



The Extra Mile

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

Going the Distance: Concerned Citizens Will Not Be Ignored *"Booze cooler raffle" postponed after citizen advocacy*

Citizens in Valley, NE have consistently expressed concerns at coalition meetings about how their community has a permissive view of underage drinking. They've also expressed frustration with the use of alcohol as a fundraising tool by the DC West Youth Sports Organization, which also uses the logo of DC West Community Schools, to support youth sports programming.

Their concerns have largely fallen on deaf ears at the Valley City Council with regard to community events centered around alcohol that have been held on public property. Recently, these advocates received information regarding a "booze cooler auction" in their community to "support youth sports." After investigating this event, they determined that it would require a Special Designated License (SDL), which is issued by the Nebraska Liquor Control Commission (LCC) to events that have the approval of the local governing body. These advocates urged event organizers to apply for an SDL license to ensure that the state's liquor laws were being properly followed. After receiving no reply, advocates reached out to the LCC to alert them that this event was planned to occur without an SDL.

Subsequently, the Nebraska State Patrol contacted the organizers to inform them that the event would be targeted for liquor enforcement should it proceed without a license, and organizers finally had to acknowledge that they did not have the proper paperwork and that the event would need to be postponed.

Kudos to these local advocates for their concern about the message that an event like this sends to youth in a community that has recently experienced a tragic loss of life due to underage drinking. They also deserve accolades for doing the legwork to ensure that people know there are consequences for not following the law.



Like Comment Share

In 2017, a [research trial was](#) initiated at the National Institute on Alcohol Abuse and Alcoholism (NIAAA) called the MACH 15 trial (The Moderate Alcohol and Cardiovascular Health) seeking to investigate the benefits of moderate alcohol drinking on cardiovascular diseases. The trial recruited 7,800 older men and women at risk for cardiovascular diseases with half of them instructed to have one drink per day and the other half to avoid alcohol altogether for 6 years.

Two-thirds, or \$67.7 million, of the study's funding came from a foundation funded by five major alcohol producers. [The trial was halted](#) after only a year after potential biases were brought to the attention of the National Institutes of Health (NIH), which oversees the NIAAA. An advisory report found that there were [significant process irregularities](#) in the development of the funding opportunities for the MACH funding awards which undermined the integrity of the research process. There were also several policy violations committed by NIAAA employees through the solicitation of gift funding and deviation from standard procedures. Because of these concerns, NIH announced they would be conducting a thorough review of the interactions between potential funders and agency personnel to determine whether there were any inappropriate interactions, influences, or solicitations that occurred with respect to MACH 15.

Since NIH shut down the MACH 15 trial in 2018, researchers were curious to know if and how NIAAA's interactions with the alcohol industry changed. In an effort to answer this, [researchers requested government communications](#) with the industry since 2018. From this thorough review, 4,784 documents relating to three NIAAA employees and 15 alcohol industry executives were discovered. These documents showed sets of favors and access to information exchanged between NIAAA and industry executives in their own self-interest continuing for more than two years in the wake of the trial's bombshell shuttering.

[In a recently published article](#), Dr. Thomas Babor offers suggestions on how to address and prevent these ethical lapses, including but not limited to instituting better conflict of interest policies at NIH and NIAAA, reviewing NIAAA programs for bias, prevent NIAAA employees from joining or at least establish "cooling off" periods during which those individuals are not allowed to interact with the government and vice versa.

Local Law Enforcement Urged to Underage Drinking Focus



On March 29th, officers from five Eastern Nebraska law enforcement agencies gathered at UNO's Community Engagement Center to learn more about the importance of alcohol retail compliance checks and how to conduct these operations.

Retired Special Agent, Nancy McGee, shared how to effectively conduct operations from building community support to properly gathering evidence so the clerks and businesses can be successfully prosecuted. Assistant Attorney General Ken Yoho and Omaha City Prosecutor Kevin Slimp discussed evidentiary standards for administrative and criminal cases. Project Extra Mile shared information on how coalitions can provide administrative support for these operations and send a clear message to businesses and the community that these

operations are critical for preventing underage drinking tragedies.

If your agency or organization is interested in ensuring that underage drinking laws are being followed in your community, please reach out us at info@projectextramile.org and we'll be happy to assist.

Research Brief

Recently, the Centers for Disease Control and Prevention (CDC) released [state fact sheets](#) to provide an overview of the state of excessive alcohol use in each state. In the United States, over 140,000 people die annually as a result of excessive drinking and shortening their lives by 26 years.

The state of Nebraska experiences more than 700 deaths per year and \$1.2 billion in economic costs. The fact sheet also provides Nebraska vs national comparisons for adult and youth binge drinking. Overall, this is a great tool to share with partners and decision-makers with key information on what is happening in Nebraska as well as tools to prevent excessive alcohol use.

Project Extra Mile also has nine topic-specific fact sheets available on our [website](#). Topics include: 0.05 BAC laws; the alcohol and cancer link; alcohol and suicide; alcopops; binge drinking; compliance checks; dram shop laws; sobriety checkpoints; and why alcohol taxes make sense.

Save the Date!



**Youth Leadership
Retreat**

July 24th - 27th

Mahoney State Park

28500 W. Park Hwy Ashland, NE 68003

Please join us!

**Park in Lot E next to the Bell Tower & the UNO Community
Engagement Center!**



Omaha Metro Coalition Meeting

Wednesday, April 12th
9:00 a.m.

Please join us in person as we welcome

**Brandon Raddish
with Valley Hope
to discuss the state of
alcohol treatment in Nebraska.**

Thank you for your involvement!

Meeting Location:

**UNO's Community
Engagement Center**

*6400 University Drive South
Room 201, Omaha, NE
Parking Lot E*

**For more information:
(402) 963-9047**



www.projectextramile.org • info@projectextramile.org

**PROJECT EXTRA MILE
2023 COALITION
MEETINGS**

LOOKING FORWARD TO CONNECTING WITH YOU IN 2023

**JANUARY 18TH
FEBRUARY 8TH
MARCH 8TH
APRIL 12TH
MAY 10TH
JUNE 14TH
NO MEETING IN JULY
AUGUST 9TH
SEPTEMBER 13TH
OCTOBER 11TH
NOVEMBER 8TH
DECEMBER 13TH**



**MEETINGS HELD AT
UNO'S COMMUNITY ENGAGEMENT CENTER
6400 UNIVERSITY DRIVE SOUTH, ROOM 230**



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

[Unsubscribe info@projectextramile.org](mailto:info@projectextramile.org)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by info@projectextramile.org powered by



Try email marketing for free today!