



The Extra Mile

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

Going the Distance: Young Leaders Puts Their Skills to the Test

Over the past year, the Project Extra Mile Youth Leadership Network has been working hard to advocate for safer and healthier communities for both young people and adults. After reviewing the best available science and recommendations from leading prevention organizations on how to achieve their goal, they decided to invest their energy in advocating for the creation of an alcohol sales tax in Nebraska. The premise is quite simple: the more expensive alcohol is, the less people will drink it excessively because it becomes less affordable.

These young leaders met with a handful of senators and their staff during the Fall of 2023 to educate them about the problems experienced in Nebraska as a result of excessive alcohol consumption and to advocate for policies that could help address the problem. The legislative offices they met with recommended the group come back this spring to request an interim study to further examine the need for price increases and their potential impact on Nebraskans.

On March 18th, the Network traveled to the legislature to meet with senators. By the end of the day, youth were able to speak with four senators, observe legislative debate, and thank senators for their support for [LB836](#), a bill that will require co-branded alcohol and non-alcoholic products to be separated or identified in retail stores (think Mountain Dew and Hard Mountain Dew which contains alcohol). The language of LB836 is included in [LB685](#) and is currently in the last stage of debate prior to being sent to the governor for signature.



The goal of the day was to get support for the introduction of a study that would look at the pricing and taxation of alcohol – one of the World Health Organization’s Three Best Buys for preventing alcohol-related harms in communities. The youth did a great job sharing important national and Nebraska data to illustrate the problem and made sure to hold elected leaders accountable for their role in addressing this statewide problem. Ultimately, the youth achieved their goal when one of the senators they met with, Senator Lowe of Kearney, introduced [LR353](#). Now the organization and the youth will work with the General Affairs Committee to advocate for a hearing in the Omaha or Lincoln metro areas to make it easier for Omaha area youth to share their concerns and observations with the committee.

2024 has been a great year thus far for these young leaders, but much work remains! Toward that end, we look forward to welcoming these and other youth from across the state to our 2024 Youth Leadership Retreat, which will be held on June 25-27 at the Lutheran Church of the Master, West Campus in Omaha. Longtime partner and trainer, Nigel Wrangham, will be leading the sessions to help students learn how to become leaders in their schools and communities.

For more information and registration, please visit our [website](#).

Law Enforcement Training on Responding to Underage Drinking Parties Held in Omaha

Project Extra Mile hosted its 2024 Law Enforcement Training on March 20th with 14 officers from nine agencies in attendance. The training was led by retired law enforcement officers Nancy McGee (Missouri) and Scott Friedlein (Illinois). This year’s training focused on controlled underage party dispersal and how law enforcement can safely and effectively address these

parties in their communities. In addition to classroom learning, the officers were assisted by 14 Omaha metro youth to in a mock party scenario that allowed them to use the tactics they covered in a mock party setting.

Every year students indicate that they primarily obtain alcohol through social sources. This is precisely why focusing on safely breaking up underage parties is critical to ensuring the safety of both the minors and the larger community. We must also realize that underage drinking can't happen without the approval or negligence of adults. An important emphasis of this training was not only to hold youth accountable, but also the adults that enable or allow this dangerous behavior to occur either through their approval or negligence. The training was featured in a [KETV](#) story that focused on the importance of alcohol enforcement.

Thank you to the Omaha Police Department for hosting the training, the Nebraska Highway Safety Office for providing the funding that made the training possible, and all others that helped make this a successful training.

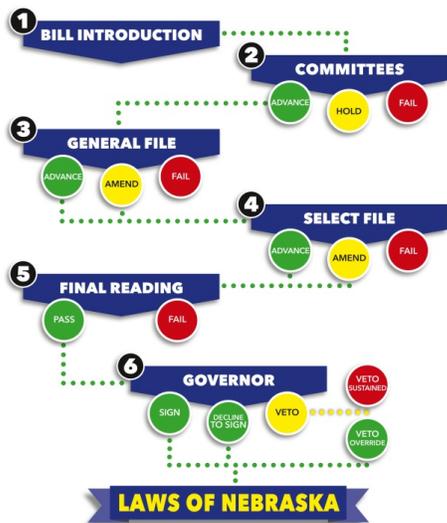


Legislative Update: Time is Running Out on the Second Session

As the end of the legislative session draws near its end, senators are working late nights in an attempt to get as much work done as possible before adjourning on April 18th. In terms of bills related to alcohol, there are really two categories – bills that are moving and those that have stalled. Any bills that are not enacted into law prior to adjournment will need to be reintroduced next year because this is the second legislative session of two.

