



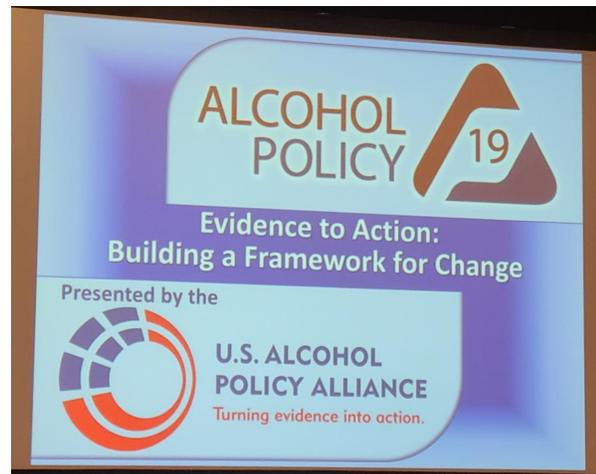
## The Extra Mile

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

### ***Going the Distance: Acting on AP19 Conference Lessons Learned to Improve Public Health and Safety in Nebraska***

On September 13-16, 2022, Project Extra Mile (PEM) staff visited the nation's capital to attend the 19th Alcohol Policy (AP) Conference. The AP Conference series is the premier conference devoted primarily to science-based, population-level alcohol policies and the translation of this evidence to public health action. It provided an opportunity for learning and networking with partners from across the nation and globe.

The event kicked off with a 1.5-day Advocate Institute focused on health equity and racial justice as it relates to alcohol consumption, its associated harms, and the need for communities to work together to improve the quality of life in their neighborhoods.



The full two-day AP19 Conference began once the Advocate Institute had concluded and covered several issues relevant in Nebraska and across the nation, including the many negative health and community impacts due to excessive alcohol consumption; enforcement operations; impacts of the COVID-19 Pandemic; alcohol marketing; the latest research; and local, national, and international policy successes.

Multiple sessions covered enforcement efforts, including alcohol home delivery compliance checks. North Carolina and Virginia have conducted compliance checks on delivery services and found that 45(NC)-70%(VA) of deliveries were made to underage youth. Our coalition is already engaging law enforcement and the Nebraska Liquor Control Commission (LCC) to update guidelines to ensure that these checks can occur soon in our state.

Sessions also had overlapping themes of regarding the need for collaboration and local data in achieving effective advocacy around the issue. Speakers also spoke in-depth about the myriad of negative policy changes that have taken hold since beginning of the COVID-19 pandemic leading to increased excessive alcohol consumption and the associated harms.

The organization was also proud to sponsor an



event for the [Center for Advancing Alcohol Science to Practice](#) at the AP19 Conference. The Center's mission is "Building the capacity of communities to use alcohol science for healthy, safe, and equitable neighborhoods through evidence-based population-level strategies." They provide technical assistance nationwide to local communities looking to implement evidence-based strategies to prevent alcohol-related harms.

PEM staff are looking forward to working with our enforcement, community, school, faith, and other partners to improve public health and safety in our state with the help of new tools and knowledge gained at AP 19. If you are interested in a particular alcohol issue or policy, please reach out to us at [info@projectextramile.org](mailto:info@projectextramile.org).

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## Miles to Go: University Regents Vote to Allow Alcohol Sales at the Pinnacle Bank Arena for Husker Basketball Games

On September 30, 2022, the University of Nebraska Board of Regents voted unanimously to allow alcohol to be sold during Husker basketball games at the Pinnacle Bank Arena. This decision comes on the heels of their February vote that repealed the ban of alcohol sales on the UNL campus, paving the way for future alcohol sales at Husker events.

Project Extra Mile opposed the idea in February, providing testimony at the public hearing on three areas of concern: 1) allowing alcohol at events attended by underage youth will lead to increases in underage drinking due to both sales to youth and social access in the seating area; 2) increases in binge drinking by adults may result from both sales to intoxicated adults and social access in seating area that will taint the gameday experience and put the community at risk once that fan leaves the game; 3) increases in underage drinking as a result of will allow outside marketing groups to partner with the University and use its logos to market alcohol marketing to youth on and off campus.

Both the U.S. Surgeon General and the Task Force of the National Advisory Council on Alcohol Abuse and Alcoholism have recommended that colleges and universities restrict the sale of alcohol on campus and campus facilities such as stadiums, arenas, and concert halls to prevent underage drinking and its associated harms. According to the [National Institute on Alcohol Abuse and Alcoholism \(NIAAA\)](#), those harms for college students include over 1,500 deaths each year from alcohol-related unintentional injuries, including motor-vehicle crashes; nearly 700,000 assaults, and the fact that 20 percent of college women have experienced sexual assault with a majority of those assaults involving alcohol or other drugs.

The Lincoln metro area already experiences a high volume of alcohol-related harms. According to the [Nebraska Highway Safety Office](#), there were 277 alcohol-related vehicle crashes in Lancaster County, eight of which were fatal and 125 caused injury in 2020. Among high school seniors in Lancaster County, 28.4% reported having drunk alcohol in the past 30 days while 11.3% reported binge drinking, as reported by the [2018 Nebraska Risk and Protective Factor Student Survey](#).

