



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

**OMAHA COALITION MEETING**  
*Wednesday, August 10, 2022*  
*9 a.m.*

**A G E N D A**

- I. Welcome and Introductions
- II. Review of the June 8, 2022 Meeting Minutes  
*(please contact PEM staff with corrections)*
- III. Nebraska Liquor Control Commission's Role in Preventing Alcohol-Related Harms  
*Hobie Rupe, LCC Executive Director*
- IV. Focus Area Updates
  - a. Local
    - i. Lawsuit against North Omaha Churches and Community
    - ii. Nebraska State Fair's "walk around" Liquor License
  - b. Policy
    - i. Policy Work Group Update
  - c. Enforcement
    - i. Compliance Check Results
  - d. Youth
    - i. Virtual Leadership Retreat Update (dates below)
    - ii. Project Coordinator
  - e. Awareness
    - i. July & August Research Summary available at [www.projectextramile.org](http://www.projectextramile.org)
- V. Additional Discussion/Announcements
- VI. Adjournment and Next Meeting Date: **September 21<sup>st</sup> @ 9 a.m.**

**IMPORTANT UPCOMING EVENTS**

Virtual Youth Leadership Retreat – August 20 & 27 from 9:30a-12:30p  
Nebraska Liquor Control Commission Hearings – September 5 & 6, 2022  
Alcohol Policy Conference – September 13-16, 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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**[www.projectextramile.org](http://www.projectextramile.org)**

## PROJECT EXTRA MILE

### OMAHA METRO AREA COALITION MEETING MINUTES

June 8, 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: Russ Zeeb, Daniel Rubin, Jim Timm, Hayden Romig, Palistene Gray-Moore, Sharona Crittenden, and Maggie Ballard. Staff members: Chris Wagner and Liene Topko.
- III. Overview of Youth-Led Town Hall & Discussion About Engagement: The group discussed the May 31<sup>st</sup> youth-led Town Hall on underage drinking. The event featured a panel of expert and youth speakers. Discussion covered risk factors for underage drinking and potential solutions. Youth panelists were pleased with the discussion and eager to continue work on the issue.
- IV. Focus Area Updates
  - a. Local
    - i. Two trainings were held in Scottsbluff and North Platte on underage drinking and its impacts; the liquor licensing process; and advocacy versus lobbying during the month of April.
    - ii. Chris Wagner thanked coalition members for attending the 25<sup>th</sup> Anniversary Recognition Dinner and shared that event was a great success and provided needed information around alcohol and COVID and future challenges our state will face.
  - b. Law Enforcement
    - i. Officer Rubin shared his experience at the responding to underage drinking parties law enforcement training in Kearney. The training brought together 19 officers from 11 agencies and the experiential portion included 17 youth. He indicated that he would like to plan future operations to address underage drinking parties in Omaha.
  - c. Youth
    - i. Topko and Wagner invited members to share information about the upcoming Youth Leadership Retreat with youth and youth-serving organizations to help promote the event.
  - d. Awareness
    - i. The May & June Research Summaries are available at [www.projectextramile.org/ResearchSummary](http://www.projectextramile.org/ResearchSummary)
- V. Adjournment and Next Meeting Date: The meeting was adjourned at 9:58 a.m. The next meeting will take place in person at the National Safety Council at 9 am on Wednesday, August 10, 2022.

## Nebraska State Fair granted walk-around liquor license for 2022 event

Written by Brandon Summers

Nebraska State Fair was granted a walk-around liquor license by Grand Island City Council Tuesday.

The “special designated liquor license” for sales and consumption of alcohol throughout Fonner Park Campus for Aug. 25 to Sept. 5 was requested by the Nebraska State Board of Agriculture in June.

The license excludes parking areas and RV areas, said City Administrator Jerry Janulewicz at Tuesday’s meeting.

NSF Deputy Executive Director Jamie Parr said the license is intended to help enhance the guest experience at the fair.

“The walk-around license will help encourage families to be able to visit the fair together as a familial unit, instead of with a couple or handful of adults dropping off to consume a cold beverage at a fenced-in location,” she told council members.

It will also increase the amount of time guests spend at the fair, said Parr.

“It will encourage guests to walk around more, and in walking around more, will be tempted to eat more of our delicious fair food. Families will be more inclined to interact with more of the fair campus, thus visiting more attractions,” she said.

There will be seven areas in 2022, down from eight offered in 2021. The fair will also maintain a flat number of point-of-sale opportunities in these areas.

Like last year, there will be 12 options, but “no more than 11 will be operating at any given time, based on the attractions and entertainment schedule,” Parr said.

“We are not adding any locations,” she said. “We are enhancing the way areas are making it easier for our guests to move around the grounds and enjoy the State Fair with both their families and the beverage of their choice.”

NSF Executive Director Bill Ogg called it an effort to “improve on what we’ve got.”

“What we’re asking for tonight is not trying to solve problems,” he said. “We’ve had very few, if any, alcohol-related incidents at the Nebraska State Fair. We’re very grateful for that. That speaks to the nature of responsibility and maturity that most of our Nebraskans and guests at the fair demonstrate.”

He added, “It will enhance our opportunity to educate and entertain, and that’s our primary mission.”

Council Member Chuck Haase supported approving the license, saying such efforts are already being done in other places and at similar events.

"I think it's a good idea," he said. "I support it because, I know that, in walking around, rather than forcing everyone, my family, into a specific area, maybe we want to go sit under the tents as a family."

He added, "I think this actually opens up and encourages families to go do something different rather than forcing a family into a particular zone."

The request was brought to City Council as it was not approved by city administration, as the license was denied by the city's building, police and fire departments, due to "concerns that the area would be difficult to properly supervise" and "because the buildings included within the application are buildings that would not have been approved for an SDL license on their own, due to lack of safety features," said Janulewicz.

Council Member Mitch Nickerson asked to hear from the police and fire departments on why they rejected the license.

Police Chief Robert Falldorf explained that GIPD only serves as backup for Nebraska State Patrol at the event, and that NSP is neutral about the license.

"The majority of the State Patrol you will see on the grounds are focused on areas where the people are focused. Our concerns would've been areas within the fairgrounds where you don't have a lot of the public congregating," he said. "Barns areas, where you may have a lot of youth back there, because they show animals, would have more access possibly to alcohol back in that area that would not be monitored by law enforcement."

GIFD Life Safety Division Chief Fred Hotz expressed concern about buildings included in the permitted area, such as horse barns.

"We haven't really permitted the use of these buildings for the public at all, and they haven't been used that way. It's been pretty much storing horses and things like that for exhibits and other places," he said. "Our concern is that all of a sudden we're permitting buildings that aren't safe."

Parr told The Independent the Nebraska State Fair is pleased the request was approved by the City Council.

"We're very happy," she said. "I do think that's going to be a great improvement for our fair guests. I think a lot of people will be glad to be able to sit with their families in one of our shaded seating tents and have the beverage they choose."

## NEWS RELEASE



**For more information, contact:**  
 Sergeant Alan Reyes  
 Omaha Police Department  
 Office: (402) 444-6883

Chris Wagner, Executive Director  
 Project Extra Mile  
 (402) 516-5765

**For Immediate Release**  
 Mon., August 8, 2022

## 20 Omaha Area Businesses Sold Alcohol to Minors *Checking the ID was the key*

**OMAHA, NEB** -- For many high schoolers, last weekend marked the end of summer given that classes resume this week for many area schools. Yet some high school students spent time with law enforcement agencies making sure that businesses aren't selling alcohol to minors.

