



The Extra Mile

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

Miles to Go: Hard Seltzers Growing at Exponential Rate *Marketing targets underage youth*

While beer consumption has consistently declined in recent years, hard seltzer has grown exponentially since its introduction. 2020 saw an increase in hard seltzer sales of 130% from the previous year alone, and it does not appear to be slowing down anytime soon with the global hard seltzer market [expected to reach \\$49.4 billion by 2028](#).

This product is particularly popular among younger drinkers due in large part to industry marketing tactics and the use of fruity flavors. Coors declares that their marketing is aimed at the [21-34 year-olds](#), but marketing that targets 21-year-olds is also obviously appealing to an underage audience. In 2012, underage consumers accounted for 7.8% of all alcohol sold in Nebraska and \$27 million in industry profits.

Hard seltzer brands also advertise their products as healthy by citing low calorie content, lack of gluten, and inclusion of natural fruit flavors in effort to catch the eye of today's health-conscious youth. This marketing avoids mentioning the fact that alcohol [increases the likelihood of developing certain cancers, cardiovascular issues and other serious health concerns](#).

ALCOHOLIC DRINKS AND THE RISK OF CANCER					
WCRF/AICR GRADING		DECREASES RISK		INCREASES RISK	
		Exposure	Cancer site	Exposure	Cancer site
STRONG EVIDENCE	Convincing			Alcoholic drinks ¹	Mouth, pharynx and larynx 2018 Oesophagus (<i>squamous cell carcinoma</i>) 2016 Liver 2015 ² Colorectum 2017 ³ Breast (postmenopause) 2017 ⁴
	Probable	Alcoholic drinks	Kidney 2015 ⁵	Alcoholic drinks	Stomach 2016 ² Breast (premenopause) 2017 ⁴
LIMITED EVIDENCE	Limited – suggestive			Alcoholic drinks	Lung 2017 Pancreas 2012 ² Skin (<i>basal cell carcinoma</i> and <i>malignant melanoma</i>) 2017
STRONG EVIDENCE	Substantial effect on risk unlikely	None identified			

Equally concerning is soft drink corporations Coca-Cola's (Topo Chico) and PepsiCo's (Hard Mtn Dew), entrance into the "hard soda" market. These are brands that are well known and consumed by today's youth and these companies are banking on the hope that the brand loyalty they have developed with youth will lead to hard soda sales.

The 2022 Legislative Session Favors the Industry and Ignores the Science

The second regular session of the 107th Legislature began on January 5th, this will be a short, 60-day session. During the first ten days of the session a number of concerning bills were introduced that would 1) change the application fee of certain special designated licenses; 2) dismantle the three-tier system; and; 3) expand DUI diversion programs.



LB 831 (Cavanaugh, M.) would create a caregiver diversion program and would allow county attorneys to offer pretrial diversion for many offenses including DUIs. The bill's focus is keeping nonviolent offenders out of jail to be able to provide for their children. Project Extra Mile [opposed the bill](#) on the basis that driving under the influence of alcohol is akin to threatening violence against another person (an offense that was defined as ineligible in the bill). The state just adopted a statewide effort for 24/7 sobriety programs that already allows offenders to avoid incarceration. The program is allowed as a condition of bail and holds offenders accountable through daily alcohol testing with immediate incarceration if a positive test occurs as well as not erasing the DUI from the criminal history of the individual. Nebraska ranks as the [second-worst self-reported DUI state in the country](#) with an estimated 1.9 million episodes of alcohol-impaired driving per year.

LB 899 (Lowe) would reduce the cost of obtaining a special designated license (SDL) for tax-exempt organizations including municipal corporations, nonprofit corporations, political organizations, and others. The initial fee for the license remains at \$40; however, the fee is reduced to \$10 for the second and subsequent days listed on the application. During the January 31st public hearing [the organization shared concerns](#) that decreasing the cost of SDLs would increase their use and the potential for illegal alcohol sales to minors or those already intoxicated given that volunteers working at these events are not properly trained to serve alcohol.

LB 1109 (Murman) permits the spouse of a law enforcement officer to hold a liquor license and allows the officer to participate in day-to-day operations of the business. Law enforcement officers are responsible for enforcing the Liquor Control Act. As such, it is wise to keep law enforcement and liquor license operations separate. This bill has been set for a public hearing on February 28th.

