



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

OMAHA COALITION MEETING
Wednesday, October 12, 2022
9 a.m.

A G E N D A

- I. Welcome and Introductions
- II. Review of the September 21, 2022 Meeting Minutes
(please contact PEM staff with corrections)
- III. Looking at Alcohol Outlet Density in Omaha
- IV. Focus Area Updates
 - a. Local
 - i. Local Party Bus Complaint
 - b. Policy
 - i. Alcohol at Pinnacle Bank Arena
 - ii. LCC Legislative Letter
 - c. Enforcement
 - i. Law Enforcement Work Group meeting: October 12th at 10:15 a.m.
 - d. Youth
 - i. Leadership Network – Next meeting: October 20th at 7:30 p.m.
 - ii. Leadership Council – Next meeting: October 24th at 7:30 p.m.
 - e. Awareness
 - i. October Research Summary available at www.projectextramile.org
- V. Additional Discussion/Announcements
- VI. Adjournment and Next Meeting Date: **November 9th, 9 a.m.**
UNO's Community Engagement Center, Room 230

IMPORTANT UPCOMING EVENTS

Nebraska Liquor Control Commission Hearings – November 1 & 2, 2022

The mission of Project Extra Mile is to advocate for evidence-based policies
and practices to prevent and reduce alcohol-related harms.

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PROJECT EXTRA MILE
OMAHA METRO AREA
COALITION MEETING MINUTES
September 21, 2022

- I. Call to Order: Chris Wagner called the meeting to order at 9 a.m.
- II. Welcome and Introductions: Welcome and introductions took place. Coalition members in attendance: Palistene Gray-Moore, Sharona Crittenden, Don Hoes, and Jim Timm. Coalition members in attendance via Zoom: Lanette Richards. Staff members: Chris Wagner, Beatha Kliewer, Liene Topko, and Summer Woolsey.
- III. Approval of Minutes: The minutes from the August 10, 2022 meeting were included in the coalition meeting packet. No additions or corrections were made. Chris Wagner briefly summarized the previous meeting for those who were not in attendance and expressed the goal is to have the Nebraska Liquor Control Commission (LCC) present annually to keep the coalition apprised of what the LCC is working on to prevent alcohol-related harms.
- IV. Takeaways from Alcohol Policy 19 Conference: Evidence to Action:
 - a. Liene Topko provided a summary of the AP 19 Advocate Institute which focused on alcohol and it's associated harms and how they relate to issues of health equity and racial justice. Data has shown that while white individuals consume the most alcohol, those in black, Hispanic, and Native populations experience the greatest harms. The Institute provided an opportunity to think critically about the historical impacts of redlining and still existing predatory marketing practices are impacting the community today and what can be done to address this. A key takeaway from the Institute was the need to work with our communities and raise up their voices to achieve positive change and reduce alcohol-related harms.

One of the conference sessions looked specifically at addressing alcohol outlet density and how it's been measured in varying communities. A discussion ensued with coalition members about a mapping project UNMC students created to look at Liquor Control Act violations last year and how this can be built upon.
 - b. Summer Woolsey spoke about a session titled, "Preventing Alcohol Consumption Among Youth" that she attended at the AP19 conference. This session included more information about a study co-authored by Dr. Esser of the CDC which followed 740 parent-child pairs to determine that there is an association between parent alcohol use and adolescent alcohol use.
 - c. Chris Wagner shared that PEM staff took the opportunity of being in Washington DC to meet with representatives with Congressman Bacon and Senator Fischer's offices to let them that PEM is a local expert that they can rely on for information about alcohol policies.

He also shared information on two sessions from the AP 19 Conference. One session focused on housing policies in California that resulted in a greater number of alcohol outlets and black communities in comparison to their white counterparts and how that's negatively impacted those communities.

Another session discussed enforcement operations for alcohol home delivery. North Carolina and Virginia have conducted these operations and found that 45-70% of alcohol deliveries were made to minors.