"We really appreciate the leadership these students demonstrated in keeping their peers safe on their last free weekend of summer," said Sgt. Alan Reyes with the Omaha Police Department. "It's great to see a vast majority of businesses are refusing these sales -- that's a testament to the decades of progress we've seen since compliance checks began in the late 1990's."

Overall, 20 (10%) out of 192 businesses checked in Cass, Douglas, and Sarpy counties over the last two months were cited for selling alcohol to minors. A summary sheet of the enforcement results and a full list of businesses checked are available by [clicking here](#).

One of the most important steps to keeping alcohol out of youth's hands is checking the ID. A vast majority (94%) of the 172 businesses that refused the sale did so after checking the minor's vertical ID, which indicates that they are not the legal age to purchase alcohol. Every state in the USA features vertical drivers licenses for youth under 21.

"All of the five businesses in Cass County that were cited did not bother to check the ID," said Project Extra Mile Executive Director Chris Wagner. "On the other hand, 77% of businesses that were cited in Douglas County checked the ID and still sold, so clearly checking it isn't enough. Businesses need to train their employees to verify the age as well. Minor IDs in Nebraska feature bold red letters that tell the clerk that the youth is under the legal age of 21."

Two of the businesses cited are facing enhanced penalties due to prior sales to minors within the last four years -- the time frame used by the Nebraska Liquor Control Commission (LCC) to assess penalties. The Mega Saver on Lawndale Drive was cited for its second sale to minor in the last two years and Aldi 42 was cited for its second violation within the last four years. Both businesses face mandatory days of closure (no alcohol sales allowed) and days of suspension, the latter which can be paid off as a fine at \$100 per day according to the [LCC's penalty guidelines](#). Those businesses include:

- **Aldi 42, 13215 W Center Rd**, Omaha (3/19) -- facing up to 2 days of mandatory closure and 20 days of suspension;
- **Mega Saver, 7205 Lawndale Dr**, Omaha (4/21) -- facing up to 2 days of mandatory closure and

40 days of suspension.

The other 18 businesses are facing their first sale to a minor violation within the last four years. If found guilty by the LCC, these businesses could be facing 15-25 days of suspension that they could choose to pay off as a fine at \$50 per day in lieu of suspension. The five businesses listed below had previous sales to minor violations, but they fell outside of the four-year window that the LCC uses for determining progressive penalties:

- **75 Mart, 114 Rock Bluff Rd** Plattsmouth (6/06);
- **801 Chop House, 1403 Farnam St, Ste 102** Omaha (9/12);
- **Guaca Maya, 5002 S 33rd St** Omaha (1/07; 9/07; 1/09);
- **Kum & Go 367, 18908 Q St** Omaha (6/07; 4/17);
- **Milt's Golf Center, 6402 Q St** Omaha (4/14).

30 officers from the Bellevue, La Vista, Omaha, and Plattsmouth Police Departments; the Douglas County Sheriff's Office; and the Nebraska State Patrol participated in the enhanced underage drinking enforcement effort.

To report 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 as well as the Strategic Prevention Framework - Partnerships for Success and the Substance Abuse Prevention and Treatment Block grants from SAMHSA through the Nebraska Department of Health and Human Services and Region 6 Behavioral Healthcare. NDOT-HSO also funds the tip line. Project Extra Mile helped to coordinate the enforcement efforts.

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

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



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# Summary

## Alcohol Compliance Checks for sales to minors

Conducted on July 8, 21-22, & 28  
August 5-6, 2022

Location: Cass, Douglas, and Sarpy Counties in Nebraska

### Participating Agencies:

Bellevue Police Department  
Douglas County Sheriff's Office  
La Vista Police Department  
Nebraska State Patrol  
Omaha Police Department  
Plattsmouth Police Department

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### Results:

	<u># of checks</u>	<u>Not in Compliance (n/c)</u>	<u>n/c: No ID Check</u>	<u>n/c: Checked ID</u>
Cass:	42	5 (12%)	5 (100%)	0 (0%)
Douglas:	127	13 (10%)	3 (23%)	10 (77%)
Sarpy:	23	2 (9%)	1 (50%)	1 (50%)
<b>TOTAL:</b>	<b>192</b>	<b>20 (10%)</b>	<b>9 (45%)</b>	<b>11 (55%)</b>

*Compliance checks coordinated by Project Extra Mile.  
For additional information, call our office at 402-963-9047.*

## Project Extra Mile – Alcohol Compliance Checks

*Conducted on July 8, 21, 22 & 28, 2022 in Cass County*

42 Businesses Checked, 5 Cited for Selling Alcohol to a Minor (12%)

The following businesses were **non-compliant** (cited for selling alcohol to a minor):

Class	License #	Business	Location	City	Zip	Non-Comp	Check ID
B	16804	75 MART	114 ROCK BLUFF RD	PLATTSMOUTH	68048	X	
D	43128	GREENWOOD TRUCK PLAZA & COPPER PLACE RESTAURANT	13504 238TH ST	GREENWOOD	68366	X	
I	124351	JR'S BAR & GRILL	105 N PARK AVE	MURRAY	68409	X	
C	80943	PARKER'S SMOKEHOUSE	16880 HIGHWAY 6	ASHLAND	68003	X	
C	124284	VIEW AT MAHONEY, THE	28500 W PARK HWY	ASHLAND	68003	X	

## Project Extra Mile – Alcohol Compliance Checks

*Conducted on August 5 & 6, 2022 in Douglas & Sarpy Counties*

150 Businesses Checked, 15 Cited for Selling Alcohol to a Minor (10%)

The following businesses were **non-compliant** (cited for selling alcohol to a minor):

Class	License #	Business	Location	City	Zip	Non-Comp	Check ID
I	73674	801 CHOP HOUSE	1403 FARNAM ST	OMAHA	68102	X	X
CKG	121952	ALAMO DRAFTHOUSE CINEMA	3201 FARNAM ST	OMAHA	68131	X	
D	124538	ALDI 42	13215 W CENTER RD	OMAHA	68144	X	X
I	122096	FIRST WATCH CENTER	2865 S 168TH ST	OMAHA	68130	X	X
I	58640	GUACA MAYA	5002 S 33RD ST	OMAHA	68107	X	X
C	85202	HIRO 88	1308 JACKSON ST	OMAHA	68102	X	X
C	123815	ISLAND BAR & GRILL	7826 S 123RD PLZ	LA VISTA	68128	X	
D	70184	KUM & GO 367	18908 Q ST	OMAHA	68135	X	
D	80060	MEGA SAVER	7205 LAWNSDALE DR	OMAHA	68134	X	
A	7057	MILT'S GOLF CENTER	6402 Q ST	OMAHA	68117	X	X
C	123803	NAUGHTY BUDDHA BURGER BAR	707 S 24TH ST	OMAHA	68102	X	X
CG	123742	OLD CHICAGO PIZZA & TAP ROOM	2643 S 144TH ST	OMAHA	68144	X	X
CK	106694	OLDE TOWNE TAVERN	107 W MISSION AVE	BELLEVUE	68005	X	X
C	123687	YUMMY 365	3201 FARNAM ST	OMAHA	68131	X	X
AB	121337	ZIPLINE BREWING CO	721 N 14TH ST	OMAHA	68102	X	X

