



The Extra Mile

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

Going the Distance: Despite Loss and Heartbreak, Cowan Family Fought to Make Neighboring Nebraska Better



Michelle Cowan, bestselling author of [Better, Not Bitter: A journey from heartbreak to healing](#) spoke to the coalition on June 14th to share her family's tragic experience of losing a loved one and the road to healing they took. Michelle's husband Joe Cowan was killed in a traffic crash when an impaired driver crossed the median and struck his car on March 30th, 2009. The family had many questions regarding the investigation and what could be done to prevent tragic deaths like Joe's. The Cowan family learned that the impaired driver had been drinking all day at a local bar which prompted them to advocate for a full dram shop law in Nebraska, which still only has dram shop for minors (allows alcohol outlets to be held civilly liable

for the injuries and damage their customers cause in the community). That was no help to Michelle and her daughter because the woman that was served alcohol and then killed her husband was an adult.

Nebraska is one of only a handful of states that does not hold alcohol establishments and servers civilly liable the harms their intoxicated customers cause by over serving their adult customers. The Cowan family worked with former Congressman and Husker football coach Tom Osborne to get a bill introduced to include adults. Unfortunately, despite two attempts in 2010 and 2011, the bill didn't even make it out of committee for consideration by the full legislature.

Dram shop laws that include both adults and minors are recommended by the Community Preventive Services Task Force. In 2001, researchers found a [5.8 percent decrease in fatal crashes from dram shop liability](#). Other studies have shown a similar deterrent effect from dram shop liability from 3 to 5 percent. In Nebraska that could've translated into [2-4 lives saved in 2020](#) alone.

"Not everything is good, but good can come out of everything," Michelle shared as she wrapped up her presentation. If you are interested in bringing about policy changes in Nebraska to save lives, please contact our office at 402-963-9047. We need all the help we can get!



Miles to Go: Lawmakers Continue to Introduce Bad Bills at the Behest of Industry

Obsession with allowing USPS to deliver alcohol results in another bill

On May 25th, 2023, Representative Dan Newhouse (R-Washington) [introduced H.R.3721](#), the United States Postal Service Shipping Equity Act, to allow the United States Postal Service (USPS) to mail alcoholic beverages. This bill was also introduced in 2021 but failed to advance following a push by public health and safety advocates to prevent the USPS from becoming another means for delivering alcohol to consumers therefore increasing alcohol availability.



Permitting the USPS to deliver alcohol increases the accessibility of alcohol to minors as well as those already intoxicated. An [Archives of Pediatric and Adolescent Medicine study](#) found that 45 out of 100 alcohol orders occurred following attempts by underage buyers through Internet purchases, despite providing their real driver's license to verify age. UPS and FedEx rejected only 28 percent of orders placed by minors. Delivery services are not well-trained or ready to deliver alcohol nor are their age verification procedures adequate to prevent online sales to minors. Law enforcement operations in states have found that 45 percent (North Carolina) and 70 percent (Virginia) of alcohol deliveries were successfully delivered to underage youth in violation of the law.

Permitting the USPS to ship alcohol directly to the customer will not only increase access to those under the age of 21 but also:

- Undermines the three-tier system of alcohol control that provides important public health and safety protections and safeguards.
- Heightens the potential of lost excise tax revenue at a time when alcohol-related problems are going to add an ever-increasing burden on local, state, and federal resources.
- Increases the potential for unsafe, counterfeit, and unlicensed alcohol to enter the marketplace under the radar of regulators.
- Have the opposite intended effect. Alcohol isn't going to save the USPS, it's going to force them to spend more money on technology and training to ensure that illegal alcohol deliveries don't occur.

We will continue to monitor the status of this national legislation and keep you informed of its progress or lack thereof and steps we can take as a community to prevent this harmful policy from passing into law.

Project Extra Mile Honored with Community Star Award



Thank you to the Prevention Means Progress (PMP) Coalition for recognizing our coalition's work to make our communities healthier and safer places to live.

We want to invite everyone to our upcoming Policy Work Group meeting on **Tuesday, July 18th at 10:00 a.m. CST**. We will be discussing short- and long-term plans for how we can prevent and reduce alcohol-related harm in Nebraska. We'd also like to discuss any policy issues you are dealing with in your community and other partners we are currently missing around the table.

We will be meeting in Room 210 of the Barbara Weitz Community Engagement Center (6400 University Drive South, Omaha, NE 68182); parking will be available in Lot E in front of the building by the clock tower.

For those unable to join us in person, please contact us for the virtual meeting information. We look forward to seeing everyone!

Nebraska Liquor Control Commission Announces New System

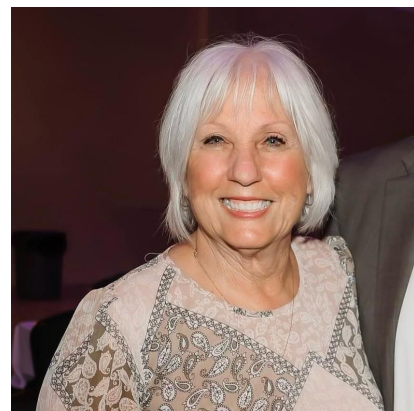
On May 23rd, the [Nebraska Liquor Control Commission \(LCC\)](#) announced a switch to the Posse Alcohol Beverage Control system for the Centralized Alcohol Management Program (CAMP). The Centralized Alcohol Management Program oversees liquor license applications and renewals for over 11,000 retail licenses within Nebraska. Two years ago, the LCC identified areas of improvement for CAMP that the new Posse Alcohol Beverage Control (ABC) system will hopefully fix.

The ABC system will digitalize liquor licenses and update the 69-step application process for a license to a faster and more efficient process. It will also control "licensing, permitting, compliance, enforcement, education, training, brand registration, and more."

This new system has had success for other states that have implemented it, including Oregon, Missouri, Louisiana, Arizona, Pennsylvania, Kansas, New Jersey, Ontario, and Newfoundland-Labrador.

Coalition Member Spotlight - Lanette Richards

Lanette Richards is the Executive Director of the Monument Prevention Coalition in Scottsbluff, NE. She was also a former staff member at Project Extra Mile for nearly a decade. Following the organization's restructuring, Lanette started her coalition to build upon what had already been established and continues to be one of the most effective substance abuse prevention coalitions in the Panhandle and the state. We're grateful for Lanette's continued efforts to improve the health and safety of Nebraskans by working to reduce excessive alcohol consumption and the associated harms. Due to her willingness to always stand up for the Panhandle, whether at the Legislature, Nebraska Liquor Control Commission, or locally she was the recipient of the 2015 Community Advocate and 2019 Going the Distance Awards. When asked why she continues this work, Lanette shared, "I have worked for 20+ years in the prevention field and am fully passionate in the work I do in prevention of underage alcohol use, excessive alcohol use and marijuana use. PREVENTION WORKS! I have seen the



benefit and results of this mission by working side by side with the youth and adults in our community.”



Omaha Metro Coalition Meeting



OUR NEXT MEETING

Wednesday
August 9, 2023
9:00 a.m.



For more information:
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PROJECT EXTRA MILE 2023 COALITION MEETINGS

- 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

LOOKING FORWARD TO CONNECTING WITH YOU IN 2023



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



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