V. Focus Area Updates

a. Local

- i. Wagner informed the coalition members that the PEM office will be moving on Monday, September 26th to UNO's Community Engagement Center.

b. Policy

- i. Wagner shared PEM's comments to the Nebraska Liquor Control Commission (LCC) from the September 7th meeting. As a result of discussion at August policy workgroup meetings, organizations agreed to share their concerns with the LCC re: underage drinking in the coming months. During September, PEM presented the research behind increased alcohol taxes.

c. Youth

- i. Woolsey provided the coalition a summary of the Youth Leadership Retreat where students had an opportunity to learn about alcohol and the associated harms, how the alcohol industry targets youth, and how youth can be leaders in their community to address these issues. They also had an opportunity to practice their advocacy skills by coming up with a presentation based on the research provided.
 1. Palistene Gray-Moore expressed that she thought it was great that students had "homework" between the two days of the Retreat to keep them engaged in thinking critically about their communities.
- ii. The next Youth Leadership Network meeting will be October 20th at 7:30 PM at UNO's Community Engagement Center.
- iii. The Youth Leadership Council will meet on October 24th at 7:30 PM.

d. Awareness

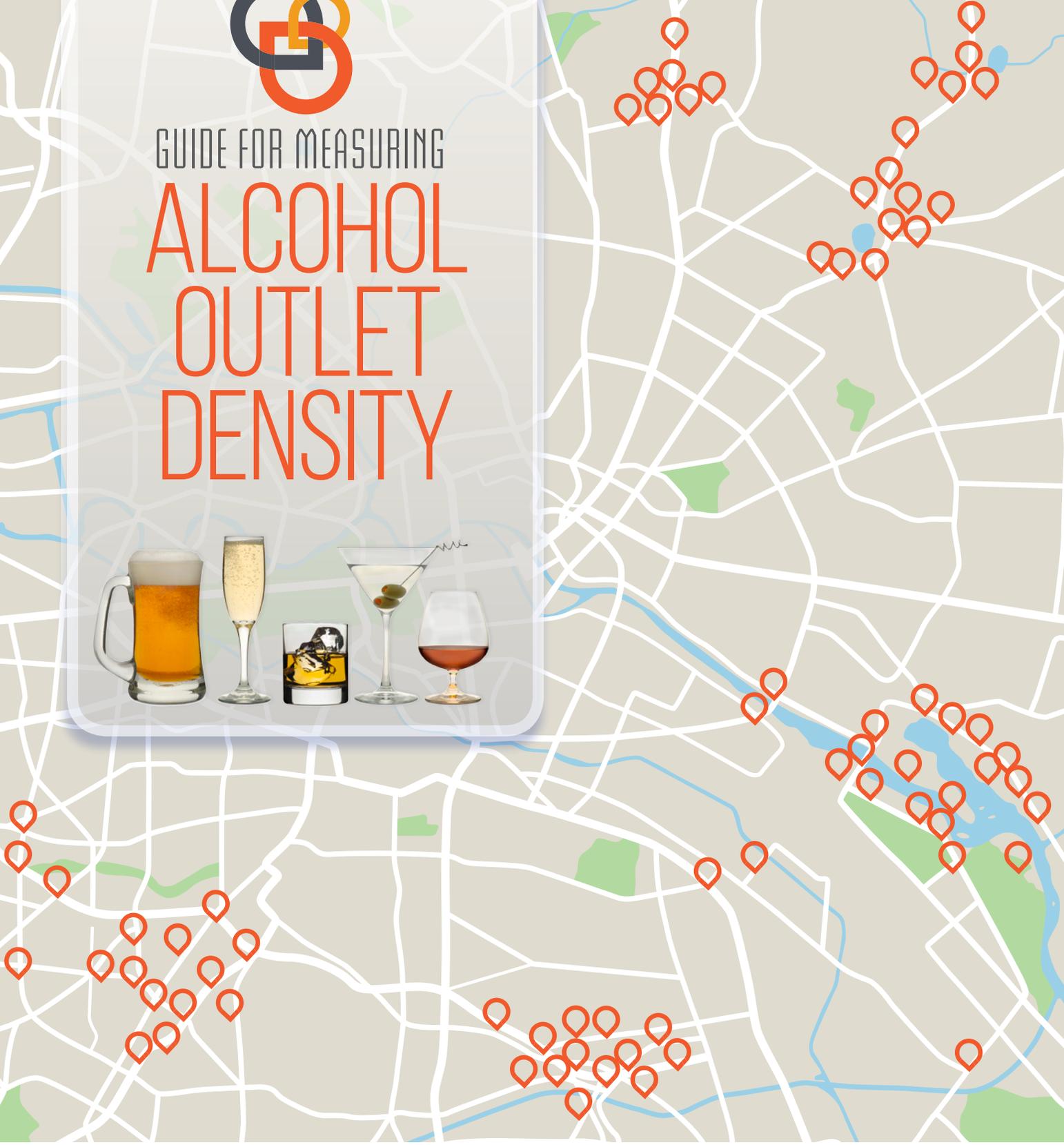
- i. The September Research Summary is available at www.projectextramile.org/ResearchSummary

VI. Additional Discussion/Announcements: none

VII. Adjournment and Next Meeting Date: The meeting was adjourned at 10:00 a.m. The next meeting will take place at the National Safety Council at 9 am on Wednesday, October 12th, 2022.