## Project Extra Mile – Alcohol Compliance Checks

*Conducted July 8, 21-22, & 28, August 5-6, 2022*

192 Businesses Checked, 20 Cited for Selling Alcohol to a Minor (10%)

The following businesses were **compliant** (did not sell alcohol to a minor):

Business	Address	City	Zip	Compliant	Checked ID
ADDY'S SPORTS GRILL & BAR	14110 S ST	OMAHA	68137	X	X
AHI SUSHI	12411 W CENTER RD	OMAHA	68144	X	X
AMERICAN LEGION POST 374	13913 S PLZ	OMAHA	68137	X	X
ANDERSON CONVENIENCE MARKET	2630 S 140TH ST	OMAHA	68144	X	X
AUSTIN'S STEAK & SALOON	16920 WRIGHT PLZ	OMAHA	68130	X	X
BAKER'S SUPERMARKET 311	5555 N 90TH ST	OMAHA	68134	X	X
BAKER'S SUPERMARKET 318	801 GALVIN RD S	BELLEVUE	68005	X	X
BARREL & VINE	1311 S 203RD ST	OMAHA	68130	X	X
BEARDED BREWER ARTISAN ALES	18039 R PLZ	OMAHA	68135	X	X
BEER CAN ALLEY/EXCHANGE, THE	1101 DAVENPORT	OMAHA	68102	X	X
BELLEVUE SINCLAIR	1009 W MISSION AVE	BELLEVUE	68005	X	X
BENSON GOLF COURSE	5333 N 72ND ST	OMAHA	68134	X	X
BERKLEY, THE	1901 LEAVENWORTH ST	OMAHA	68102	X	X
BEYOND BBQ	1003 CHICAGO AVE	PLATTSMOUTH	68048	X	X
BEYOND GOLF	12040 MCDERMOTT PLZ	LA VISTA	68128	X	X
BLACKSTONE MEATBALL	3910 HARNEY ST	OMAHA	68131	X	X
BOB AND WILLIE'S BOWL	3724 FARNAM ST	OMAHA	68131	X	X
BOGIES BAR & GRILL WEST	14334 U ST	OMAHA	68137	X	X
BUFFALO WILD WINGS 27	4287 S 144TH ST	OMAHA	68137	X	X
CALIFORNIA TACO	3235 CALIFORNIA ST	OMAHA	68131	X	X
CASEYS 1182	901 CHICAGO AVE	PLATTSMOUTH	68048	X	X
CASEYS 2454	9542 GILES RD	LA VISTA	68128	X	X
CASEYS 2968	130 HIGHWAY 34	EAGLE	68347	X	X
CASEYS 2987	15275 WEIR ST	OMAHA	68137	X	X
CASEYS 3334	5920 F ST	OMAHA	68117	X	X
CASEYS 3529	16610 BESTMANN DR	PLATTSMOUTH	68048	X	X
CASEYS 3821	2540 N 90 ST	OMAHA	68134	X	X
CASEYS 6120	2510 S 132ND ST	OMAHA	68144	X	X
CEDAR CREEK INN	104 E B ST	CEDAR CREEK	68016	X	X
CHARLIE'S ON THE LAKE	4150 S 144TH ST	OMAHA	68137	X	
CHEDDAR'S CASUAL CAFE	12152 L ST	OMAHA	68137	X	X
CHILI'S GRILL & BAR	8373 BARTMETTLER DR	LA VISTA	68128	X	X
CILANTROS MEXICAN BAR & GRILL	14440 F ST	OMAHA	68137	X	
CLANCY'S PUB	2905 S 168TH ST	OMAHA	68130	X	X
CLUBHOUSE LOUNGE	3936 N 90TH ST	OMAHA	68134	X	X
CORKSCREW	3908 FARNAM ST	OMAHA	68131	X	X
CORNER POCKET	4201 S 38TH ST	OMAHA	68107	X	X
COST PLUS WORLD MARKET	12200 K PLZ	OMAHA	68137	X	X
COUNTRY BAR & GRILL	19715 GLADYS DR	PLATTSMOUTH	68048	X	X
CUMING FOOD MART	4002 CUMING ST	OMAHA	68131	X	X
CUT SPIKE DISTILLERY	11941 CENTENNIAL RD	LA VISTA	68128	X	X
CVS/PHARMACY 2741	6901 S 84TH ST	LA VISTA	68128	X	X
CVS/PHARMACY 3478	2609 S 132ND ST	OMAHA	68144	X	X
DAVE & BUSTER'S	2502 S 133 PLZ	OMAHA	68144	X	X
DC'S WATERHOLE	441 MAIN ST	PLATTSMOUTH	68048	X	X

DEVELED EGG CO	18111 Q ST	OMAHA	68135	X	X
DJ'S DUGOUT	1003 CAPITOL AVE	OMAHA	68102	X	X
DJ'S DUGOUT	17666 WELCH PLZ	OMAHA	68135	X	X
DJ'S DUGOUT	2405 OAK HILL RD	PLATTSMOUTH	68048	X	X
DRIFT INN	4332 S 33RD ST	OMAHA	68107	X	X
ECLIPSE TAVERN	1201 S 157TH ST	OMAHA	68130	X	X
EL DORADO RESTAURANT	5134 S 24TH ST	OMAHA	68107	X	X
EL VALLARTA MEXICAN RESTAURANT	8045 S 83RD AVE	LA VISTA	68128	X	X
ELMWOOD CONVENIENCE STORE	209 S 4TH ST	ELMWOOD	68349	X	X
EPOCA CANTINA	1101 DAVENPORT AVE	OMAHA	68102	X	X
EVEN HOTEL DOWNTOWN OMAHA	2220 FARNAM ST	OMAHA	68102	X	X
FAMILY FARE 774	5110 S 108TH ST	OMAHA	68137	X	X
FAMILY FARE 780	2650 N 90TH ST	OMAHA	68134	X	X
FAMILY FARE 788	1510 HARLAN DR	BELLEVUE	68005	X	X
FARNAM HOUSE BREWING COMPANY	3562 FARNAM ST	OMAHA	68131	X	
FOOD & FUELS R US	6912 S 110TH ST	LA VISTA	68128	X	X
FOUR SONS INC	609 MAIN ST	GREENWOOD	68366	X	X
FRANK STOYSICH MEATS	5170 Q ST	OMAHA	68117	X	X
GENERAL MACARTHUR CHAPTER 2 DAV	4515 F ST	OMAHA	68117	X	X
GODEGA MARKET	423 S 11TH ST	OMAHA	68102	X	X
GODFATHER'S PIZZA	7920 S 84TH ST	LA VISTA	68128	X	X
GODFATHER'S PIZZA	132 S 6TH ST	PLATTSMOUTH	68048	X	X
GOLDEEZ	5502 N 103RD ST	OMAHA	68134	X	X
GRANDPA'S WOODS	5497 310 ST	MURDOCK	68407	X	X
HAMPTON INN	12331 SOUTHPORT PKWY	LA VISTA	68128	X	X
HAPPY BAR	601 N 16TH ST	OMAHA	68102	X	X
HARNEY STREET TAVERN	1215 HARNEY ST	OMAHA	68102	X	X
HATCHETT JAXX	16304 WESTSIDE DR	PLATTSMOUTH	68048	X	X
HECTOR'S RESTAURANT	1201 S 157TH ST	OMAHA	68130	X	X
HILLTOP FILLSTOP	7603 HIGHWAY 50	WEEPING WATER	68463	X	X
HIRO 88	17664 WELCH PLZ	OMAHA	68135	X	X
HOOK & LIME	735 N 14TH ST	OMAHA	68102	X	X
HORSEMEN'S PARK	6303 Q ST	OMAHA	68117	X	X
HUNAN FUSION	2405 S 132ND ST	OMAHA	68144	X	X
HY-VEE FOOD STORE	16418 WESTSIDE DR	PLATTSMOUTH	68048	X	X
HY-VEE FOOD STORE 1472	17810 WELCH PLZ	OMAHA	68135	X	X
HY-VEE GAS	14405 STONY BROOK BLVD	OMAHA	68137	X	X
HY-VEE GAS	17901 WELCH PLZ	OMAHA	68135	X	X
HY-VEE GAS	2401 OAK HILL RD	PLATTSMOUTH	68048	X	X
HY-VEE RESTAURANT	16418 WESTSIDE DR	PLATTSMOUTH	68048	X	
IMART	9010 FORT ST	OMAHA	68134	X	X
INFINITE LOOP VR	9825 GILES ROAD	LA VISTA	68128	X	X
IRON HORSE GOLF CLUB	900 CLUB HOUSE DR	ASHLAND	68003	X	X
JAKE'S MINI MART	8320 BLONDO ST	OMAHA	68134	X	X
JD'S LIQUOR LOCKER	8052 S 84TH ST	LA VISTA	68128	X	X
JIM & JENNIE'S GREEK VILLAGE	3026 N 90TH ST	OMAHA	68134	X	X
JOE'S DUCK INN	13336 MILLARD AVE	OMAHA	68137	X	
KUM & GO 361	1010 S 189TH ST	OMAHA	68130	X	X

