



The Extra Mile

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

Coalition Meeting on Redlining and Alcohol-Related Harms

Please join us this Wednesday at 9 a.m.

Please join us at our next coalition meeting on **Wednesday, November 8th at 9:00 a.m.** to hear more about Dr. Sean Haley's research on redlining and alcohol-related harms, discuss what we can do, and tour the UNO [Undesign The Redline Exhibit](#). The meeting will take place in Room 127 of the UNO Community Engagement Center (6400 University Drive South).

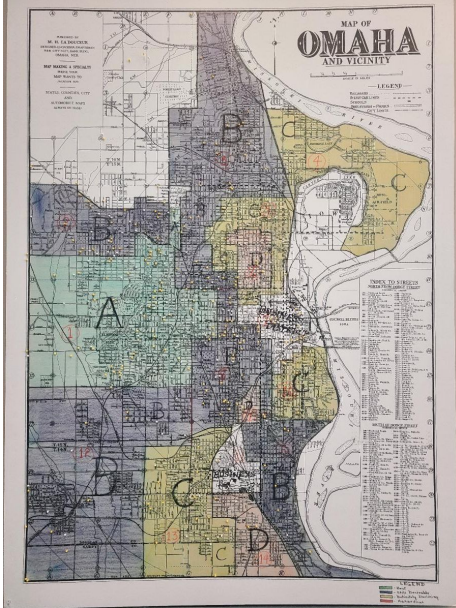


Dr. Haley, associate professor at the City University of New York (CUNY) Graduate School of Public Health & Health Policy, and a team of researchers examined the [association between on- and off-premise alcohol outlet density, historical redlining, and violent crime in New York City during 2014-2018](#). Alcohol outlet density is defined as the number of alcohol retailers in a defined area (zip code, census block, square mile, etc.). The word redlining was coined by sociologist and community activist John McKnight in the late 1960s and is [defined as](#) the “discriminatory practice that consists of the systematic denial of services ... to residents of certain areas, based on their race or ethnicity.”

Did You Know?

The Omaha City Council has concluded that “nuisance conduct associated with alcohol sales has a negative impact on the health, safety, and welfare of residents, including fear for persons' safety, deterioration of neighborhoods, devaluation of property, impairment of the city's property tax base, and destruction of the community's values and quality of life” (Article IX, 18-90 Omaha Municipal Code).

Increased alcohol outlet density is a risk factor for excessive alcohol consumption. Studies have shown that [higher rates of social and health problems](#), such as violent crime, motor vehicle crashes, child abuse and neglect, as well as emergency department visits persist in these areas. [Other social harms](#) experienced by neighborhoods



include disorderly conduct, noise, neighborhood disruptions, public nuisances, and property damage. A 2005 study conducted in Omaha concluded that a bar on a residential city block increases the expected number of felonious assaults on that block by 68.9% and blocks adjacent to a residential block with a bar increased the expected number of felonious assaults by 40.5%.

We hope to see you on Wednesday as we learn more about historical redlining and alcohol-related harms followed by a tour of the exhibit. Please note, the regular meeting will conclude at 9:30 a.m. and the exhibit tour is expected to last until 10:20 a.m.

Going the Distance: Australia and Ireland Moving Toward Requiring More Information on Alcohol Products

Consumers have the right to know health risks associated with alcohol

Alcoholic beverages have been classified as a [Group 1 carcinogen](#) by the International Agency for Research on Cancer – this is the highest risk group which includes asbestos, radiation, and tobacco. The [U.S. National Toxicology Program](#) first recognized alcoholic beverage consumption to be a known human carcinogen in 2000. Researchers have found sufficient evidence to conclude that alcohol consumption is a risk factor for [at least seven types of cancer](#), including the mouth, pharynx, larynx, esophagus, liver, colorectum, and female breast, with further research being done on others. The [American Institute on Cancer Research \(AICR\)](#) states that “even less than one drink per day – of any kind of alcohol – increases the risk of several common cancers.” Binge drinking (5+ drinks for men and 4+ drinks for women per occasion) is a key behavior that increases risk for alcohol-related cancers. According to [2022 Centers for Disease Control and Prevention data](#), 57.2% of adults (18+ year olds) in Nebraska report drinking in the past 30 days while 19.3% report binge drinking. Part of the problem may be that [only 39% of Americans](#) are aware that consuming alcohol increases their risk for cancer. In Nebraska, [71 people die annually](#) due to alcohol-related cancers.