GUIDE FOR MEASURING
**ALCOHOL
OUTLET
DENSITY**



**U.S. Department of
Health and Human Services**
Centers for Disease
Control and Prevention

Executive Summary

Excessive alcohol use is responsible for 88,000 deaths annually in the United States, including 1 in 10 deaths among working-age adults aged 20–64 years, costing the United States \$249 billion in 2010, or \$2.05 per drink. Binge drinking, or four or more drinks per occasion for women and five or more drinks per occasion for men, is responsible for more than half the deaths and three-quarters of the costs caused by excessive drinking. Yet, 9 in 10 adult excessive drinkers are not alcohol-dependent.

High alcohol outlet density, defined as a high concentration of retail alcohol outlets in a small area, is known to be an environmental risk factor for excessive drinking. To prevent excessive drinking, the Community Preventive Services Task Force recommends “limiting alcohol outlet density through the use of regulatory authority (e.g., licensing and zoning),” which is based on strong scientific evidence of intervention effectiveness.

Alcohol outlet density varies widely among states and communities. Therefore, public health surveillance is needed to assess alcohol outlet density and to guide the development of public health interventions for reducing alcohol outlet density. For example, a liquor control agency could use information about alcohol outlet density to limit the issuance of new alcohol licenses, or to increase enforcement of liquor laws in a particular area. Information about alcohol outlet density could also be used by local governments to develop zoning regulations to regulate alcohol outlet density. In addition, public health surveillance of alcohol outlet density can be used to evaluate the relationship between exposure to retail alcohol outlets and various alcohol-attributable harms, such as property damage and interpersonal violence, as well as to evaluate the effects of reducing alcohol outlet density on these harmful outcomes.

There are several steps for measuring alcohol outlet density, including defining the reason for measuring alcohol outlet density, the measurement area, and the type of measure that will be used. In addition, it is necessary to:

- Obtain data about licensed alcohol outlets in the area.
- Categorize retail alcohol outlets by type (e.g., on-premises or off-premises).
- Select the type(s) of alcohol outlet(s) that will be included in the assessment.
- Geocode the alcohol outlets in the measurement area (i.e., assign geographic coordinates [latitude and longitude] to the alcohol outlets).
- Calculate alcohol outlet density using the selected approach.

There are three main approaches for measuring alcohol outlet density:

1. Container-based.
2. Distance-based.
3. Spatial access-based.

Each approach has advantages and disadvantages that should be carefully considered when selecting a measurement strategy, while being mindful of how the results will be used. In addition, there are many community characteristics (e.g., whether a community is located in an urban or rural area) that should be considered when selecting an alcohol outlet density measurement strategy.

Any measurement of outlet density is better than none, *provided one is fully aware of the limitations of the measurement approach that is being used*. As one moves from container-based to distance-based to spatial access-based measures of alcohol outlet density, the completeness and specificity of the measures increase, as does the complexity of the measurement process and resource requirements. If the resources are available, distance or spatial access-based measures of alcohol outlet density offer many advantages over container-based measures because they are not constrained by existing geopolitical boundaries. In addition, distance or spatial access-based measures allow for the assessment of alcohol outlet clustering, which is known to be associated with an increased risk of excessive alcohol use and related harms, such as violent crime.

Based on a systematic review of scientific evidence on the effectiveness of regulating alcohol outlet density that was done for The Guide to Community Preventive Services ([Community Guide](#)), as well as other scientific studies, there is strong scientific evidence that regulating alcohol outlet density is one of the most effective strategies for reducing excessive alcohol consumption and related harms. Thus, assessing and monitoring alcohol outlet density are essential for public health agencies to help guide the development of strategies that regulate this environmental risk factor. In addition, developing and implementing other evidence-based strategies to prevent excessive alcohol use (e.g., the enforcement of liquor laws, such as the age 21 minimum legal drinking age) are needed.





