



The Extra Mile

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

The Feds are Seeking Public Comments on Alcohol Labeling

TTB sets deadline of March 29th at 10:59 P.M. CT

Nutrition Facts	
Serving Size 100 g	
Amount Per Serving	
Calories 250	Calories from fat 10
% Daily Value*	
Total Fat 4%	4%
Saturated Fat 1.5%	4%
Trans Fat	
Cholesterol 50mg	28%
Sodium 150mg	15%
Total Carbohydrate 10g	3%
Dietary Fiber 5g	
Sugars 3g	
Protein 16%	
Vitamin A 1% • Vitamin C 3%	
Calcium 2% • Iron 2%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

The Alcohol and Tobacco Tax and Trade Bureau (TTB) is requesting public comments on the labeling of alcoholic products that could include per-serving alcohol and nutritional information, major food allergens, and/or ingredients. The deadline for submitting brief comments is **10:59 pm CT on March 29, 2024**. We encourage coalition members to submit comments by [clicking here](#).

When submitting comments, the TTB has asked individuals to consider the following three questions: (1) Do you think consumers get enough information on alcohol labels?; (2) Would you like to see a full list of ingredients, especially allergens?; and (3) Would you like to see calories, carbohydrates, allergens, or a complete list of ingredients on labels? Would this information be useful or misleading?

[According to consumer groups](#), having nutritional information on alcoholic products is an important step towards ensuring that consumers know how many

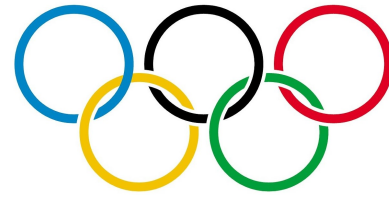
standard drinks they are consuming, the presences of allergens, and that alcohol is a carcinogen so that they can make better decisions for their health and the community's safety. A recent study found that 65.1% of American support warning labels on products and 63.9% support drinking guidelines being added to alcoholic products. New data was released by the Centers for Disease Control and Prevention (CDC) indicating that [about 178,000 people die](#) as a result of excessive alcohol consumption every year in the United States. In Nebraska, this was [1,001 preventable deaths](#) per year during 2020-2021. Better information about alcoholic products could help reduce these deaths and certain health conditions, including but not limited to cancer.

Miles to Go: The Olympics Partners with the Alcohol Industry

Sponsorship deal will expose millions of youth to alcohol advertising

In January, it was announced that the [International Olympic Committee \(IOC\)](#) and [Anheuser-Busch InBev \(AB InBev\)](#) have entered into a sponsorship deal for the next three Olympics and Paralympics in 2024, 2026, and 2028. The IOC and AB InBev have been highlighting that

the sponsorship deal is being led by alcohol-free beer.



However, Alex Baker, a psychology lecturer at the University of Derby (United Kingdom), [has shared](#) that “exposure to alcohol marketing leads to more drinking in people who already drink, or alcohol initiation in younger people.” While details are scant about how the sponsorship will be implemented, it is expected that these products will be sold during the events and alcohol branding to be omnipresent throughout the event venues. Furthermore, alcoholic and alcohol-free products will be shown during commercial breaks in many countries, greatly increasing the number of young eyes that will be exposed.

[Research has shown](#) that alcohol use may negatively impact athletic recovery and performance, and even acute use may alter immunoendocrine function, blood flow, and protein synthesis impairing skeletal muscle injury recovery. The [National Strength and Conditioning Association](#) has said that acute use can also influence motor skills, hydration status, and aerobic performance (breathing). It is for these reasons that many athletes avoid alcohol entirely and certainly do not consume when competing.

This sponsorship deal is also concerning because it goes against the science of how to prevent and reduce alcohol-related harms by expanding alcohol advertising’s footprint and reach. The [SAFER initiative](#), which is focused on reducing alcohol-related harm, calls for the following with regard to institutional policies:

- Strengthening restrictions on alcohol availability; and
- Enforcing bans or comprehensive restrictions on alcohol advertising, sponsorship, and promotion.