LB 1235 & LB 1236 (Lowe) take different approaches to allowing Nebraska craft breweries to self-distribute their products to retailers – something that is not currently allowed under the law. LB1235 would limit self-distribution to breweries producing less than 500 barrels annually, whereas LB1236 would allow all craft breweries to self-distribute an amount that has yet to be negotiated. The organization [opposed both bills](#) on the basis that this would lead to further weakening the regulatory system, which is proven to [protect public health and safety](#) and is [strongly supported by the public](#).

More information about current legislation related to alcohol can be found on our [website](#), which is updated regularly. Please feel free to reach out to the organization should you have any questions at info@projectextramile.org or by calling (402) 963-9047.

Welcome to the Team! New Project Coordinator to focus on Youth Initiatives

Project Extra Mile is pleased to announce the hire of Jaszmin deFreitas as our Project Coordinator. She has been working with



non-profits in the Omaha area since relocating to Nebraska in 2017. She earned her Master of Arts in Public Administration from Florida Atlantic University. She is eager to play an integral role in furthering the organizations mission through diligent advocacy and community outreach.

Jaszmin will play an outsized role in spearheading the organization's efforts to develop leadership skills among our state's youth in order to prevent alcohol-related harms. Project Extra Mile currently facilitates two youth groups comprised of 8th to 12th grade students. Both the Youth Leadership Network and the Youth Leadership

Council function as youth-led programs in which students play a key role in deciding the group's format and objectives.

The Youth Leadership Council is comprised of a select group of students from across the state that advocates for state-level initiatives and helps plan statewide events. The Youth Leadership Network consists of students in the Omaha Metro area working to make their communities safer and healthier places to live and students can join at any time.

For more information on either the Youth Leadership Council or Network, please contact Jaszmin at jaszmin@projectextramile.org.

World Heart Federation Calls for Alcohol Policy Changes to Address Alcohol Misuse

[The World Heart Federation \(WHF\)](#) released a new policy brief in January 2022 "challenging the widespread notion that drinking moderate amounts of alcohol can decrease the risk of heart disease, and calling for urgent and decisive action to tackle the unprecedented rise in alcohol-related death and disability worldwide." The release cites studies indicating that even small amounts of alcohol can increase a person's risk of cardiovascular disease, such as coronary disease, stroke, heart failure, and others.

Monika Aror, Member of the WHF Advocacy Committee highlighted that the portrayal of alcohol as a necessary part of "vibrant social life has diverted attention from the harms of alcohol use." The [Centers for Disease Control and Prevention \(CDC\)](#) has long pointed to the association of binge drinking and health problems like high blood pressure, stroke, and other cardiovascular diseases as well as at least seven types of cancer, liver disease, and many others.

The WHF also created a [policy brief](#) highlighting the World Health Organization's SAFER campaign for best practices in alcohol policy. These policies include:

- Strengthen restrictions on alcohol availability;
- Advance and enforce drinking driving countermeasures;
- Facilitate access to screening, brief interventions, and treatment;
- Enforce bans or comprehensive restrictions on alcohol advertising, sponsorship, and promotion;
- Raise prices on alcohol through excise taxes and other fiscal policies.

The Coalition needs you!

Project Extra Mile's next coalition meeting is scheduled for tomorrow, February 9th at 9 a.m. via Zoom. This month our coalition partners will be discussing their efforts to reduce underage drinking.

The coalition will meet via [Zoom](#). You can join the meeting directly from Project Extra Mile's website page located [here](#). For more information, please get in touch with us at 402-963-9047 or info@projectextramile.org.



Coalition Meetings

Please join us in 2022 to help protect our communities from alcohol-related harms.



2022 Meeting Dates

January 19th
February 9th
March 9th
April 13th
May 11th
June 8th
August 10th
September 14th
October 12th
November 9th
December 14th



Help Us Celebrate 25 Years!
Tuesday, May 10, 2022

projectextramile
PREVENTING ALCOHOL-RELATED HARM

Meetings are held via Zoom and when possible at the National Safety Council
11620 M Circle, Omaha NE 68137

25
years

2022 Recognition Dinner

Tuesday, May 10, 2022 • Champions Run
6:00pm Welcome & Dinner • 6:30pm Program & Awards Ceremony