Background

Excessive alcohol use is responsible for 88,000 deaths in the United States each year, including 1 in 10 deaths among working-age adults aged 20–64 years.¹ Excessive alcohol use is also associated with many health and social harms, including liver cirrhosis, certain cancers, unintentional injuries, violence, and fetal alcohol spectrum disorder.² Excessive drinking cost the United States \$249 billion in 2010, a median of \$3.5 billion per state.³

Binge drinking (i.e., ≥ 4 drinks per occasion for women; ≥ 5 drinks per occasion for men) is responsible for more than half the deaths and three-quarters of the costs caused by excessive drinking.^{1,3} Yet, 9 in 10 adult excessive drinkers are not alcohol-dependent.⁴ This underscores the importance of implementing effective community-based strategies for reducing excessive drinking beyond ensuring the availability of high-quality addiction treatment services for those who need them.

Excessive alcohol use is defined as binge drinking (4 or more drinks per occasion for women; 5 or more drinks per occasion for men); heavy drinking (8 or more drinks per week for women; 15 or more drinks per week for men); any alcohol consumption by those younger than age 21 years; or any alcohol consumption by pregnant women.

High alcohol outlet density as a public health problem

High alcohol outlet density, defined as having a high concentration of retail alcohol outlets in a small area, is an environmental risk factor for excessive drinking.⁵ From a 2014 study assessing the effects of various state alcohol policies, researchers found that differences in alcohol outlet density and alcohol taxes accounted for about half of the overall effect that the alcohol policy environment had on binge drinking among adults.⁶ In addition, high alcohol outlet density is associated with many social harms among neighborhoods in and around the alcohol outlets, such as disorderly conduct, noise, neighborhood disruption, public nuisance, and property damage.⁵ High alcohol outlet density is also linked with many alcohol-attributable effects among neighborhoods further away from alcohol outlets, such as alcohol-impaired driving, pedestrian injuries, domestic violence, and child abuse and neglect.⁵

The Community Preventive Services Task Force recommendation on alcohol outlet density

The Guide to Community Preventive Services (Community Guide) systematically reviewed the scientific research (available as of October 2007) about the effectiveness of regulating alcohol outlet density as an intervention strategy for reducing excessive alcohol consumption and related harms.⁵ The Community Preventive Services Task Force then recommended “limiting alcohol outlet density through the use of regulatory authority (e.g., licensing and zoning)” on the basis of strong scientific evidence of intervention effectiveness.⁷

The Community Guide review defined alcohol outlet density as “the number of physical locations in which alcoholic beverages are available for purchase either per area or per population.”⁵ This definition suggested the need to consider both the quantity and concentration of retail alcohol outlets within a particular geographic area. However, the studies included in the Community Guide review used a variety of different approaches to measure alcohol outlet density. Thus, the Community Guide did not advance a specific definition of high alcohol outlet density or specific approaches for measuring it.

Why measure alcohol outlet density?

There are many reasons to conduct public health surveillance of alcohol outlet density. First, alcohol outlet density varies substantially among states and communities. Much of this variation reflects known differences among state laws governing the physical availability of alcohol,^{6,8,9} as well as the general trend toward the deregulation of alcohol sales.¹⁰ Consequently, measuring alcohol outlet density at state and local levels is essential for guiding the development of prevention strategies for excessive alcohol use, such as those recommended by the Community Preventive Services Task Force. In addition, alcohol outlet density measures can complement other core public health surveillance measures of excessive alcohol use, as well as measures of alcohol policy. Thus, alcohol outlet density measures can provide a more complete picture of policy and environmental factors that can affect excessive alcohol use among states and communities.¹¹





Second, identifying areas with high alcohol outlet density can help liquor control agencies determine whether to issue new alcohol licenses, reissue old ones, or increase enforcement of liquor laws in a particular area. Public health surveillance data that show where alcohol outlet density is increasing can also prompt new zoning controls or changes in the classification of retail alcohol outlets to help prevent future problems with high alcohol outlet density.

Third, surveillance data on alcohol outlet density can be used to evaluate the relationship between alcohol outlet density and various health and social harms among communities, such as violence, disorderly conduct, or property damage. Surveillance data can also be used to evaluate the effect of reducing alcohol outlet density on these harmful outcomes. For example, in a 2015 study, researchers found that a modest (3%) reduction in alcohol outlet density in the Buckhead neighborhood of Atlanta during 2003–2007 resulted in a two-fold greater relative decline in violent crime in this area compared with other areas of the city, where alcohol outlet density increased.¹² Evidence of harmful outcomes in an area with high alcohol outlet density can further guide the planning and implementation of evidence-based prevention strategies for excessive drinking, including strategies that are more outcome-specific (e.g., sobriety checkpoints to reduce alcohol-impaired driving).