This partnership does the exact opposite. It also serves a longstanding alcohol industry goal of creating a myth that alcohol can be a part of a healthy diet, completely ignoring the fact that alcohol is the third leading preventable cause of death, contributing to heart disease and stroke; cancer; liver, gallbladder, and pancreas diseases; fatal vehicle crashes; suicide; poisonings; violent crimes; and child maltreatment, among others.

As a result, it is no surprise that the [US Dietary Guidelines](#) also recommend that individuals should not start drinking for health reasons. Additionally, co-branded non-alcoholic products are barely distinguishable from their alcoholic versions, serving the branding purpose of getting young consumers to develop a brand relationship that will make the alcohol industry billions of dollars every year.



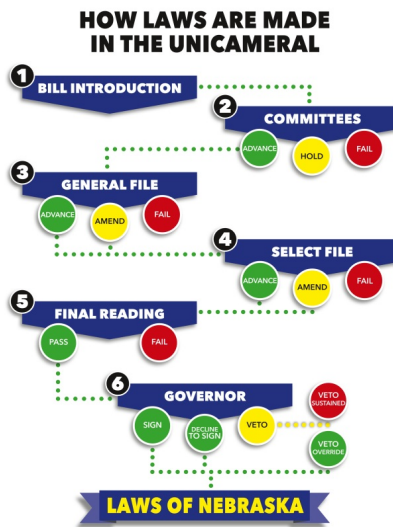
Every nation has different laws regarding alcohol advertising. Due to Evin’s Law in France, alcohol sponsorships are banned at sporting events and products are not allowed to be sold unless a temporary exemption has been obtained. This is an effective law for preventing excessive alcohol consumption, including underage drinking in line with the [World Health Organization's Best Buys](#). Local and state governments in the United States should seek to implement similar laws and policies.

Legislative Update: Co-Branding Bill Advances in Legislature
Minimum pricing bill reported out of committee

[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. This bill was amended into [LB685](#) which is a general affairs committee racing and gaming priority bill to increase application and license fees for mechanical amusement devices. The bill passed select file on March 7th.



[LB875](#) would prohibit the sale of alcoholic products for off-premise consumption at a price less than the wholesale cost. The bill was moved to general file on February 27th with the committee amendment that would 1) lift this prohibition six months after the original sale and 2) allow beer to be sold at a loss within 30 days from its expiration date.



The general affairs committee also prioritized [LB1204](#), which permits the use of off-site warehouses for the purpose of aging spirits products stored in barrels. The bill also incorporates [LB1296](#), which would prohibit the sale of electronic nicotine delivery systems that have not received marketing authorization or has applied for approval by the FDA; prohibits the online sale of these systems; and creates a registry of manufacturers. This bill passed general file on March 4th.

[LB974](#) was introduced by Senator Rick Holdcroft and heard before the judiciary committee on February 29th. This bill harmonize (brings in line with) the penalty for motor vehicle homicide DUI of an unborn child that of motor vehicle homicide DUI. The increased penalty would then equal manslaughter or murder of an unborn child in Nebraska.

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

First Nebraska Highway Safety Conference Held in Kearney

Joins us at our coalition meeting on March 13th to learn more!

The first annual Highway Safety Conference was held in Kearney, NE on February 27-28, 2024. The conference had approximately 150 attendees spanning law enforcement, prevention and safety organizations, and safety experts. Sessions covered impaired driving, teen driver safety, best practices in social media use, and policy discussions.

To learn more about these sessions and others, please join us for our coalition meeting on **March 13th at 9:00 a.m.** as we welcome Ashley Pick with the Nebraska Department of Transportation-Highway Safety Office. Ashley will share more about the conference and how law enforcement and communities can utilize their resources to improve highway safety across the state.



Last Chance to Register for the 2024 Law Enforcement Training

Registration deadline is March 13th

Law Enforcement Training

Controlled Underage Party Dispersal

All Nebraska law enforcement agencies are invited to participate in the **FREE 2024 Law Enforcement Training** focused on **controlled underage party dispersal**. The training is scheduled for **Wednesday, March 20th at the Omaha Police Department's Training Academy**. For more information and to register, please visit [our website](#). Registration is limited to the first 40 participants so act quickly to secure your spot! If you have any questions, please reach out to Liene Topko at liene@projectextramile.org or by calling our office at (402) 963-9047.

