



The Extra Mile

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

Join the Team!



We are currently seeking applications for a part-time Project Coordinator.

APPLY NOW

By submitting your Cover Letter & Resume to info@projectextramile.org

Trump Administration Eliminates CDC's Alcohol Program

Increases in alcohol-related deaths and harms expected



The Trump administration's reduction in force across federal agencies [was felt at the small but mighty Centers for Disease Control and Prevention's \(CDC\) Alcohol Program](#), which receives a small appropriation of \$6 million from Congress to support alcohol harm reduction efforts. The Program has supported surveillance of one of our nation's most abused drugs, reviewed research findings, informed the American public about how alcohol impacts them and their communities, and provided guidance for state and local governments about evidence-based strategies that have been successful in preventing

excessive alcohol consumption in other countries and states.

Public health experts emphasize that alcohol remains a leading cause of [over 178,000 deaths annually](#) in the United States, all of which are preventable. Nebraska has an estimated 1,001 deaths every year due to excessive drinking. Our state also experiences a wide range of health issues including heart disease and stroke, liver disease, and seven

types of cancer. Reducing funding for prevention and intervention programs will reverse what progress has been made in addressing this public health issue and exacerbate that alcohol-related harms communities are experiencing.

The \$6 million cut is expected to reduce capacity for data collection, eliminate research, and reduce the public's understanding of how alcohol impacts our lives and communities while simultaneously making it more challenging to build support for proven strategies for preventing alcohol-related harms. The cuts have been described as 'fiscal conservatism' and 'eliminating government overreach,' however our nation continues to shoulder enormous economic costs from excessive alcohol consumption that lead us to spend more taxpayer dollars on corrections, law enforcement, health care, etc. [2010 data shows](#) that excessive alcohol consumption cost Nebraskans \$1.16 billion, with \$491 million paid for by the government. Eliminating this program will come back to haunt taxpayers and increase alcohol-related deaths that could've been prevented had our leaders not been so shortsighted.

2025 Youth Leadership Retreat Set for June 3-5 in Omaha

Register by May 21!

The **2025 Youth Leadership Retreat** will take place on **June 3-5 at Haven 150** in Omaha. Project Extra Mile Award Winner Nigel Wrangham will lead the sessions to help students learn how to become better leaders in their schools and communities. The goal of this retreat is to empower youth with the skills necessary to engage decision-makers and achieve positive change, whether that be in their school, their community, or across the state.



Last year, students had the opportunity to learn about how alcohol is consumed by youth and adults, alcohol's negative health impacts, how TV and social media ads target certain vulnerable groups like minors, and how the legislative process works in Nebraska. Students also created community-focused presentations around issues related to alcohol. During the Retreat, we will also be awarding the **\$1,000 Youth Leadership Scholarship** to one of our Youth Leadership Network students.

We are looking forward to welcoming new and returning students and are excited to see where this retreat will lead them on their leadership journey. Please [click here to register](#). For more information, please contact us at 402-963-9047 or by email at info@projectextramile.org. **The registration deadline is May 21st.** Please share this opportunity with youth and their families!

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



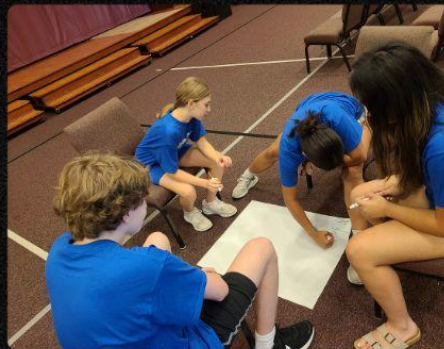
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CANVA STORIES



Register is Open: 2025 Law Enforcement Training



LAW ENFORCEMENT TRAINING 2025

August 4-5, 2025, Kearney, NE
August 6-7, 2025, Omaha, NE

Alcohol Enforcement

All Nebraska law enforcement agencies are invited to participate in the **FREE 2025 Law Enforcement Training** focused on alcohol enforcement. The training is scheduled for **August 4-5 at the Kearney Police Department** and **August 6-7 at the Omaha Police Department's Training Academy**. Topics covered at the training will include: creating awareness of enforcement efforts; report writing; sales to minors investigations; sales to visibly intoxicated patrons; source investigations; license inspections; and nuisance establishments. This year's trainers include Carrie Christofes (National Liquor Law

Enforcement Association), Todd Merlina (Pennsylvania Liquor Control Board Nuisance Bar Program), Israel Morrow (North Carolina Department of Public Safety Alcohol Law Enforcement), and representatives from the National Alcohol Beverage Control Association. **Training space is limited to the first 20 registrants per training site**, 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. Registration and further information are available on [our website](#).

To learn more about the training, join us on **Wednesday, May 14th at 9:00 a.m.** for our monthly coalition meeting. The meeting will take place in Room 127 of the UNO Community Engagement Center (6400 University Drive South, Omaha, NE). The speaker, Carrie Christofes, executive director of the National Liquor Law Enforcement Association, will share more information about the training and the importance of increased alcohol enforcement.