Purpose of this document

Recognizing that assessments of alcohol outlet density can help guide public health practices, the Excessive Alcohol Use Prevention Team (Alcohol Program) in the National Center for Chronic Disease Prevention and Health Promotion at the Centers

for Disease Control and Prevention (CDC) convened a Workgroup on Measuring Alcohol Outlet Density in May 2011. The workgroup included a diverse group of epidemiologists, geographers, and experts in alcohol policy who work in federal, state, and local public health agencies, academic institutions, and private organizations. The workgroup discussed many conceptual issues related to the measurement of alcohol outlet density, including the pros and cons of various measurement strategies, and the steps for measuring alcohol outlet density at the state and local levels.

This CDC publication, *Guide for Measuring Alcohol Outlet Density*, summarizes some of the key points that were discussed during this meeting, along with more recent scientific information on the measurement of alcohol outlet density. Specifically, this guide describes the following:

- Key issues that need to be considered before measuring alcohol outlet density.
- The steps involved in performing this public health surveillance activity.
- Various approaches to measuring alcohol outlet density and their pros and cons.
- Guidance from CDC for measuring alcohol outlet density.

The information in this guide can help state and local health departments measure this environmental risk factor, and thus, guide the regulation of alcohol outlet density at state and local levels.

NU regents to decide on alcohol sales at basketball games

Written by Joe Harris

LINCOLN, Neb—The University of Nebraska could certainly see a boost in revenue from the sale of spirits at sporting events.

The nonprofit group Project Extra Mile said there's risk that vastly outweighs the reward though.

Wagner doesn't like the idea of the NU Board of Regents approving a measure to allow alcohol sales at Pinnacle Bank Arena during basketball games. He fears alcohol that is bought by someone of legal age could wind up in the hands of a minor. He's also concerned about adults who've had too much to drink putting others in danger when they leave the game.

Earlier this year, more than 20,000 Husker fans responded to an athletic department survey, with nearly three-fourths of them saying they were in favor of or had no problem with alcohol sales at Memorial Stadium.

However, Wagner doesn't think the survey results are the only motive for possibly allowing alcohol vendors to operate at PBA.

"A lot of universities across the country have introduced alcohol sales because they're struggling and they do want to make money," he said. "I think these decisions are kind of made in a vacuum. They're thinking about the fan experience or maybe they're thinking about the money. They're not really considering the harms that can come from these decisions."

The Lincoln Police Department's Northwest Team has been running an underage drinking enforcement project during the first three home football games. They recently released the results, which include 16 citations for minor in possession, 24 for consuming in public, and five for misrepresenting age.

Wagner said moves to allow alcohol sales at university sporting events would undo its decades-long efforts to bring binge-drinking rates down from where they were in the '90s.

The board of regents is scheduled to vote this Friday. You can view the agenda [here](#).

Also on Friday, the board will vote on whether to transform an old steel mill next to the Omaha UNMC main campus into a business hub for healthcare startups. The \$60 million project would expand UNMC's campus.

Youth Leadership Network

Register before the meeting
using the QR code below or at
<https://rb.gy/z5lwl6>



Omaha-Metro area students in
grades 8-12 are invited to join!



THURSDAY, OCTOBER 20, 2022
7:30 PM - 8:30 PM
**UNO COMMUNITY ENGAGEMENT
CENTER**

Youth@projectextramile.org
Questions? Text 402-577-0094



RESEARCH SUMMARY
Date Compiled: October 2022

Key takeaways from included research:

- A Finnish study looked at sets of twins to clarify the impact of adolescent alcohol misuse on adult physical health and wellbeing. They discovered evidence that alcohol problems are a primary driver that links adolescent alcohol misuse with poor health outcomes across the lifespan.
- Since alcohol is a leading risk factor for a multitude of conditions and contributes to socioeconomic health inequalities, researchers wanted to look at associations between socioeconomic circumstances and alcohol consumption. In their research, they found there is urgent need for alcohol control policies and interventions in low-income and lower-middle income countries to reduce heavy episodic drinking.
- Traumatic exposure and experiences are often linked with problematic drinking. In a new study researchers examined over 9,000 health records of deployed service members to determine the association between opioid prescription use after injury and alcohol use disorder and the severity of the disorder. Their findings suggest the incidence of alcohol use disorder was higher among injured, opioid prescribed users, than those without.
- In a study of paired college students and their parents, researchers looked to see if student reports of their parent's drinking behavior could be used to predict student drinking behaviors. Researchers found that student reports of parent's behavior is a reliable predictor of student behaviors towards alcohol.
- Another study examined the effectiveness of a phone-delivered intervention to reduce alcohol problems among the general population. Researchers found that the intervention was effective at reducing hazardous alcohol use and reduced alcohol problem severity after two or more sessions.