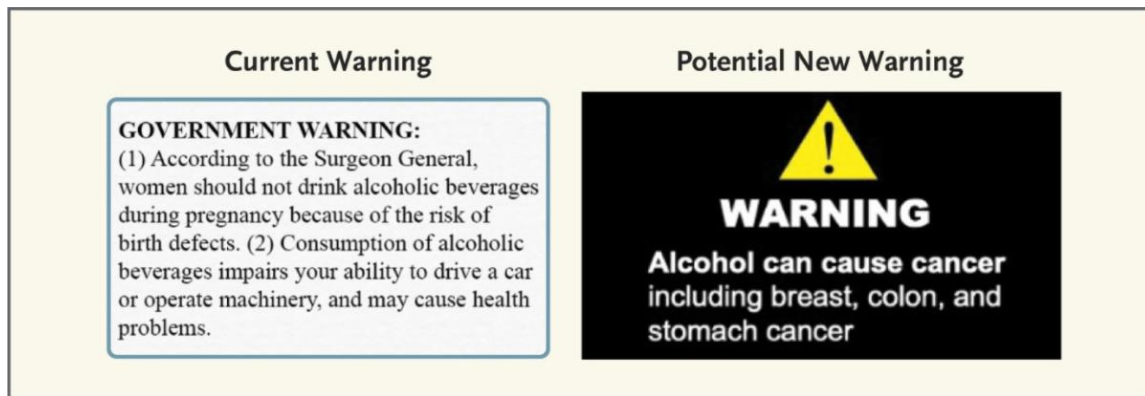
Did You Know?

The American Institute on Cancer Research states there is no safe limit of alcohol consumption regarding cancer risk.

The implementation of [population-level alcohol control policies](#) is the most effective way to reduce alcohol-related cancers. These policies include increasing the price of alcohol; reducing the availability of retail alcohol by regulating alcohol outlet density and hours/days of sale; and restricting alcohol advertising and marketing. Although the research is not yet conclusive, another commonsense solution to raise awareness of the associated risk could be requiring mandatory information about the alcohol-cancer connection on alcoholic containers. Having nutritional information, alcohol content, and information about alcohol being a carcinogen could help people make better decisions about their alcohol consumption. A [recent study](#) found that 65.1% of Americans supported warning labels and 63.9% supported drinking guidelines being added to alcoholic products.

In 2020, multiple public health groups submitted a joint [petition](#) to the U.S. Department of Treasury’s Alcohol and Tobacco Tax and Trade Bureau (TTB) calling for alcohol warning labels to increase awareness of the alcohol and cancer link. Efforts have also been made in Australia, [Canada](#), Ireland, and Mexico to further research and implement warning labels. [Ireland](#) is on its way to becoming the first nation to impose warning labels on

alcoholic drinks by 2026. [Current information](#) in the United States utilize small text, are on the back of products, and solely focus on drinking while pregnant or operating machinery (see below).



Public health advocates in [Australia](#) are also calling for alcoholic beverages to include information on labels regarding the risk for liver disease, cancer, heart disease, poor mental health, injury, and alcohol poisoning. A 2016 Australian study concluded that more than 77% of participants agreed that labels could raise awareness about the alcohol and cancer link, and more than 70% agreed that these labels could start conversations about the risk involved in drinking regularly. A [study in Mexico](#) also found that visible health warning labels had positive impacts on reducing the attractiveness of alcoholic products and decreasing respondents' intention to purchase and consume them.

News Brief:

The [Illinois Liquor Control Commission's](#) (IL LCC) rule to regulate the placement of co-branded alcoholic beverages in retail stores for off-premise consumption became permanent effective September 21, 2023. According to the IL LCC Executive Director, "This rule aims to safeguard the Illinois public health by preventing product confusion while also prohibiting alcohol marketing that may appeal to children." Alcoholic products utilizing youth-friendly imagery, such as cartoons and movie heroes, are targeting youth for whom it is illegal to consume these products.