- [LB1204](#) permits the use of off-site warehouses for the purpose of aging spirits products stored in barrels. The bill became law last week.
- [LB836](#) prohibits off-premise liquor license holders from displaying alcoholic products immediately next to non-alcoholic products with the same or similar brand name, logo, or packaging. The bill was amended into [LB685](#) and is currently on Final Reading (final stage of debate).
- [LB253](#) creates veteran justice programs that

HOW LAWS ARE MADE IN THE UNICAMERAL



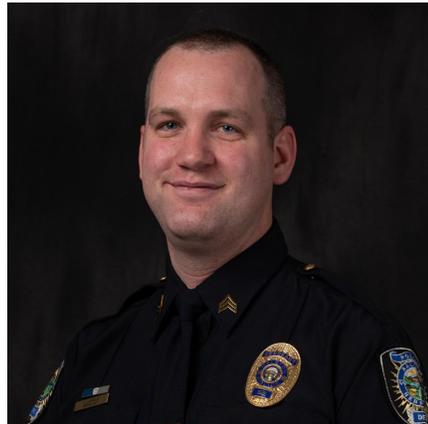
would permit a veteran, if eligible, to receive a deferred judgement for misdemeanor and felony convictions, including driving under the influence, resulting in the charge to be dismissed upon completion of the program. The bill is currently on Select File.

- [LB974](#) harmonizes (bring in line with) the penalty for motor vehicle homicide DUI of an unborn child that of motor vehicle homicide DUI. The bill is on General File, and the introducer is attempting to add the language of the bill as an amendment onto other bills.
- [LB875](#) prohibits the sale of alcoholic products for off-premise consumption at a price less than the wholesale cost. The bill is on General File (first stage of debate).

For more information about these bills and others, please visit our [website](#).

Coalition Member Spotlight - Sgt. Jeremy Leifeld

Jeremy Leifeld is a sergeant with the Ralston Police Department where he has served for 14 years, with the last two in the role of supervisor of the Investigations Unit. Sgt. Leifeld has been a part of the Project Extra Mile coalition for five years. He is a regular participant in alcohol compliance checks, saturation patrols, and as his schedule allows – coalition meetings. His other official duties include being an instructor on emergency vehicle operations, fair and impartial policing, and de-escalation, as well as a field training and internal affairs officer. When asked about working with Project Extra Mile he shared, “The great thing about partnering with Project Extra Mile is we get to work hand in hand with an organization and people that have the same goals in mind when it comes to preventing and reducing alcohol-related harms.” Thank you for your and your agency’s service and continued support, Sgt. Leifeld!



Community Training Opportunity

Reach out to our office with your training interests

Training Opportunity

IS YOUR COMMUNITY INTERESTED IN LEARNING MORE ABOUT...

Excessive Alcohol Consumption

What is excessive consumption? What are the associated harms? What does it look like in Nebraska? What strategies are proven to be effective in preventing excessive alcohol consumption and its harms?

Liquor Licensing Process

How can communities be more engaged and informed? How can alcohol outlets negatively impact neighborhoods? What can communities do to prevent new and existing problem outlets?

Advocacy vs. Lobbying

Lobbying is always advocacy, but advocacy isn't always lobbying. Being an effective advocate requires us to know the difference between the two. Understanding these basics will help empower organizations and communities to advocate on the issues that most impact them, enhancing both public health and safety.

TRAININGS ARE TAILORED TO YOUR NEEDS

CONTACT US

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Please Join Us!



CELEBRATING
25 YEARS
1995-2020

projectextramile
PREVENTING ALCOHOL-RELATED HARM

OMAHA METRO COALITION MEETING

April 10, 2024 @ 9:00 AM



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

**Please join us as
Project Extra Mile staff
provides a preview of
our community-based trainings.**



More Information :
www.projectextramile.org

402-963-9047
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**PROJECT EXTRA MILE
2024 COALITION
MEETINGS**

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

LOOKING FORWARD TO CONNECTING WITH YOU IN 2024



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



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