KWIK SHOP 667	4855 L ST	OMAHA	68117	X	X
KWIK SHOP 675	502 W MISSION AVE	BELLEVUE	68005	X	X
LA FIESTA JALISCO	902 CHICAGO AVE	PLATTSMOUTH	68048	X	X
LA MESA MEXICAN RESTAURANT	5055 S 155TH ST	OMAHA	68137	X	
LAKE RIDGE COUNTRY CLUB	1536 COUNTRY CLUB CIR	PLATTSMOUTH	68048	X	X
LANSKY'S	4601 S 50TH ST	OMAHA	68117	X	X
LAZLO'S BREWERY & GRILL	2425 S 192ND AVE	OMAHA	68130	X	X
LIGHTHOUSE BAR & GRILL	2505 S 132ND ST	OMAHA	68144	X	X
LITTLE POLONIA BAR	3804 Q ST	OMAHA	68107	X	X
LITTLE RICKY'S	148 S 39TH ST	OMAHA	68131	X	X
LOCAL BEER PATIO & KITCHEN	4909 S 135TH ST	OMAHA	68137	X	X
LOUISVILLE LIQUORS	119 MAIN ST	LOUISVILLE	68037	X	X
LUCKY BUCKET BREWING COMPANY	11941 CENTENNIAL RD	LA VISTA	68128	X	X
LUXURIOUS LIQUOR & SMOKE	9661 RENEE AVE	PLATTSMOUTH	68048	X	X
MAPLEWOOD LANES	3030 N 101ST ST	OMAHA	68134	X	X
MEGA SAVER	4429 CALIFORNIA ST	OMAHA	68131	X	X
MEGA SAVER	2014 L ST	OMAHA	68107	X	X
MEGA SAVER	4420 S 24TH ST	OMAHA	68107	X	X
MEGA SAVER	10707 BLONDO ST	OMAHA	68134	X	X
MODERN LOVE	3157 FARNAM ST	OMAHA	68131	X	X
MOES MART 5	8242 MAPLE ST	OMAHA	68134	X	X
MOM'S CAFE & CATERING CO	422 MAIN ST	PLATTSMOUTH	68048	X	X
MOUTH OF THE SOUTH	1111 HARNEY ST	OMAHA	68102	X	X
NAMASTE BAZAAR	5474 N 90TH ST	OMAHA	68134	X	X
NEBRASKA BREWING COMPANY	6946 S 108TH ST	LA VISTA	68128	X	X
NO FRILLS SUPERMARKETS 794	2400 8TH AVE	PLATTSMOUTH	68048	X	X
NOMADS BAR	417 ELM ST	NEHAWKA	68413	X	X
ON THE Q STREET BAR	4821 Q ST	OMAHA	68117	X	X
OUTBACK STEAKHOUSE	10408 S 15TH ST	BELLEVUE	68123	X	X
OUTPOST BAR	6301 S 36TH ST	OMAHA	68107	X	X
PEPPERJAX GRILL	2444 S 132ND ST	OMAHA	68144	X	X
PICCOLO'S	13328 MILLARD AVE	OMAHA	68137	X	
PINE GROVE RV PARK	23403 MYNARD RD	GREENWOOD	68366	X	
PLATTE VALLEY ANTIQUE COMPANY	13017 238TH ST	GREENWOOD	68366	X	X
QUARRY OAKS GOLF CLUB	16600 QUARRY OAKS DR	ASHLAND	68003	X	X
QUIKTRIP 576	3201 L ST	OMAHA	68107	X	X
QUIKTRIP 580	6045 L ST	OMAHA	68117	X	
QUIKTRIP 586	1311 FORT CROOK RD N	BELLEVUE	68005	X	X
QUIKTRIP 587	4404 N 72ND ST	OMAHA	68134	X	X
QUONSET BAR & GRILL	126 S 4TH ST	ELMWOOD	68349	X	
ROUND THE BEND STEAKHOUSE	30801 E PARK HWY	ASHLAND	68003	X	X
RUSTY NAIL PUB	14210 PIERCE PLZ	OMAHA	68144	X	X
SAM MART	4854 Q ST	OMAHA	68117	X	X
SCRIPTOWN BREWING COMPANY	3920-3924 FARNAM ST	OMAHA	68131	X	X
SEAN O'CASEY'S	2523 S 140TH AVE	OMAHA	68144	X	X
SKYYBOX GRILL & BAR	6720 S 168TH ST	OMAHA	68135	X	X
SPEEDEE MART 2884	2901 N 72ND ST	OMAHA	68134	X	X
SPIRITS AND THINGS	2762 S 129TH AVE	OMAHA	68144	X	X
ST BERNARD LOUNGE	14457 F ST	OMAHA	68137	X	X
STIRNELLA	3814 FARNAM ST	OMAHA	68131	X	X

