



## The Extra Mile

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

### Miles to Go: NE State Fair Will Feature Alcohol Consumption Everywhere

*Liquor Control Commission votes against its own rules*

The Nebraska Liquor Control Commission met on Tuesday, August 2nd to decide on three liquor license exemptions requested by the Nebraska State Fair Board from the [Commission's rules for temporary \(SDL\) liquor licenses](#) that will have more than 150 guests. The rules targeted included: (1) having at least one security person per 200 attendees; (2) checking individuals' age and wrist banding adults at the entry of the licensed area and; (3) a prohibition on the ability to sell alcohol on credit.



Project Extra Mile Executive Director Chris Wagner and representatives from the [Central Nebraska Council on Alcohol and Addictions](#) located in Grand Island, [Monument Prevention Coalition](#), and [Heartland Family Services](#) spoke out against these waivers and the nature of the license changing from beer gardens to allowing fairgoers to consume alcohol throughout the fairgrounds the would make it harder to prevent underage drinking and patrons from becoming intoxicated.

In his comments, Wagner emphasized that there was no physical way possible to meet the Commission's own standards under the "one security personnel per 200 guests" rule with the number of people and the expanse of the licensed area (estimated to be 9 million square feet) with an estimated 300,000 guests during the course of the fair. ["The objective answer is to deny this entertainment district concept based on what we know to be true, or to recognize this rule's importance in keeping families safe and resist calls to waive it,"](#) he said.

Others urged the Commission to require training and were shocked to hear fair executives had said that beer gardens discriminate against families. Quite the opposite, they argued that this change would discriminate against families that don't want to be surrounded by alcohol and that some of these adults might have an addiction problem if the beer garden isn't enough and they need to carry it everywhere they go.

When the State Fair Board representatives were asked about security, they shared that their peak security officer number would be approximately 55. Should the fair have 300,000 guests, that's an average of over 27,000 per day. Under the Commission's rules, 55

security personnel would only be enough for a crown of 11,000.

This is particularly concerning given the opposition to the change to allowing consumption throughout the fairgrounds at the City of Grand Island. [Grand Island Police Chief told the city council](#): "Our concerns would've been areas within the fairgrounds where you don't have a lot of the public congregating. Barns areas, where you may have a lot of youth back there, because they show animals, would have more access possibly to alcohol ... that would not be monitored by law enforcement." Wagner noted in his comments that adults providing alcohol to underage youth is a big problem and another reason for not allowing consumption throughout the fairgrounds. [Nearly 25%](#) of high school seniors in Hall County ([36% in Nebraska](#)) reported that they gave someone money to buy alcohol for them.

After taking the matter under advisement to further look at the materials and grounds maps, the Commissioners voted (2-1) by the end of the day to give the Fair Board exactly what they wanted despite the concerns brought to them by advocates and those expressed by the City of Grand Island at its city council hearing. The Commission also expressed frustration with not being well-informed about the changes and details of the license, but it didn't stop them from greenlighting it within hours.

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## Community Tires of Excessive Drinking Culture

### Former State Epidemiologist criticizes Jell-O Shot challenge

The College World Series (CWS) brought competition to Omaha in June, but not only in baseball, in Jell-O Shots. Rocco's Pizza and Cantina held a [Jell-O Shot challenge](#) among the eight teams participating in the CWS. The result was a total of 31,215 Jell-O Shots being consumed worth \$140,467.50, but what about the social and economic costs of excessive drinking?

Dr. Tom Safranek criticized the challenge in a Omaha World Herald Midlands Voices feature, calling it a "race to the bottom" that contributes to over a billion dollars in economic costs and the deaths of hundreds of Nebraskans each year. To read the full article, [click here](#).

Nebraska ranks as the [fourth-worst \(20.4%\) binge drinking state](#), while Lincoln had the worst binge drinking rate (24.3%) out of the cities indexed with Omaha having the thirteenth worst (20.2%). These rates lead to unacceptable social and economic consequences, including an estimated 720 annual deaths and nearly \$1.2 billion annually (about \$1.60 per drink) in lost productivity, health care and criminal justice, and other costs.