In comments provided to the Board of Regents prior to their decision on Husker basketball alcohol sales, PEM expressed the coalition's concerns regarding the lack of effort by the university to take steps to prevent underage and binge drinking in the proposal. To reduce the risks of alcohol-related harms the City of Lincoln and the university should institute the following practices:

1. Ensure that containers reflect [standard drink sizes](#) so that consumers know how much alcohol they are drinking.
2. Limit the number of drinks that an individual may purchase per concession visit.
3. Require individuals who are of the legal drinking age to wear a high-quality, non-

transferrable wristband when attempting to purchase alcohol.

4. Increase security in the concourse and seating areas to police the handing off of alcohol to youth and intoxicated fans.
5. Partner with the Lincoln Police Department to conduct compliance checks during Husker games.

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## New Staff Member and Youth Updates

Project Extra Mile is excited to welcome Summer Woolsey to the team as Project Coordinator. Summer is a recent graduate from the University of Nebraska Medical Center, where she earned her Master's in Public Health degree. At UNMC, she served as a Research Coordinator for the Department of Biostatistics, working on tobacco control research and tobacco prevention projects for youth. Her previous professional experiences include projects centered in health communication, health education, health promotion research, and youth engagement and advocacy, including working as an educator with the U.S. Peace Corps in Ethiopia. She is passionate about health promotion and communication and is excited to join the Project Extra Mile Team. Summer will be leading Project Extra Mile's youth initiatives.



As youth initiatives are critical to Project Extra Mile's mission, staff have been working diligently to develop youth programming that not only educates youth about the potential harms of excessive alcohol use, but to also have them think critically about the larger systems that influence our decisions about alcohol, such as alcohol policy. This approach is designed to help develop leadership and critical thinking skills among our participating youth, preparing them with the tools and skills necessary to enact change within their own communities. Youth programming is available in-person to youth in the Omaha area through the Youth Leadership Network, as well as virtually to youth across the state through the Youth Leadership Council.

**All interested youth in grades 8-12 are welcome to join!**

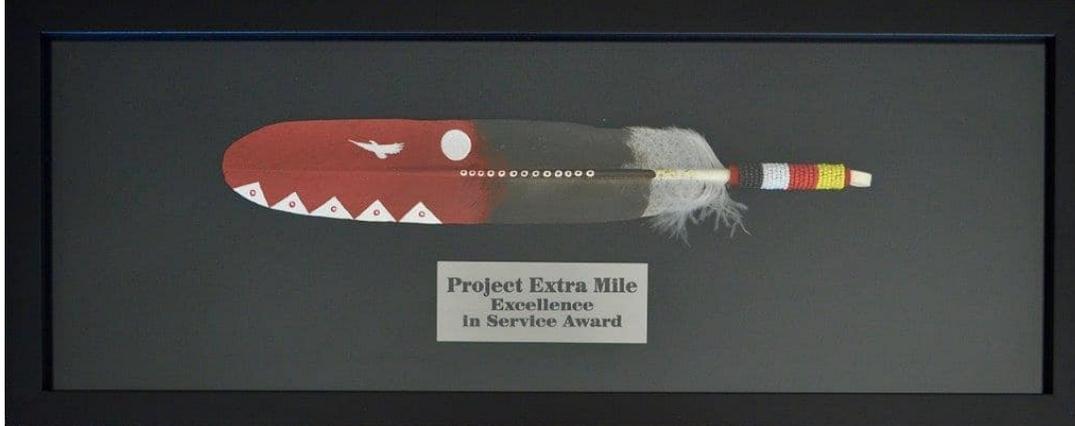
The next Youth Leadership Network (Omaha area students) meeting will be held Thursday, October 20, 2022 from 7:30-8:30 p.m. at the Barbara Weitz Community Engagement Center on the UNO campus. Food and drinks will be provided. Please register to attend: <https://rb.gy/z5lwl6>

The next Youth Leadership Council meeting (open to all Nebraska students) will be held Monday, October 24, 2022, from 7:30-8:30 p.m. virtually on Zoom. If interested, please email Summer Woolsey at [summer@projectextramile.org](mailto:summer@projectextramile.org) for the Zoom meeting information.

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## Project Extra Mile Honored with Excellence in Service Award

Thank you to Valley Hope, Bellevue University, and Keystone Treatment Center for recognizing the work we do make our communities healthier and safer places to live and for this beautiful award!



## We've Moved!



The Project Extra Mile office moved into their new space on September 26th. Please come visit us at UNO's Community Engagement Center (CEC) at 6400 University Drive S, Omaha, 68182. We're looking forward to getting to know the organizations within the CEC and building new partnerships to continue reducing alcohol-related harms in Nebraska.

## Please join us!

# COALITION MEETING

**WEDNESDAY**

**November 9, 2022 - 9:00 AM**

Please join us in person

at our **NEW LOCATION**

**UNO's Community Engagement Center  
6400 University Drive South, Room 230  
for our monthly coalition meeting.**



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

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