STOP N SHOP	300 W ELDORA AVE	WEeping WATER	68463	X	X
SUPER CARNICERIA EL PUEBLITO	5116 S 24TH ST	OMAHA	68107	X	X
SUPERIOR MART	906 WEBSTER BLVD	PLATTSMOUTH	68048	X	X
SWIZZLE STIX LOUNGE	7101 S 84TH ST	LA VISTA	68128	X	X
TAVERN ON Q	18010 R PLZ	OMAHA	68135	X	X
TAYLOR QUIK PIK	10 MAIN STREET	LOUISVILLE	68037	X	X
THUNDERHEAD BREWING TAPROOM	13304 W CENTER RD	OMAHA	68144	X	X
TIMBER CREEK PIZZA PUB & GRILL	6718 S 178TH ST	OMAHA	68135	X	X
TOBACCO HUT 15	5434 N 103RD ST	OMAHA	68134	X	X
TWO FINE IRISHMEN	18101 R PLAZA	OMAHA	68135	X	X
UNION ORCHARD	2405 S HIGHWAY 75	UNION	68455	X	X
VALENTINO'S	7202 GILES RD	LA VISTA	68128	X	X
VARSITY SPORTS CAFÉ AND ROMAN COIN PIZZA	14529 F ST	OMAHA	68137	X	X
VFW 2543	510 1ST AVE	PLATTSMOUTH	68048	X	X
VINEYARD LIQUOR & VIDEO	211 CHICAGO AVE	PLATTSMOUTH	68048	X	X
WALGREENS 2472	18040 R PLZ	OMAHA	68135	X	X
WALGREENS 7693	225 N SADDLE CREEK RD	OMAHA	68131	X	X
WALMART 1637	6304 N 99TH ST	OMAHA	68134	X	X
WALMART 3172	5051 L ST	OMAHA	68117	X	X
WALMART 3267	18201 WRIGHT ST	OMAHA	68130	X	X
WALMART 5361	12850 L ST	OMAHA	68137	X	X
WALMART MARKET 4139	360 N SADDLE CREEK RD	OMAHA	68131	X	X
WEeping WATER EXPRESS LANE	103 S EAST ST	WEeping WATER	68463	X	X
WESTWOOD HEIGHTS GOLF COURSE	12929 W CENTER RD	OMAHA	68144	X	X
WICKED RABBIT	1508 HARNEY ST	OMAHA	68102	X	X
WINCHESTER	7002 Q ST	OMAHA	68117	X	X
WINE BEER & SPIRITS	3435 OAKVIEW DR	OMAHA	68144	X	X
WORLD LIQUOR	2219 N 90TH STREET	OMAHA	68134	X	X
ZIO'S PIZZERIA	12997 W CENTER RD	OMAHA	68144	X	X

# YOUTH LEADERSHIP RETREAT

## 2022



### August 20th & 27th



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This project is supported in whole or in part by 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.

## Youth Leadership Retreat 2022

Please return form by mail to:

Project Extra Mile  
11620 M Circle  
Omaha, NE 68137

or return by email at:  
[youth@projectextramile.org](mailto:youth@projectextramile.org)  
or register online at  
[www.projectextramile.org](http://www.projectextramile.org)

Registration Deadline:  
Friday, August 12,  
2022

Student's Name:	_____
Email:	_____
Address:	_____
City:	_____ Zip: _____
Phone: ( ) _____	Entering grade: _____
School:	_____
Dietary Restrictions:	_____
T-Shirt:	XS    S    M    L    XL
Gender:	_____

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## Overview

- **Training will run from 9:30 a.m. to 12:30 p.m. on Saturday, August 20th and again on August 27th.**
- **Each day the students will be involved in fun leadership sessions and exercises with lots of learning and laughter!**
- **Training will be full of engagement and conversation.**
- **Youth will work together to prepare a presentation to policymakers on Day 2 (August 27th) of the retreat.**

**Over the years, hundreds of students have participated in our Youth Leadership Retreat.**

**After gaining new critical leadership skills, they have returned to their communities with a renewed sense of commitment to the prevention of underage drinking and youth access to alcohol.**

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PREVENTING ALCOHOL-RELATED HARM



**RESEARCH SUMMARY**  
Date Compiled: August 2022

**Key takeaways from included research:**

- With health risks of moderate alcohol consumption constantly being debated, researchers analyzed dose-response risk curves of 22 health outcomes to estimate the theoretical minimum risk exposure levels. They concluded that population-level health risk associated with low levels of alcohol consumption varied across regions and were greater for younger individuals. Results showed the need for tailored guidelines based on age and geographic region to be most effective in reducing the associated health risks.
- A Scottish study examined current drinkers, age 18-35 and how they perceive alcohol packaging. Researchers concluded that the packaging captures attention, creates appeal, and helps shape perceptions of the product, drinker, and drinking experience.
- Researchers examined individual, peer, and parent domains as they pertain to substance use and how they vary by sociodemographic subgroups as well as substance type. They found that it's important to consider sociodemographic differences and substance variability to better identify risk and protective factors when working to reduce adolescent substance use.
- Researchers examined the role of binge drinking patterns among moderate drinkers to predict alcohol problems. They found that binge drinking was associated with an almost three times increase in the number of concurrent alcohol problems. For those considered moderate drinkers, binge drinking was associated with a nearly five times increase in concurrent alcohol problems.

## **Update: Omaha police arrest suspect in Old Market shooting**

Written by Zoey Muessel

OMAHA, Neb. (KMTV) — UPDATE 06/20/2021 3:50 p.m.

Omaha Police announced Monday that 26-year-old Raushod Johnson was arrested on Saturday on a felony warrant related to a shooting that morning in the Old Market.

According to police, Johnson will be charged with three counts of felony assault and use of a weapon to commit a felony.

### **PREVIOUS**

Omaha police are investigating a shooting that injured three people early Saturday morning according to a press release.

According to police, officers responded to Gate 10 Bar at 414 S 10th Street just before 1:00 a.m. after a call came in saying shots were fired. The call was updated to a shooting shortly after.

Police say a vehicle that was reported to be involved was seen leaving the area. Officers pursued the vehicle to the area of 42nd and Dodge Streets where two victims were found in the vehicle.

The victims were 31-year-old George Thompson and 27-year-old Jordan Thompson. They both were taken to the University of Nebraska Medical Center (UNMC) with non-life-threatening gunshot injuries according to police.

A third victim, 28-year-old Detail Johnson arrived at UNMC with a non-life-threatening gunshot injury and stated he was also at the Gate 10 Bar.

The investigation is ongoing. Anyone with information is urged to contact Omaha Crime Stoppers at (402)444-STOP.

## **Iowa crash kills two Gretna teens, injures three from Omaha**

Written by Zoey Muessel

PERCIVAL, Iowa (KMTV) — Iowa State Patrol (ISP) is investigating a fatal crash that killed a 14-year-old boy and a 16-year-old girl from Gretna and injured three others from Omaha.

The crash happened near Percival according to our partners at the Omaha World-Herald.

According to a crash report, on Saturday at around 7:40 p.m. a 2021 Dodge Charger and a 2020 Jeep Wrangler were traveling on I29 North when the Dodge Charger lost control and collided with the Jeep.

Both vehicles entered the ditch and rolled. The Dodge Charger landed on its roof in the ditch. The Jeep came to a rest upright in a field.

All occupants of the Jeep were ejected or partially ejected according to the crash report.

The driver of the Dodge Charger was identified as 26-year-old Rodelio Martinez of Columbus. Martinez had no reported injuries.

The driver of the Jeep was identified as 20-year-old Garrett Grossman of Omaha. Grossman, 18-year-old Hannah Devitt and a 15-year-old girl were all transported to UNMC.

Alcohol is believed to be a factor according to ISP.

