



The Extra Mile

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

Local Youth React to Super Bowl Alcohol Ads

by Jenna Abbott, Youth Leadership Intern

Studies have shown that alcohol is the most used and abused drug by youth. There are several reasons why youth decide to start drinking, but one of the most prominent reasons is that they are more exposed to alcohol advertisements than adults. A [study by the RAND Corporation](#) showed that youth ages 11-14 were exposed to around three alcohol ads a day. Between 2017-2018, youth viewed a total of [28.5 billion alcohol advertisements](#) through cable television alone. Alcohol companies target television shows that have a large young audience, especially sporting events.

The Super Bowl is one of the largest broadcasted events on television. Several brands pay to have their 30-second spotlight with the cost this year being around [\\$7 million](#). This year featured more alcohol advertisements than usual due to Anheuser-Busch [ending its exclusive advertising contract](#) for the Super Bowl. Hundreds of millions of people watch the Super Bowl each year, including our younger audiences. This month Project Extra Mile's Youth Leadership Network focused on a few of the Super Bowl ads and the tactics used to target youth.

Mia Fox, Senior at Bellevue West: Mia analyzed the Crown Royal ad "Thank You, Canada" that shows many things that originated from Canada, including peanut butter, Hawaiian pizza, and actors Seth Rogen and Michael Cera. Mia Fox wrote how this brand used music to target younger people. The advertisement included American musician Dave Grohl, lead singer of the Foo Fighters. Mia also noticed how this commercial "adds simple humor to appeal to all audiences, but is targeted at children when it mentions items such as the Whoopi cushion and sports, specifically football." [Click here to watch this ad while keeping Mia's criticisms in mind.](#)

Saral Sapkota, Sophomore at Elkhorn North: Saral analyzed the Michelob Ultra "Exclusive Club" ad. The ad's theme surrounds an exclusive club for Michelob Ultra members. Saral believes that "by combining sports celebrities, a feeling of exclusivity, and upbeat music, Michelob Ultra targets youth." Many celebrities from a multitude of sports were featured in the ad, most notably Serena Williams and Tony Romo. The euphoric climax occurs when Serena Williams hits a hole-in-one due to an earthquake caused by Tony Romo opening a Michelob Ultra. According to Saral, the background of the ad being a country club associates drinking Michelob Ultra with sophistication and wealth. It creates the idea in youth that drinking this beer will distinguish you from others and make you more successful. [Click here to watch the ad while keeping Saral's criticisms in mind.](#)

Janine Fell, Junior at Duchesne: Janine analyzed the Heineken 0.0 ad for non-alcoholic beer, which featured the Marvel character Ant-Man as portrayed by actor Paul Rudd.

Janine notes that Antman is very popular amongst adolescents and will draw them into watching this beer commercial. “Most people can assume that their children will want a Heineken drink because they saw Antman drinking it.” It is important to keep in mind that Heineken 0.0 is considered an alcohol-free beverage. Legally, products labeled as “non-alcoholic” are allowed to contain up to .5% ABV (alcohol by volume) – they are even unregulated in a few states which allows youth to purchase them. Nebraska was poised to become one of those states had LB 258 passed this year. However, 19 concerned youth and adults expressed their strong opposition to the proposed change, and it appears as though these products will continue to be regulated in Nebraska for the foreseeable future. [Click here to watch the ad while keeping Janine’s criticisms in mind.](#)

The Super Bowl is only one example of alcohol advertisements that target youth. Advertisements like the ones analyzed by our Youth Leadership Network only serve to foster the false beliefs among young people that drinking will lead to happiness, success, and a better social status. Federal and state governments should be [doing more to restrict alcohol advertising on all media](#) – self-imposed regulations by the industry have proven to be a failed experiment.

Legislative Update

The General Affairs Committee of the Nebraska Legislature held hearings for nine of the fourteen alcohol-related bills on January 31st. Some of those bills included:

- [LB258](#) – Removes ‘near beer’ from the definition of beer, which would allow children to purchase beer with less than 0.5% ABV. It could also be consumed while driving. (oppose)
- [LB259](#) – Permits farm wineries to obtain an annual liquor license to sell alcoholic liquor not produced by the farm winery. (oppose)
- [LB301](#) – Returns the excise tax rate for ready-to-drink cocktails (RTDs) back to \$3.75 per gallon from \$0.95. (support)
- [LB377](#) – Expands a nonprofit corporation’s, whose purpose is fraternal, charitable, or public service, ability to obtain a special designated license (SDL) for up to twelve, rather than six, days in a calendar year. (oppose)
- [LB452](#) – Allows Nebraska microdistilleries to annually self-distribute up to 2,000 gallons of their product. (oppose)
- [LB596](#) – Permits a manufacturer, wholesaler, or any agent of the aforementioned to enter into a sponsorship or advertising agreement with the holder of a special designated license (SDL), political subdivision, or operator of a property owned by a political subdivision to sponsor and advertise their events. (oppose)