Doctors want alcohol warning labels to flag cancer risks

Written by Erin Blakemore

If you drink alcohol, you've probably seen — or overlooked — warning labels on the back of bottles.

But those labels haven't been updated since the late 1980s. Now, researchers say they don't adequately advertise alcohol consumption's biggest potential health consequence: cancer, including breast cancer.

In a perspective article in the *New England Journal of Medicine*, researchers warn that the labels are outdated and vague about alcohol consumption's risks, despite the public health burden of drinking.

Few Americans know enough about those risks, they write, pointing to data that suggests nearly 70 percent of them don't realize alcohol consumption increases cancer risk.

Though even moderate consumption carries risk, excessive alcohol use is more dangerous. Guidelines suggest alcohol intake should be limited to two drinks or less a day for men and one or less a day for women, but data suggests the majority of adult drinkers imbibe more.

The Centers for Disease Control and Prevention estimates that every year, excessive alcohol use shortens lives of those who died of it by an average of 26 years, and attributes 140,000 deaths to excessive alcohol use in 2019 alone. Long-term, excessive drinking can cause or exacerbate health problems such as liver disease, cancer and heart disease, mental health problems and risky pregnancies. Short-term overdrinking contributes to car crashes and suicide. The CDC attributes 1 in 10 deaths among adults ages 20 to 64 to heavy drinking.

Those are all good reasons to toughen up warning labels on beer, wine and spirits, the researchers write.

Though all alcohol must carry health warning statements thanks to a 1988 law, the researchers say the current label, which warns against drinking while pregnant or operating vehicles under the influence, "lacks all the key elements of evidence-based warning design."

Larger text, more prominent placement on bottles and pictorial elements could help, they suggest, as could updating the warning language.

The researchers imagine roadblocks to implementation, from legislative quibbling to industry lawsuits. But even if new labels' effect on overall consumption is small, they write, "We believe Americans deserve the opportunity to make well-informed decisions about their alcohol consumption."

Hazing victim's family to receive nearly \$1M in settlement with Virginia school

Written by The Associated Press

RICHMOND, Va. — Virginia Commonwealth University will pay nearly \$1 million to the family of a young man who died after a 2021 fraternity hazing incident as part of a recent settlement agreement.

The agreement with the family of Adam Oakes also requires the Richmond university to make additional changes to its fraternity and sorority life. The deal was approved Friday by the Fairfax County Circuit Court, VCU announced in a news release.

“This is a blueprint to foster a safer and healthier community for students who are part of fraternities and sororities and to create a climate of respect and inclusion that is needed for academic success,” a joint statement from the family and university said.

A police investigation found that Oakes, a 19-year-old who had received a bid to the Delta Chi fraternity, was told to drink a large bottle of whiskey in February 2021. The freshman from Loudoun County was found dead the next morning. The office of the chief medical examiner ruled Oakes’ death was caused by alcohol poisoning. VCU expelled Delta Chi in June 2021.

“Adam was a beloved son, grandson, nephew, cousin, student and friend. He had a tremendous future ahead of him and his senseless death brought unspeakable pain and tragedy to all who knew him,” Friday’s statement said.

In addition to the \$995,000 monetary settlement, the agreement will require that VCU students complete 12 credit hours and other eligibility requirements before joining a fraternity or sorority. It will also prohibit alcohol at any activity of any fraternity or sorority attended by new members, and tighten the rules for alcohol served or consumed at student organization functions.

VCU will begin the process of creating a physical memorial to Oakes on campus, and will designate Feb. 27 as an annual hazing prevention day and day of remembrance for Oakes. The settlement also contains a reporting requirement for information about student organizations found to be in violation of the code of conduct.

Delta Chi faced discipline each of its last seven years on campus, according to the Richmond Times-Dispatch.

Several former members of the fraternity have pleaded guilty or were found guilty of misdemeanor hazing or misdemeanor serving alcohol to a minor in connection with the case, the newspaper has reported. None has received jail time

Supply chain issues and inflation fuel billion-dollar black market

Written by Giovanni Lieggi

Scammers sell everything from fake handbags to fake electronics, but now, they're getting creative, and it could become deadly, according to Customs and Border Protection. Experts say that people are pawning off fake alcohol to unsuspecting customers because of supply chain delays and inflation.