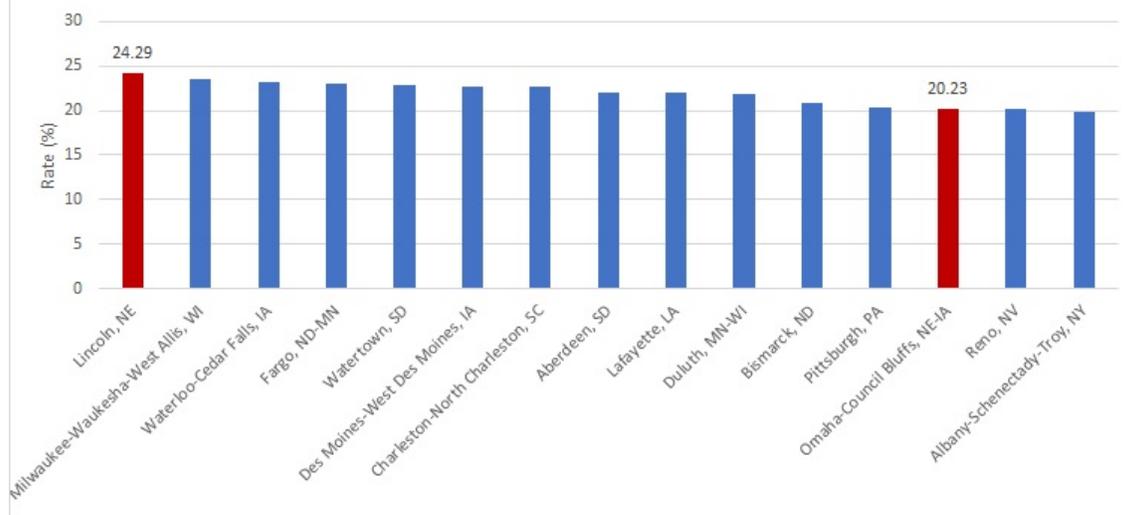


CWS Jello Shot Challenge @CWSShotBoard · Jun 27

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

Team	Score
ARKANSAS	8672
AUBURN	430
NOTRE DAME	616
OKLAHOMA	843
OLEMISS	18,777
TEXAS	319
TEXAS A+M	1327
STANFORD	231

2020 Binge Drinking Rates: Top 15 Cities in the US



The environment we live in and the policies surrounding alcohol greatly influence our alcohol consumption patterns. To keep Nebraskans safe, young and old, Nebraska needs to implement stronger policies as they relate to the [price, availability, and promotion](#) of alcoholic products. The [Community Preventive Services Task Force](#), an independent research body, recommends the following evidence-based strategies to decrease alcohol-related harms: 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).

Please consider becoming a member of our statewide coalition to get alerts about opportunities for action to protect our communities. You can reach us at [info@projectextramile.org](mailto:info@projectextramile.org) or call our office at (402) 963-9047.

## Should the Priority be Competition or Public Health?

### Subtitle

In February, the Treasury Department released a new [report on competition in the markets for beer, wine, and spirits](#). The report focused almost exclusively on ways in which the Department of Justice and the Federal Trade Commission can encourage the growth of the alcohol industry by focusing on antitrust issues within the industry. However, the report also recommended that prioritize labeling rules that protect consumers and public health.

National organizations like the Consumer Federation of America, the American Public Health Association, and the U.S. Alcohol Policy Alliance [have petitioned the Alcohol & Tobacco Tax and Trade Bureau \(TTB\) to include cancer warning labels on alcoholic beverages](#) such as the following:

**GOVERNMENT WARNING: According to the Surgeon General, consumption of alcoholic beverages can cause cancer, including breast and colon cancers.**

Project Extra Mile joined those and other national organizations to meet with the Department of the Treasury and the TTB during the month of July to discuss their vital role in protecting public health and safety by protecting states' ability to regulate alcohol under the 21st amendment to the Constitution, by ensuring that consumers know the risks to their health and the community's safety when they make decisions about alcohol use, and by ensuring that alcohol content and tax collection is accurate. Public health and consumer advocates want to ensure that the TTB has the latest scientific research and an understanding of how all of their work on alcohol impacts the public's health and safety.

## Last Chance to Register for the FREE, Virtual Youth Leadership Retreat!

*Deadline to register is Friday, August 12th!*

Nebraska youth entering grades 8-12 this year with an interest in civic engagement and community health have the opportunity to develop their leadership skills at our upcoming virtual Youth Leadership Retreat on August 20th and 27th from 9:30 a.m. to 12:30 p.m. CT both days. The event will focus on underage drinking and what can be done to prevent it as well as learning how to engage policy makers and the media to raise awareness of the problem and affect positive change.

The workshop will be facilitated by Nigel Wrangham, a nationally recognized trainer who has worked with thousands of youth over two decades to help youth use their voices to advocate for social justice and save lives. Registration is available [online](#). Please contact us at 402-963-9047 or [youth@projectextramile.org](mailto:youth@projectextramile.org) with any questions about the event.



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**Please join us on August 10th!**

## Omaha Metro Coalition Meeting

Wednesday, August 10, 2022

9:00 a.m.

Please join us *in person*

as we welcome Hobie Rupe, Executive Director of the Nebraska Liquor Control Commission, to discuss the Commission's role in preventing alcohol-related harms.

### Meeting Location:

National Safety Council  
11620 M Circle  
Omaha, NE

For more information:  
(402) 963-9047



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