The crash is still under investigation.

## Fierce competition between Ole Miss and Arkansas fans at CWS Jell-O shot challenge

Written by Molly Ashford

The fiercest competition at the College World Series just might be the Jell-O shot challenge at Rocco's Pizza and Cantina.

The restaurant, located at 13th and Mike Fahey Streets just across from Charles Schwab Field, has been entertaining CWS fans for more than a decade. For the past six years, they have hosted some variation of the CWS Jell-O shot challenge: For every shot ordered, your team gets a point.

Last year, a record was set by Mississippi State: Fans ordered 2,965 Jell-O shots during the series.

On Sunday night — just three days in— that record was shattered by the University of Arkansas fans who had already consumed 50% more than all of last year's series.

And by Monday afternoon, CWS fans had ordered a total of 11,130 Jell-O shots, a frozen mixture of Jell-O and vodka colored to match each team, at \$4.50 a pop.

That's more than \$50,000 in revenue for Rocco's— and there's still at least six days left in the series. Patrons say that the competitive spirit is worth the steep price for a prepackaged Jell-O shot.

"It's absolutely genius marketing," said Tyler Johnson, an Ole Miss fan from Jackson, Mississippi. "They're making loads off of us — but everybody loves competition."

This year, the competition is fierce. Arkansas is barely hanging on to its lead over Mississippi: At the latest count on Monday, Ole Miss netted 4,579 shots to Arkansas' 4,644. No other team comes close to those numbers, with Texas A&M a distant third at 585 shots.

Big spenders buying hundreds of shots at a time have upped the ante this year. A representative from Banded Brands, a hunting gear brand based in Arkansas, bought 500 shots on Monday afternoon. In response, Tyler Jordan of Realtree, another hunting and camouflage brand, put 900 shots toward Mississippi's total.

Determined not to be outdone, Banded Brands placed another order for 1,000 shots — \$4,500 worth — within the hour. That led to many patrons on Monday night drinking for free.

"It's definitely an all-time record here," said Kevin Culjat, the owner of Rocco's and the neighboring Lefty's Bar. "It's awesome. We have people trying to Venmo us, trying to call in orders, but we're just too busy."

Indeed, fans packed into Rocco's like sardines on Monday, with a line nearly out the door to get to the bar and order shots ahead of the 6 p.m. game. The crowd was especially energized ahead of the matchup between Ole Miss and Arkansas.

"We might not win it all, but we're definitely going to win this," said Corey Garnette, an Arkansas fan from Fayetteville, Arkansas.

Fans can follow along with the latest numbers on the CWS Jello Shot Challenge Twitter account, which has amassed nearly 12,000 followers in less than two weeks.



CWS Jello Shot Challenge @CWSShotBoard · Jun 27

...

Ladies and Gentlemen your OFFICIAL 2022 Rocco's Jello Shot Challenge. Congrats to @OleMissBSB for their victory on the field and their fans for the victory across the street at Rocco's. It was a special year and we couldn't be more thankful for y'all. #CWS2022 #CWSS #RoccasOmaha

ROCCO'S 2022 JELLO SHOT CHALLENGE	
ARKANSAS	8672
AUBURN	430
NOTRE DAME	616
OKLAHOMA	843
OLEMISS	18,777
TEXAS	319
TEXAS A+M	1327
STANFORD	231

**TOTAL: 31,215**  
**\$140,467.50**

## WHO backs introduction of minimum alcohol pricing across Europe

Written by Conor Capplis

The World Health Organisation (WHO) has backed the introduction of minimum alcohol pricing across Europe as a lifesaving measure.

Launching a new report into the benefits of alcohol taxes, the body said such taxes can become part of a “comprehensive approach for reducing alcohol consumption in Europe”.

Ireland introduced a comprehensive minimum unit price (MUP) in January with the aim of reducing the negative social, economic and health impacts of drinking. Under MUP in Ireland, the lowest price that can be charged for a gram of alcohol is 10 cents, meaning a standard drink costs at least €1.

The report noted that Ireland’s MUP is comparatively higher than other jurisdictions. The only place implementing a higher cost is Prince Edward Island in Canada.

Comparing prices of one litre of 40% abv vodka, Ireland’s price of €40 is significantly higher than other jurisdictions with these policies, which average around €20.

Ireland is, on average, the most expensive place for spirits and beer compared with other countries that have introduced MUP, while wine is more expensive in Ukraine, Scotland and Wales.

Carina Ferreira-Borges, European regional adviser at the WHO for alcohol use, said it was “very important that this be introduced by all European countries as part of an overall package of policies” to combat alcohol-related health issues.

The study is the first ever review and global mapping of minimum pricing policies on alcohol. It found alcohol pricing policies and alcohol taxation are among the “most effective and cost-effective measures to reduce alcohol consumption and harms, but they are also the most underutilised”.

Europe has the highest level of alcohol consumption per capita and the highest proportion of drinkers in the world. One in 10 deaths each year is caused by alcohol, amounting to almost 1m in total. One-quarter of deaths among 20–24-year-olds in Europe is alcohol-attributable.

Do these policies work?

Do these policies work? A growing body of research evaluated by the WHO says yes. Research into the effects of MUP in British Columbia, Canada, between 1989 and 2010 suggests that with every 10% increase in minimum prices, there was a 3% reduction in alcohol consumption, 32% reduction in wholly caused alcohol deaths, and a 9% reduction in alcohol-attributable hospital admissions.

Alcohol harm is concentrated in heavier drinkers, particularly those from lower socioeconomic groups, the report said. Minimum pricing policies can “effectively target these drinkers and consequently can reduce health inequalities”.

The reports concludes that while minimum pricing policies remain “largely untapped” they have “enormous potential” to reduce alcohol-related harm and health issues across Europe.

Just 14 countries have minimum pricing policies in place around the world, and 12 are located in the WHO European Region.

However, a barrier to the widespread introduction of these policies is the continued opposition by the alcohol industry, the report said.

“The alcohol industry generally opposes alcohol pricing policies (precisely because they are effective in reducing consumption), which can lead to effective policies not being implemented,” the report states.

Any involvement in developing such policies should be “managed extremely carefully” by public health experts led by evidence and industry figures should not be “advising on scientific matters”.

## Pepsi teases bigger alcohol push after Hard Mountain Dew launch

Written by Brian Sozzi

After what appears to be an encouraging launch of alcohol-based Mountain Dew earlier this year, the brand's owner PepsiCo (PEP) may be about to push deeper into the ready-to-drink booze space.

"I think we have a great product that they [Boston Beer] have developed," PepsiCo CEO Ramon Laguarta told analysts on an earnings call Tuesday. "We've licensed the brand to Boston Beer, and we're providing distribution in some states. Execution is very good. The product is turning very well, high share in those states. So it makes us feel positive about the potential of Hard Mountain Dew and the relationship with Boston Beer."

Earlier this year, PepsiCo launched Hard Mountain Dew in partnership with Boston Beer (SAM). The 5% alcoholic drink is currently available in Tennessee, Florida, and Iowa.

"Obviously, we get encouraged by this [performance], and we're working on multiple new innovations that will come to the market shortly. We think in alcohol, we can bring new brands to the market. We don't want to be distributing a lot of brands. That's not our intention to have many, many brands and a very complex set of brands in our distribution. We'd rather focus on a few large consumer opportunities and put them through what is a very powerful DSD [direct distribution] system," explained Laguarta.

