



## The Extra Mile

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

### Going the Distance: Student Advocates Make Their Voices Heard at the Nebraska Legislature



Five Youth Leadership Network students from four Omaha-area schools traveled to Lincoln to put their leadership skills to the test at the Nebraska Legislature. It was a full day of observing legislative debate, meeting with senators to educate them about the negative impacts alcohol is having on them and their schools, touring the Capitol to learn more about Nebraska's history and their role in it, and advocating for low-income communities that struggle due to the over-saturation of off-sale liquor stores.

The youth were recognized by the Legislature upon their arrival for the amazing work that they are doing in their communities. Students then spent time pulling senators off the legislative floor. They had an in-depth conversation with Sen. Murman about the benefits of increasing the state sales tax on alcohol, based on a similar law that passed in Maryland. The students wanted to educate policymakers about why increasing the price

will make communities safer and healthier. When reviewing the impacts in Maryland they found that a 3% sales tax increase led to a [28% decrease in youth binge drinking and 17% decrease in adult binge drinking](#), a [12% decrease in impaired driving among 15-34-year-olds](#), and a [24% decrease in gonorrhea rates](#). After lunch the students visited Senators' offices to share information about positive impacts of an alcohol price increase and the work the group has been doing. In the afternoon, they took a brief tour to learn more about Nebraska's unique legislative system and capitol building.

The day ended with the youth observing committee hearings and all of the youth testifying in support of a bill that would reduce alcohol-related harms in low-income communities across the state. All five students were praised for their eloquence and commitment to improving their communities.

These students missed school to attend this leadership day, but they still learned a lot about what it means to stand up for their communities and using their voice to educate and advocate for solutions. They encouraged their peers at a subsequent Youth Leadership Network meeting to consider attending next time because of the valuable experience that they had. More information about the Youth Leadership Network can be [found on our website](#).

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## Legislative Update



The General Affairs Committee had a day of hearings focused on alcohol on Monday, February 9th. The afternoon began with confirmation hearings for the three new Nebraska Liquor Control Commission Commissioners, all of whom were confirmed by the full legislature on February 19th. Bills heard included [LB 1004](#) (Clouse) and [LB 1085](#) (Clouse).

Proponents of LB 1004 argued that the bill would expand consumer access to non-intoxicating options, align Nebraska with federal and most state definitions of alcohol, and support economic growth. Project Extra Mile pushed back that while the bill does make selling “near beer” to minors illegal, it fails to include penalties for violators or prohibit youth from possession or consumption of these products. PEM also highlighted a 2016 federal report that one-third of the beers that the Tobacco Tax & Trade Bureau tested had significantly different levels of alcohol than stated on the label. Of that one-third, those that tested over were over by an average of nearly 1% ABV.

The bill has been voted out of Committee with an amendment that partially addresses PEM's concerns about not having a penalty for the sale, procurement, or delivery of nonalcoholic drinks to minors, but does not address consumption or possession by minors and more importantly, it does not hold businesses responsible for illegal sales of these products to minors -- only individuals can be criminally prosecuted. The amendment also adds nonalcoholic beverages to the co-branding statutes, making it illegal for retailers to place nonalcoholic beverages, or ads for them, adjacent to food products portraying cartoons or youth-oriented images.

Only portions of LB 1085 survived in an amendment that was added to [LB 1235](#), the committee's cannabis priority bill. The bill would allow the Liquor Control Commission (LCC) to consider whether the corporation was delinquent on its local, state, or federal taxes as well as redefine a bottle club to make it harder for businesses to avoid applying for a liquor license. Left out of the bill, however, was an important provision that would have provided more local control of liquor licensing by making it more difficult for the LCC to issue licenses over the objections of the local governing body.

To see other bills PEM is tracking and provided testimony, [please visit our website](#).

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# Register Now for Our Free Training on Multi-Agency Alcohol Compliance Checks

Registration closes April 3rd

Project Extra Mile is collaborating with Community Connections in North Platte for a virtual informational meeting on **Monday, March 9th at 8:00 a.m. CST** on our upcoming Law Enforcement Training. All law enforcement and community coalitions interested in learning more about the FREE training are invited to attend. Our trainer will share more about the training and its importance in keeping our communities safe and alcohol out of the hands of youth.

If you wish to join us, please use the following Zoom information:

Meeting ID: 278 655 1550

Passcode: 040152

Link: [https://us02web.zoom.us/j/2786551550?](https://us02web.zoom.us/j/2786551550?pwd=ejZHeDc4aUNLRTlwUmZkY1F1UFZ6QT09)

[pwd=ejZHeDc4aUNLRTlwUmZkY1F1UFZ6QT09](https://us02web.zoom.us/j/2786551550?pwd=ejZHeDc4aUNLRTlwUmZkY1F1UFZ6QT09)

## LAW ENFORCEMENT TRAINING 2026

**Training Topics Include:**

- Understanding the scope and consequences of underage drinking today
- Research on the effectiveness of youth alcohol enforcement efforts
- Planning, implementing, evaluating, and communicating on alcohol compliance checks
- Overcoming challenges while conducting compliance check operations
- Building partnerships and community support for underage drinking prevention efforts



**Nancy McGee** will be our trainer. She spent nearly 30 years as a special agent with the Missouri Department of Public Safety—Division of Alcohol and Tobacco Control. She was in charge of administering the state's alcohol compliance check program as well as coordinating the department's efforts on college campuses and with community coalition groups.