"Whenever consumer demand begins to exceed the supply, you tend to have the black markets looking to capitalize on that," Wine and Spirits Wholesalers of America Executive Vice President of Communications and Marketing Michael Bilello said.

In the last fiscal year, Customs and Border Protection seized over \$3.3 billion worth of fake goods, including things like fake pharmaceuticals, shoes and electronics. Fake liquors were among the items seized. A large number of these items come from China.

Sazerac CEO Mark Brown said his customers are among those who are getting duped into buying fake alcohol.

"We have seen a dramatic increase in the number of counterfeits, and we're finding examples of people who have bought bottles that have been refilled," he explained. Brown said because supply has been low, people are seeking out items on auction websites and marketplaces, where they are getting scammed.

Bilello explained the importance of staying within the distribution chain to ensure you don't get scammed or harmed by consuming something potentially deadly.

"Like any other market in the U.S., where there's a lot of value placed on items, you always have bad actors," he said.

"Consumers who go outside the three-tiered system in a strongly regulated marketplace, are going to be subject to counterfeits and perhaps illicit alcohol," Bilello said.

The three-tiered system prohibits distillers from selling and distributing alcohol, prohibits distributors from distilling and selling alcohol and prohibits retailers from distilling or distributing alcohol.

"Inside the three-tiered system, you're not going to become a victim of a scam of counterfeit products," Bilello said.

Gabriel Ibanez works as the regional director of operations for Republic National Distributing Company, one of the largest alcohol distribution companies in the nation. They act as the middleman in the system.

"We're getting directly from a supplier. We know everything we are carrying is authentic," he said.

Though there are strict regulations set in place in the wine and spirits industry, scammers still find a way to make profit and take advantage of people. Scammers will purchase high-end empty bottles and fill them with water or a cheaper alcohol before selling them off as something else.

"People will buy them for a high price because that's what they're selling for, versus here, we'll buy it from the supplier at its cost, ship to the customer at our cost, and they'll sell it from the retail value from there," Ibanez explained.

The Customs and Border Protection website warns:

"Many counterfeit products are low-quality and can cause injuries. Protect yourself and your family by avoiding potentially risky items."

Pregnant woman dies after being struck by vehicle in Omaha, police say

Written by Nolan Dorn

LINCOLN, Neb. (KLKN) – A Bennington woman who was 22 weeks pregnant died Tuesday after being struck by a vehicle in Omaha, police say.

It happened just after 8:20 p.m. near 62nd and Dodge Streets, near the University of Nebraska at Omaha's campus.

Police say 35-year-old Shelby Cherek walked out into a marked crosswalk against the traffic signal and was hit by a westbound vehicle.

UNO security guards nearby performed CPR on Cherek until medics arrived.

She was then taken to the Nebraska Medical Center, where she later died from her injuries.

An alcoholic beverage was found on Cherek after she was hit, police said.

They're now investigating if alcohol use was a factor.

Lincoln's 'worst crash in recent memory' kills six

Written by Pat Sangimino

Six people died early Sunday morning in what Lincoln Police called "the worst crash in Lincoln in recent memory."

LPD spent the day near 56th and Randolph streets investigating what caused a Honda Accord heading eastbound to cross the center of the road and collide with a tree in the yard of a house shortly after 2 a.m. Sunday.

The driver, a 26-year-old man, and four passengers were pronounced dead at the scene. Lincoln Fire & Rescue extricated a 24-year-old woman from the sedan. She was rushed to the hospital, but died late Sunday morning.

"I've been with this department for 25 years and can't remember anything as horrible," said LPD Assistant Chief Michen Morrow.

Lincoln Police were called to the crash at 2:16 a.m. The 26-year-old driver and four others — a 21-year-old man, two 22-year-old men and another man, 23 — were pronounced dead at the scene.

At 8:30 a.m., a Lincoln towing service was working to remove the sedan on a flatbed truck as investigators remained at the scene.

"There are no witnesses," Morrow said.

The posted speed limit is 25 mph on Randolph Street.

The impact of the car hitting the tree in the front yard was loud enough to awaken Erin Bartak, who thought the vehicle might have hit their house. She alerted her father, Brad, and brother Bronson.

Brad Bartak went outside, saw the airbags had been deployed and then saw people laying in the backseat.