The new rules are as follows:

- For establishments larger than 2,500 square feet (this is a little smaller than a tennis court), co-branded alcoholic products may not be immediately adjacent to soft drinks, fruit juices, bottled water, candy, or snack foods if those snack foods portray cartoons or youth-oriented images.
- For establishments smaller than 2,500 square feet, they must either comply with the above requirement or post clear signs on every display containing co-branded alcoholic beverages. Signs state, "This product is an alcoholic beverage available only to persons who are 21 years of age or older."

Research has shown that youth who start drinking alcohol before the age of 15 are about six times more likely to become alcohol dependent as adults. Companies that utilize youth-friendly imagery are attracting younger audiences that are not legally able to consume these products.



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Youth Corner: The Benefits of Raising Alcohol Pricing

Written by Nikoal Harms-Wulff, Sophomore at Omaha Northwest High School

Why are liquor stores open so late? Why is there no limit on the amount of alcohol you can purchase? The liquor store down the street from me is open until 12am, two others until 1am. Why is this? [Does this correlate with the fact that the number of fatal alcohol crashes are 2.8 times higher at night \(6pm to 6am\) than during the day?](#)

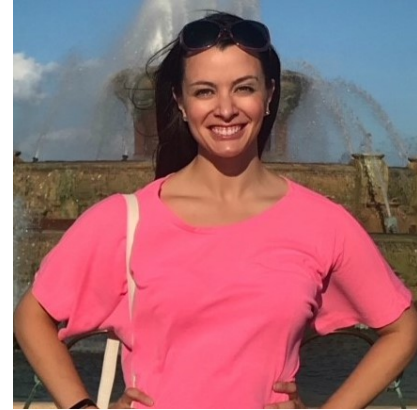
[In 2020, 1,534 alcohol-related car crashes were reported according to Nebraska.gov.](#) This is bizarre considering this was a time during the pandemic, and not a lot of stores or bars were open due to Covid-19. [The fine for a DUI is between \\$500 and \\$1,000 depending on other factors like the number of prior offenses and severity of the incident.](#) Clearly, this fine is not prohibiting anyone from drinking and driving. So, why don't we raise the price of alcohol? If the state of Nebraska were to raise the tax on alcohol, we would have more funding as a state to provide more parks, better roads, or raise the salaries of government

employees. Another positive effect of raising the tax on alcohol would be limiting the consumption of alcohol and reducing excessive drinking. Additionally, minors will be less likely to get their hands on alcohol because most minors cannot afford to pay more since most do not have a reliable source of income.

With all purpose and intent, I think alcohol should be less available and cost more. Then, we can help our community become safer and not have to worry about being on the road late at night in fear of being in a car crash because of a drunk driver.

Coalition Member Spotlight - Maggie Ballard

Maggie Ballard has been a Prevention Specialist at Heartland Family Service (HFS) and a part of the Prevention Means Progress (PMP) and Project Extra Mile coalitions since 2014. PMP's focus is to provide education and increase awareness to help individuals and communities in the Council Bluffs/Omaha Metro and surrounding areas avoid problems associated with substance abuse. Maggie became an active member of the coalition in 2015 after learning more about the illegal alcohol sales in Whiteclay, Nebraska. Since becoming a Legislative Liaison for HFS, Maggie has taken an active role in PEM's Policy Work Group and engages in promoting environmental strategies to improve the health and wellbeing of all Nebraskans.



When asked why she does this work, she responded, "Preventing underage drinking and high-risk drinking choices in adults is life-saving and imperative if our community is going to say we care about public health." Thank you, Maggie, for your passion and continued involvement!

MATCHING FUNDS 2023

The first \$2,000 donated will be doubled to \$4,000

Special thanks to



FUSION

for matching the first \$2,000 in donations.

Join us **Tuesday, November 28th**
and donate through ShareOmaha!

All donations will be used to help sustain the
Annual Youth Leadership Scholarship Fund.

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