For those outside the Omaha metro, please join us [via Zoom](#):

- Meeting ID: 840 9450 5730
- Passcode: Coalition.

Nebraska Results of National Alcohol Product Study Revealed

Project Extra Mile was selected to participate in the Counter Tools Retail Alcohol Data (RAD) Collaborative, a national research project to help better understand alcohol availability, pricing, and



marketing of products that are especially dangerous and/or appeal to young people. During the months of January and February, staff, coalition members, and youth surveyed off-sale liquor licensed businesses in Douglas County to examine alcohol advertising, what products are available and how much they cost at various establishments.

Researchers from the University of North Texas Health Science Center (UNT-HSC) cleaned up and validated the data and recently shared the coalition's results. Coalition members were able to successfully survey 92 businesses and found the following results:

Brand	ABV (%)	Average Price	Cheapest Price	National Average Price
Four Loko	13.9-14%	\$3.45	\$2.48	\$3.36
Steel Reserve 211 High Gravity Lager	8.1%	\$2.53	\$1.39	\$2.35
Steel Reserve Alloy Series Seltzer	8%	\$3.01	\$2.19	\$2.40
MXD Drinks Co	12%	\$3.79	\$3.79	\$2.41
Bud Light	4.2%	\$3.44	\$2.98	\$2.91
Coca-Cola (non-alcoholic)	--	\$2.64	\$1.99	\$2.66

We want to thank all our coalition members and youth who participated in this research project and look forward to using this data to improve the health and wellbeing of our communities.

TTB Comment Period on Alcohol Labeling Extended

Public input requested



In [January 2025](#), the Alcohol and Tobacco Tax and Trade Bureau (TTB) opened their public comment period for mandatory [food allergen](#) and [alcohol facts](#) labeling of alcoholic products. As of mid-April, the comments period has been extended to **August 15, 2025 at 11:59 pm EST**.

The TTB is proposing to require alcohol facts labeling including the following

on all alcoholic beverages:

- Serving size of the product
- Number of servings per container
- Alcohol content as a percentage of alcohol by volume
- Number of fluid ounces of pure ethyl alcohol per serving
- Number of calories per serving
- Number, in grams per serving, of carbohydrates, fat, and protein

Having the above information will aid consumers make better decisions on products they are consuming and reduce excessive drinking. To submit comments, [click here to go to the Federal Register's website](#). Comments do not need to be long; simply share why you think this would assist consumers make the best decisions for their health.

Legislative Update

Senator Juarez's [LB 330](#) remains stuck in the Revenue Committee. A compromise has been discussed which would decrease the 10% alcohol sales tax increase to 8% with the additional revenue being split as follows: 50% General Fund, 35% Education Future Fund to fund new social work positions in public schools, 10% Excessive Alcohol Consumption & Treatment Fund to help prevent and treat excessive alcohol consumption, and 5% Nebraska State Patrol Liquor Control Enforcement Fund to enhance the enforcement of our state's liquor laws.

[LB 113](#) was approved by the governor and signed into law on April 14th. The bill will go into effect in September of this year. This legislative change further erodes the three-tier alcohol regulatory system by allowing alcohol retailers to have up to eight physical locations and micro distilleries to self-distribute up to 3,500 gallons of their product annually. [LB 186](#) was also amended into this bill which allows an entertainment district to have an active street or highway running through it, with patrons being able to cross the roadway with open containers at designated locations. This provision endangers pedestrian and driver safety in these districts.

For more information on these and other bills Project Extra Mile is tracking, and to see our testimony, [please visit our website](#).

Coalition Spotlight: Nicholas Sauma

This month we would like to spotlight Nicholas Sauma, Traffic Safety Advocate with the Nebraska Chapter of the National Safety Council (NSC). Before this role, Nicholas held a variety of positions across different industries, including stockbroking, workers' compensation, warehouse and delivery work, tree farming, and teaching.

This wide-ranging experience has given him a great way to relate to people from different backgrounds. His passion for safety education for preventing injuries and saving lives drove him to his current position. Nicholas has been a part of the PEM coalition since he began at the NSC. As a newcomer to the prevention field, he shared that "the coalition played a key role in helping me understand the broader impacts of alcohol, knowledge that I can now apply in traffic safety advocacy."



Please Join Us!



30 Years
projectextramile
PREVENTING ALCOHOL-RELATED HARM

1995-2025

OMAHA METRO COALITION MEETING

May 14, 2025 @ 9:00AM



**UNO's Community Engagement Center
6400 University Drive South
Room 127**

Please join us as we welcome the
**National Liquor Law
Enforcement Association**
to discuss our upcoming
**Law Enforcement Training and
the need for increased alcohol enforcement**



More Information :
www.projectextramile.org

402-963-9047
info@projectextramile.org



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



2025 Meeting Dates

January 22nd

February 12th

Join us at our
30th Anniversary
Recognition Dinner
on March 12th

April 9th

May 14th

No Meeting in June

No Meeting in July

August 13th

September 10th

October 8th

November 12th

December 10th



Project Extra Mile | 6001 Dodge Street CEC 228 | Omaha, NE 68182-0600 US

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