The ready-to-drink cocktail wars are heating up as PepsiCo and Coca-Cola (KO) begin to dive deeper into a sector they had long shunned.

Coca-Cola and Jack Daniels owner Brown-Forman (BF-B) in June inked a deal to distribute a ready-to-drink Jack & Coke cocktail. The product — which channels the spirit of drink ordered at bars for decades — will boast about 5% alcohol, similar to Hard Mountain Dew.

"There is a Jack and Cola product that's already quite size-able for us. It's a big business for us around the world. It's particularly big in places like Germany and Australia. But certainly, putting the Coke label on the can is a game changer and something that we're really excited about," Brown-Forman CEO Lawson Whiting said on Yahoo Finance Live.

The companies stated that the rollout will begin in late 2022 in Mexico, followed by "select" markets worldwide in 2023.

The total volume of sales of spirits-based ready-to-drink cocktails surged 226% from 2016 to 2021, according to data from Mintel. In 2021, about 50% of adults over the age of 22 consumed a ready-to-drink cocktail, Mintel's data shows, up from 40% in 2018.

Coca-Cola also inked a deal earlier this year with beer and wine maker Constellation Brands (STZ) to distribute alcoholic Fresca. This comes on top of a new deal between Coca-Cola and Molson Coors (TAP) for Topo Chico hard seltzer.

"First of all, Fresca fits in with a lot of consumer trends," Constellation Brands CEO Bill Newlands told Yahoo Finance Live about the launch. "It's refreshing, it's convenient, and it's low calorie obviously. We were surprised that over 50% of Fresca drinkers already mix it with alcoholic beverages. So it seemed like a natural fit to be able to bring that to market in ready-to-serve form."

## Rise in number of traffic fatalities troubling for Nebraska

Written by Kevin Cole

Traffic deaths on Nebraska roads are up significantly this year, and the state's highway safety officials are working to figure out why.

The 136 fatalities on Nebraska roadways reported through midday Friday means that 16% more people have died on Nebraska roads than the 117 who had died at this time last year. It's also a 15% increase over the five-year average of 118 deaths by July 15.

Those double-digit jumps are a startling increase considering in 2021, the state was one of the few in the nation to see a drop in fatal crashes. Nebraska recorded 220 traffic deaths in 2021, 5% fewer than the 232 killed in 2020.

The increase in traffic deaths was even more pronounced from January through May this year, when the state recorded 103 fatalities compared with 77 during that time frame in 2021.

Even though vehicle miles traveled decreased by 11% in the U.S. in 2020, traffic fatalities rose 6.8% nationwide, according to the National Highway Traffic Safety Administration. The agency reported that 38,824 people died. The trend continued in the first nine months of 2021, with deaths rising 12% compared with the same period in 2020.

Because final numbers take time to compile due to delayed deaths from crashes, the NHTSA has had to estimate the number of traffic deaths for 2021. An estimated 42,915 people died in motor vehicle traffic crashes last year, a 10.5% increase from the 38,824 fatalities recorded in 2020. The estimated figure would be the highest number of fatalities since 2005 and the largest annual percentage increase in fatality reporting history.

"We face a crisis on America's roadways that we must address together," U.S. Transportation Secretary Pete Buttigieg said in a press release. "With our National Roadway Safety Strategy and the President's Bipartisan Infrastructure Law, we are taking critical steps to help reverse this devastating trend and save lives on our roadways."

The Omaha Police Department has investigated 27 fatalities thus far this year, including two pedestrian deaths and three deaths from motorcycle crashes, according to Sgt. Doug Klein of the department's traffic unit. Of those fatalities, 10 involved collisions where drugs or alcohol or both were involved. Failure to wear a seat belt was listed as a contributing cause in seven deaths, he said.

By the same point in 2021, Omaha police had investigated just 17 fatalities, including one pedestrian death and one from a motorcycle crash.

Klein noted that his officers investigated a triple fatality in March at 192nd and F Streets. Omaha officers also worked a double fatality in June.

"Both of those crashes involved high speeds on behalf of the at-fault driver," Klein said. "Other than excessive speed, we would stress to the public the importance of using seat belts and using a designated driver when consuming alcohol."

The Lincoln Police Department this year has investigated crashes resulting in 11 fatal injuries. Two of those fatal crashes involved pedestrians and four involved motorcycles, a spokesman for the department said.

Pedestrian deaths are up statewide, with 11 fatalities so far. At this time last year, the state had recorded just three such deaths.

"Pedestrian fatalities are up, and it's mainly in the metro areas," said Bill Kovarik, the administrator of the Nebraska Department of Transportation's Highway Safety Office. "One reason is that people are actually walking on roads where no one can see them, such as on curves. In one (fatal incident), someone got out of their car to pick up debris, and in another, someone got out to rescue a cat."

In other cases, people have been struck while walking on Interstate on- or off-ramps, he said. Pedestrians walking along highways are contending with vehicles traveling at high speeds and drivers who have less reaction time, Kovarik said.

Overall, fatalities often can be attributed to the "four horsemen of traffic deaths," Kovarik said: Speed, impairment, distraction and fatigue.

"Those are the four main causes, along with failing to use seat belts," he said. "Not buckling up reduces your chances of surviving a crash by 45%."

Nebraska is working to reduce the number of cross-median traffic deaths in which a vehicle veers across the Interstate to collide with vehicles going in the opposite direction. From 2013 through 2017, there were 247 cross-median crashes on Interstate 80 outside of Lincoln and Omaha, state figures show.

In a test project, the state is installing about 22 miles of steel-cable barriers that are designed to stop vehicles from crossing the median, or at least slow them down. The \$9.5 million project between the Pleasant Dale and Utica I-80 exits is set to be finished before December.

"NDOT's No. 1 goal is safety. Safety is in how we build our roads and improve systems for motorists," said Jeni Campana, a spokeswoman for the Nebraska Department of Transportation. "These cable barriers are another tool for NDOT to use."

Campana said that the NDOT has "many tools in its toolbox," and new products and technology help make systems safer all the time. It's important, however, for motorists to remember that they also are part of a safety system for everyone to use, she said.

"Stay alert, keep your eyes on the road," she said. "Buckle up, phone down and be alert to signage and instructions while driving."

## Midlands Voices: Promoting excessive drinking harmful to Nebraskans

Written by Dr. Tom Safranek

Every year on June 22, the anniversary of his death in 2014, I reflect on the senseless and premature loss of my friend, Dr. Ed Horowitz. He was killed by a driver with a blood alcohol concentration over three times the legal limit while walking crossing Dodge Street on a Sunday afternoon.

My tribute to Ed is to advocate for public health policies that can prevent such events from happening again.

A recent Omaha World-Herald article reported on a “Jell-O Shot Challenge“ at an Omaha establishment during the College World Series. Fans of the eight teams were challenged to consume Jell-O Shots (a mixture of Jell-O and vodka). The winning team purchased thousands of shots.

This contest represents a race to the bottom that links alcohol and sports and reinforces the dangerous belief that binge drinking — drinking to get drunk — is a joke and part of having a good time. That vendors profit from such a binge drinking promotion is outrageous, and represents a blatant disregard for public health and the safety of the community, including people like Dr. Horowitz.