Youth Corner: Different Stages of Liver Disease Associated with Alcohol Use

Written by Saral Sapkota, Junior at Elkhorn North High School

During my time with Project Extra Mile, I have been job shadowing family medicine physicians regularly. I have personally witnessed the health issues related to alcohol that family practice doctors have to address frequently. I have seen people with different stages of liver disease from alcohol. I recently reviewed a detailed medical journal article that explored the underlying biochemistry and physiology of different states of alcoholic liver disease. I want to share my basic findings of the topic here in hopes of spreading awareness.

Every time someone consumes alcohol, the liver immediately starts to metabolize the alcohol so that our bodies can get rid of it as soon as possible. Once alcohol has been metabolized, the liver cells use antioxidants to neutralize the oxidative stress caused by the metabolism. When you keep drinking alcohol, your liver can't keep up with the stress and starts to accumulate fat. This is the early stage of alcoholic liver disease, and is

generally reversible if people stop drinking.

In the next stage, alcoholic hepatitis, liver cells become inflamed and may die off. If you keep drinking with an inflamed liver, hepatic cells will set off a series of responses to repair the liver. When the rate of liver cell damage is worse than the rate of repair, scar tissues begin to form where normal liver cells should be, also known as fibrosis. At this point, the liver damage becomes irreversible. Even if you stop drinking, the scar will never go away, and you won't have a normal liver for the rest of your life.

If you keep drinking after fibrosis has begun, you will eventually get cirrhosis. As more scar tissue forms, the liver architecture becomes disrupted. Bile gets blocked off by the scar and spills into the blood. Yellow pigment starts to show up in your skin making your skin itchy. Fluid begins to accumulate in your abdominal cavity, and you become swollen and bloated. Cirrhosis is an irreversible and incurable disease that ultimately leads to a miserable death.

It is important that people make better choices with regard to alcohol consumption. At the same time, our society needs to make better choices about how we allow the sale, advertising, and the cost of alcohol in our communities. Better policies can shape individual behaviors and make people healthier while reducing the costs that society pays for this destructive behavior.

Reference: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5513682/>

Coalition Member Spotlight - Margie Magnuson

Margie Magnuson is a community advocate and longtime member of the Project Extra Mile coalition. Margie is a board member of the Joslyn Castle Neighborhood Association where she has served in a variety of capacities for over 35 years. After protesting a 2007 liquor application at the Omaha city council, where residents' concerns were not taken seriously, Margie worked with other neighborhood leaders in the Midtown area who were experiencing the same alcohol related issues. This group of neighborhood leaders eventually formed the Alcohol Impact Coalition (AIC) to have a stronger voice to address the density of alcohol outlets and the harms this causes especially in older, inner-city neighborhoods. It was at this point they began to work with Project Extra Mile, learning about the liquor licensing process and how to have a more effective local voice. Margie and the group played a significant role in getting the Good Neighbor Ordinance (GNO) passed to address businesses that are causing problems in the community. She started attending coalition meetings in 2015 and shared that she finds the connections she makes and information she gains at these meetings helpful and informative. "I appreciate the work that Project Extra Mile does in our community and continued support they give to all neighborhood organizations." Thank you, Margie, for all you do in your community!



Save the Date!

More information coming to our website soon

YOUTH LEADERSHIP RETREAT

JUNE 25-27, 2024

Omaha, NE

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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- ☎ (402) 963-9047
- 🌐 www.projectextramile.org



CELEBRATING 25 YEARS
1999-2024 **projectextramile**
PREVENTING ALCOHOL-RELATED HARM

Please Join Us!



OMAHA METRO COALITION MEETING

March 13, 2024 @ 9:00 AM



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

Please join us as we welcome
Ashley Pick of the Nebraska Highway
Safety Office, as she shares
highlights from the first
Statewide Highway Safety Conference.



More Information :
www.projectextramile.org

402-963-9047
info@projectextramile.org

**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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