He used a rock to break the back window, but the engine soon caught fire. He used a garden hose to try to contain the fire, while another neighbor attempted to help until the fire department arrived.

"We've been in this house since 1971 and this is probably the worst crash we've ever had," he said.

Morrow said that the names of the victims won't be released until all families have been notified.

Sunday's tragedy brings back memories of other fatal crashes involving young people in the area.

In April 2001, four people, three of them teenagers, were killed on Nebraska 2 near 14th Street when the station wagon they were in crossed the center divide and was struck by a dump truck.

In June 2019, four Gretna High School girls were killed when their eastbound Ford Fusion ran off Platteview Road, struck the end of a guardrail and ended up in a ravine near the intersection of 180th Street, according to the Sarpy County Sheriff's Department.

As for Sunday's crash, LPD is asking anyone who may have witnessed it, or who may have video from the area, to contact them at 402-441-6000 or contact Crime Stoppers at 402-475-3600.

Coalition sues to force Treasury Department decision on alcohol labeling

Written by Center for Science in the Public Interest Staff

A coalition of consumer groups sued the Treasury Department today to compel a decision on mandatory alcohol content, calorie, ingredient, and allergen labeling on alcoholic beverages.

A coalition of consumer groups sued the Treasury Department today to compel a decision on mandatory alcohol content, calorie, ingredient, and allergen labeling on alcoholic beverages. The coalition, represented by the litigation department of the nonprofit Center for Science in the Public Interest on behalf of itself, the Consumer Federation of America, and the National Consumers League, says the Treasury department has failed to act on a 19-year-old petition urging it to require alcohol labeling with the same basic transparency consumers expect in foods.

Alcohol labeling is a commonsense and popular step that would allow consumers to make informed choices about the alcoholic products they purchase. Drinking alcohol increases the risk of certain diseases and cancers, alcohol use disorders, and severe injuries, and the more alcohol consumed, the greater the risk. However, alcohol labels are not labeled with information like the number of standard drinks per container that would make it easier for consumers to drink in moderation.

In addition to the myriad health and social harms associated with overconsumption of alcohol, alcohol is a significant source of empty calories in the diets of adults who drink. Yet calories are not currently required to be labeled on alcoholic beverages. Moreover, like other foods and beverages, alcoholic beverages contain various ingredients and additives that consumers for health, safety, religious, or other reasons may need or want to avoid. This is particularly true for the millions of Americans with food allergies. Yet, most ingredients are not required to be disclosed on alcohol labels.

Unlike most other food and beverages, which are regulated by the Food and Drug Administration, most alcohol labels are regulated by the Treasury Department, which has forestalled action on mandatory labeling. Instead, Treasury has only put in place a voluntary system that allows companies to put nutrition and allergy information on their products if they so choose.

“The problem is many manufacturers have decided they can sell more by telling consumers less,” said Lisa Mankofsky, CSPI’s litigation director. “So, unless you’re in the market for one of the fairly unusual alcoholic products that falls under FDA regulation (like hard ciders) or happen across a product whose manufacturer volunteers this information, you can expect to remain in the dark about just what it is you are drinking and how it impacts your health.”

In 2003, CSPI, CFA, and NCL and a coalition of 66 other organizations and eight individuals, including four deans of schools of public health, petitioned the Treasury Department seeking mandatory, comprehensive, and uniform labeling on alcoholic beverages. But more than nineteen years later, Treasury is still dragging its feet in responding. This lawsuit will seek to force the Treasury to act on this petition.

“Imagine the chaos in the supermarket if food manufacturers could decide to list ingredients, or not; decide to disclose calories, or not; or include a uniform, easy-to-read label, or not,” said

CSPI president Dr. Peter G. Lurie. “Well, that’s the kind of informational chaos we find today in the liquor store. After nearly 20 years of delay, it’s time for the Treasury Department to bring some order to this uneven marketplace.”

“Consumers have waited far too long to get basic nutritional information and ingredients lists on alcoholic beverages,” said NCL Executive Director Sally Greenberg. “We hope that our lawsuit will bring about the kind of robust labeling of these products that consumers have come to expect on every other food and beverage item they consume.”

“Consumers have a right to know what’s in the beverages they drink, whether those beverages are alcoholic or not,” said Thomas Gremillion, Director of Food Policy for CFA. “Standard labeling requirements are commonsense and the federal government’s 19-year delay in responding to this petition is a shameful reflection of Big Alcohol’s influence on policymakers.”

The lawsuit is filed in United States District Court for the District of Columbia.