CDC notes that excessive alcohol use, including underage drinking and binge drinking, kills about 720 Nebraskans each year, and costs Nebraska nearly \$1.2 billion, or about \$1.60 per drink, in lost productivity, health care and criminal justice and other expenses in 2010. Binge drinking is responsible for at least 1 in 3 of these deaths and over 70% of these costs and is associated with a host of health and social problems, including heart disease and high blood pressure, sexually transmitted diseases, motor vehicle crashes, opioid overdoses, violence, and suicide, among others. The likelihood of experiencing many of these harms is related to the frequency and intensity of binge drinking.

Nationally, Nebraska ranks as the fourth-worst binge drinking state, according to 2020 Centers for Disease Control and Prevention (CDC) data. Furthermore, several Nebraska cities have among the highest binge drinking rates in the country, including Lincoln (24.3%), Omaha (20.2%), Sioux City (18.6%) and Grand Island (18.4%). This pattern of alcohol consumption drags down our state’s health rankings and affects the desirability of Nebraska as a place to live and do business.

Alcohol consumption is strongly influenced by the environment in which people make their decisions about whether and how much to drink. Research has clearly shown that states that have stronger policies related to the price and availability of alcoholic beverages tend to have lower rates of binge drinking and related harms and vice versa.

Fortunately, the independent Community Preventive Services Task Force recommends several evidence-based strategies for reducing excessive drinking and related harms, including increasing alcohol taxes, regulating alcohol outlet density (the number and concentration of alcohol retailers in communities), and commercial host (Dram Shop) liability (holding alcohol retailers civilly liable for harms related to the illegal sale of alcohol to youth and intoxicated patrons).

Unfortunately, these recommended alcohol policies are underused. In fact, a 2014 CDC report found that Nebraska had some of the lowest alcohol tax rates on beer, wine and liquor in the country; and our commercial host liability has major limitations.

If this weren't enough, the Nebraska legislature legalized both the sale of cocktails-to-go and alcohol sales to persons in their vehicles last year. These measures have further expanded access to alcohol and made it more difficult to enforce laws prohibiting illegal sales, thus increasing the likelihood of binge drinking and related harms in our state.

Given the aforementioned problems combined with the relatively weak alcohol policies we have in our state, it's not surprising that we have retailers making a game out of promoting high-intensity binge drinking. And sadly, it's Nebraska taxpayers — some of whom don't drink at all — who will be left paying the tab.

Having grown up in Nebraska and proudly served as the state epidemiologist for 30 years, I have seen first-hand what Nebraskans can accomplish when we unite behind a goal that promotes the common good. Rather than engaging in a race to bottom, we can instead engage in a race to the top by recognizing the enormous impact that excessive drinking has on the health and well-being of all Nebraskans and then aspiring to prevent it.

That doesn't mean eliminating alcohol consumption altogether, but rather implementing evidence-based policies that discourage the excessive drinking that ended the life of my friend and hundreds of other Nebraskans each year.

## Wellness Check: Can alcohol provide benefits to health? The relationship between alcohol and heart disease

Written by Vanessa Villafuerte

OMAHA, Neb. (KMTV) — Previous studies have made claims that consuming small amounts of alcohol might offer benefits to your heart.

However, a new study suggests that may be far from the truth.

3 News Now anchor Vanessa Villafuerte takes a closer look at the direct link between alcohol and heart health.

The recent study conducted by The Journal of the American Medical Association published new evidence that shows inconsistencies in the claim.

In fact, Dr. Arum Kanmanthareddy, a cardiologist at CHI Health, said it's not that simple.

"The relationship between alcohol and heart disease is quite complicated," Kanmanthareddy said. "There's conflicting data on how alcohol affects heart health."

The JAMA study reveals those with lower heart risk were already light to moderate drinkers. The majority of those in that category also had a healthier lifestyle, consisting of a well-balanced diet and exercise.

"Most people who were consumers of low alcohol intake, were relatively healthy people," Kanmanthareddy said. "They exercise, they are very conscious of their diets, so I think a lot has to do with how the heart health is affected in addition to alcohol, these factors might also influence the outcome of this study."

In other words, moderate drinkers, or those who drink less than 15 drinks a week, have better health as a result of their lifestyle, not the amount of alcohol they consume.

The study also debunked previous claims made, adding no amount of alcohol provides benefits to your heart.

When it came to those high-alcohol consumers, which is defined by 24 or more drinks a week, research revealed an exponential increase in risk of cardiovascular disease.

If you fall under that category, the good news is there's still time for you to change the narrative and prioritize your heart health.

"If you were a high consumer of alcohol and you started to lower the risk by cutting down on your drinking and exercising, and doing all of the right things, there's a chance your risk for heart disease will go down significantly," Kanmanthareddy said.

Just as research revealed, limiting your alcohol intake from minimal to none, along with leading a healthy lifestyle, will do wonders for your heart.

But if you consider yourself a social drinker, make sure your alcohol consumption remains low.

The study was conducted from 2019-2022.

Along with a clean diet and exercise, doctors recommend mitigating stress, another contributor that could lead to poor heart health.

## **Omaha neighbors plan petition drive about violence in the area after deadly shooting**

Written by John Chapman

OMAHA, Neb. (WOWT) - Neighbors in the area of 22nd and Lake say they plan to start a petition drive to do something about the violence in their area.

Early Sunday morning people who live in that area had to deal with another multiple shooting and say that large crowds gathering after the bars close have been a problem for years.

On July 4 of last year, Omaha police body cam footage shows a chaotic scene. After hours about 3 a.m. near 24th and Grant, five people were shot, four were wounded, and one dead.

People who live in the neighborhood say after-hour crowds and loud noise is just about an every week thing.

"This is the second mass shooting and it's in one area, so what does that say if this were in the Old Market, if this were out west it wouldn't be tolerated. My question is why is it being tolerated here?" said Mary.

Mary has moved out of her old neighborhood near 24th and Lake and says nothing has changed since she moved away.

"The neighbors and the neighborhood is amazing, then bars opened and when the bars started opening it became a hot spot for parties after the bars closed."

Robert Thompson says the area is still a hot spot. He saw cars all over his neighborhood when he got home from working his late shift job.

"And I'm getting here on my porch put my key in to go in, sit down, bam bam 10 rounds I count them and I look right at my watch, man 2:36 a.m. Twenty police came it was about six minutes later, police came come to find out three people were shot, three people," said Thompson.

Omaha Police Captain Jay Leavitt says they do have officers patrolling the area but there are a lot of empty lots where people congregate after hours and there's a lot going on in that area.

"We had extra officers on overtime due to a couple of other events that we were made aware of in previous places we had issues with. We had extra officers out and about and patrolling those areas and just unfortunately we can't be everywhere all at once," said Leavitt.

Police say neighbors need to call, maybe more often, to alert them to the problem areas.

"We haven't received 911 calls, there haven't been noise disturbances if anybody was gathered it wasn't enough to concern the neighbors in order to call us. I mean there's crowds at all kinds of businesses throughout the city and we just can't assume there's going to be an incident of violence just because people are gathered," said Leavitt.

But neighbors who have to deal with this just want it all to stop.

"All I know is every weekend it's always packed," said Thompson.

So far police have no suspects in that early Sunday morning shooting.