mile | 6001 Dodge Street, CEC 228, Omaha, NE 68182-0600

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