On February 14th, the committee moved [LB376](#) to General File as one of its two priority bills. As originally drafted, the bill would create a brand registration requirement for importing alcohol into the state. There are a number of pending amendments to incorporate other bills (all of which Project Extra Mile opposed due to the fact that they increase the availability and advertising of alcohol in our communities) into the large omnibus package. Omnibus bills are frequently utilized by the General Affairs committee to speed up the consideration of these measures by lumping them into one bill. Consequently, it makes these bills harder to stop or pick apart because some provisions might have public health support while others do not.

LB 258 was not included in the omnibus bill or proposed amendments, which is great news. We have you to thank for this. 19 concerned youth and citizens opposed the bill at the committee, which appears to have killed it for this legislative session. Nevertheless, we will remain vigilant and let you know how things develop during the final months of the session.

Also worth noting is that Machaela Cavanaugh has slowed the legislative process to a crawl on the floor of the legislature due to her opposition to a bill relating to the rights of transgender youth. As a result, the omnibus process that the General Affairs Committee has previously embraced appears to be having an unintended effect of slowing things down given that Sen. Cavanaugh was able to successfully split the omnibus bill into its parts (multiple individual bills), which allows her to filibuster each one individually. The bill continues to appear on the legislative calendar, indicating a commitment to advancing it to the next stage of debate; however, that strategy may change as time becomes more

critically important and priorities potentially shift regarding pending legislation.

To stay up to date on the daily status of bills dealing with alcohol, please visit our [legislative tracking sheet](#).

VISION ZERO OMAHA

Public comment needed to prioritize proven strategies to address DUIs

The City of Omaha's Vision Zero Task Force, of which Project Extra Mile is a member, is seeking the public's help in identifying traffic safety issues and recommending solutions as it develops its multi-year plan to achieve zero transportation-related fatalities.

During the Impaired/Distracted focus group, Project Extra Mile shared the National Academies of Science, Engineering, and Medicine's (NASEM) *Getting to Zero Alcohol-Impaired Driving Fatalities* report; however, not all of those solutions were enthusiastically received, but we know they work based on the scientific research that has been done.

[We need three minutes of your time to urge the Vision Zero Task Force to include these measures in their plan](#) (Scroll to bottom of page and answer "What are your ideas for ending traffic deaths in Omaha?"). Solutions outlined by NASEM include:

- Increase alcohol taxes significantly
- Limit alcohol availability (# of outlets, days and hours of sale)
- Strengthen enforcement target sales to minors and intoxicated persons
- Lower legal limit for driving from .08 BAC to .05 BAC
- Conduct frequent sobriety checkpoints and publicize them.

Other local recommendations:

- Proactively utilize the City of Omaha's Good Neighbor Ordinance to regulate existing alcohol outlets that cause problems in the community and contribute to impaired driving
- Create a citywide alcohol sales tax and use funds to better enforce alcohol laws
- Require mandatory training for employees that are involved in the sale/service of alcohol with city limits.

You can also share your support at [upcoming community events](#) that Vision Zero will be attending.

Coalition Member Spotlight - Jen Pollock

Jen Pollock has been involved with the coalition for over 20 years. She's served in many capacities from youth group member, to staff, coalition chair, and now our first female Board President. Jen has been an active leader in the organization and the community at large. Her leadership has been a huge asset to the organization in furthering our efforts to prevent alcohol-related harms. Recently, Jen took part in [meeting with the U.S. Secretary of Education](#), Miguel Cardona, to discuss mental health in schools. We want to thank Jen for her passion in advocating for youth and to make our community a healthier and safer place.



Save the Date!



Law Enforcement Training

Conducting Alcohol Retail Compliance Checks

March 29, 2023 - Omaha

March 30, 2023 - North Platte



Register online at: www.projectextramile.org

Please join us!

Park in Lot E off of Dodge St. across from the Community Engagement Center!



Omaha Metro Coalition Meeting

Wednesday, March 8th
9:00 a.m.

Please join us in person as we welcome

the UNMC

**College of Public Health
to discuss**

**15 years of Douglas County
Compliance Check Data.**

Thank you for your involvement!

**Meeting Location:
UNO's Community
Engagement Center**

*6400 University Drive South
Room 230, Omaha, NE
Parking Lot E*

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



www.projectextramile.org • info@projectextramile.org

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