 [info@projectextramile.org](mailto:info@projectextramile.org) 402-963-9047 

Law enforcement professionals across Nebraska are invited to register for our upcoming **FREE Law Enforcement Training** focused on **Multi-Agency Alcohol Compliance Checks**. This training is being coordinated by Project Extra Mile in collaboration with the Nebraska Department of Transportation—Highway Safety Office.

The training will be offered at two locations: **April 14, 2026, in North Platte** and **April 15, 2026, in Grand Island**. Space is limited to 30 participants per training site. [The registration deadline is April 3, 2026.](#)

Designed specifically for law enforcement and community coalitions, this training will strengthen skills needed to effectively plan, implement, and evaluate alcohol compliance check operations while building partnerships that support underage drinking prevention efforts. Participants will learn practical strategies to overcome common challenges and improve enforcement outcomes.

The trainings will be led by retired Special Agent Nancy McGee, who brings nearly 30 years of experience with the Missouri Department of Public Safety's Division of Alcohol and Tobacco Control. Her expertise will offer attendees real-world insight into organizing successful compliance check operations.

To reserve your spot, visit [www.projectextramile.org](http://www.projectextramile.org). For additional information, contact Project Extra Mile at 402-963-9047 or [info@projectextramile.org](mailto:info@projectextramile.org).

## 2026 Youth Leadership Retreat Has Been Set!

Project Extra Mile's

# YOUTH LEADERSHIP RETREAT

**Discover**  
*your role in preventing underage drinking in a fun and interactive way.*

**Identify**  
*local issues facing young people and develop the skills to advocate for change.*

**Learn**  
*how advertising and media influence underage alcohol use*

 [www.projectextramile.org](http://www.projectextramile.org)





0917

CANVA STORIES

0917

CANVA STORIES

If you have a middle or high school student who is ready to grow their confidence, find their voice, and make a difference, the Youth Leadership Retreat is the perfect opportunity. Hosted by Project Extra Mile, this three-day experience takes place **June 1–3 at Haven 150 in Omaha** and will bring together students from across Nebraska.

Throughout the retreat, students will participate in interactive trainings, small group discussions, and team-building activities. They will learn how to speak up about issues that impact their generation and how to create positive change in their schools and communities. Topics include advocacy, prevention, and understanding how media and advertising influence youth decision-making.

Beyond the training, the retreat focuses on connection and personal growth. Students build friendships, strengthen communication skills, and return home more confident in their ability to lead. Sessions will be led by nationally recognized prevention specialist Nigel Wrangham, whose engaging approach helps students feel empowered and inspired.

For more information and registration, [please visit our website](#). If you have any questions, email us at [info@projectextramile.org](mailto:info@projectextramile.org) or call (402) 963-9047. Please pass this information along to students you know who'd enjoy this opportunity.

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### Join Us!

*Meet with our students and partners at the Engagement Center!*

# AMPLIFY IMPACT



SEE THE WORK.  
JOIN THE CHANGE.

AN ENGAGEMENT SHOWCASE

BARBARA WEITZ COMMUNITY  
ENGAGEMENT CENTER

**MARCH 26**  
**3 PM TO 6 PM**



Amplify Impact is a dynamic showcase celebrating the power of partnership at the University of Nebraska at Omaha (UNO). This interactive event brings together community partners, faculty, students, and guests to explore how co-created collaborations create real-world impact.

- Explore community-driven collaboration firsthand
- Experience guided tours of office and meeting spaces
- Share ideas/build connections with UNO and community partners
- Listen to stories of shared success
- Interact with the UNO Artificial Intelligence Center for Collaborative Outreach, Research, and Education (AI-CCORE)

**OPEN TO THE PUBLIC. FOOD AND REFRESHMENTS PROVIDED.**



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**LEARN MORE / RSVP**



**OR RSVP ONLINE**

FOLLOW US @UNOENGAGE

**Please Join Us as We Welcome Kaiser Treatment!**



**projectextramile**  
PREVENTING ALCOHOL-RELATED HARM

## OMAHA METRO COALITION MEETING

**March 11, 2026 @ 9:00AM**



**UNO's Community Engagement Center  
6400 University Drive South  
Room 201**

**Please join us as we welcome  
Kaiser Treatment  
to discuss the  
Sinclair Method for  
alcohol treatment.**



**More Information :**  
[www.projectextramile.org](http://www.projectextramile.org)

**402-963-9047**  
[info@projectextramile.org](mailto:info@projectextramile.org)

**2026**  
**Meeting Dates**

**January 21st**

**February 11th**

**March 11th**

**April 8th**

**May 13th**

*No Meetings in  
June or July*

**August 12th**

**September 9th**

**October 14th**

**November 18th**

**December 9th**



Meetings are held at  
UNO's Community Engagement Center  
6400 University Drive South



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