



## The Extra Mile

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

### Going the Distance: California Says No to "Last Call" Expansion Pilot Program

*No exceptions for tourist areas*

In late August, the state of California [rejected a new bill](#) that would allow bars, clubs, and restaurants in three prominent California cities to continue serving alcohol until 4 a.m. on the weekends and 3 a.m. on weekdays. SB 930 (aka the "Late Night Bar Bill") was a pilot program that targeted the tourist cities of West Hollywood, San Francisco, and Palm Springs.



This is not the first bill introduced in California that has sought to extend the hours of sale. Prior to SB 930, [five other attempts](#) to increase the hours of alcohol sales in California were submitted to the California state legislature and rejected.

[Several studies reviewed by the independent Community Preventative Services Task Force \(CPSTF\)](#) have shown that increasing hours of sale by two or more hours leads to increased vehicle crash injuries, emergency room admissions, and alcohol-related assault and injury. Based on those studies, the CPSTF recommends maintaining limits on hours of sale in order to prevent excessive alcohol consumption and the related harms.

The bill's introducer, Sen. Wiener, defended it by stating that, "Our California destination cities are at a disadvantage when competing with cities both nationally and internationally for tourists, conventions, and conferences." According to Wiener, Chicago, Washington D.C., New York City, Las Vegas, Atlanta, Miami Beach, and New Orleans all feature alcohol sales beyond 2 a.m. He went on to argue that it was an issue of economics and that expanded hours would also lead to more economic activity in terms of food sales and entertainment.

This claim, however, does not consider the costs associated with excessive alcohol consumption. In a [2015 study](#), researchers found that these costs (primarily in the areas of lost productivity, health care, and law enforcement) totaled \$249 billion dollars for the United States for the year of 2010. For the same year, binge drinking alone cost the state of California \$35 billion.

After the bill was introduced, Alcohol Justice and LA City Council member Paul Koretz

[held a rally in opposition to SB 930](#), declaring that the bill was an attempt to “disrupt the protections of California’s statewide uniform last call.” The California legislature agreed.

SB 930 received a [considerable amount of bipartisan opposition](#) as policy makers raised several concerns about the bill including deterioration of quality of life, drinkers who would be driving close to other non-targeted areas that would maintain a 2 p.m. last call time, late night drinkers sharing the road with early morning commuters, and increased DUI’s and traffic fatalities. In addition to this, opponents of the bill also cited resource limitations as a reason for rejecting the bill. Stating that law enforcement officers are already overextended covering the current hours of sale at 2 a.m., extending the hours to 4 a.m. would further limit their capacity. Similarly, as public transportation in these areas is limited already at 2 a.m., a 4 a.m. extension would increase the burden placed on the current system.

According to Alcohol Justice Advocacy Manager Mayra Jiminez, “Community and public health advocates stopped yet another attempt by the nightlife lobby from pouring more alcohol into our streets under the guise of pandemic recovery. Thank you to the members of the legislature that chose to vote for the people of California and chose not to be coerced by unfounded allegations of revenue”.

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## **Miles to Go: 20 Omaha Metro Businesses Sold Alcohol to Minors**

### *Checking the ID was the key*

OMAHA, NEB -- For many high schoolers, last weekend marked the end of summer given that classes resume this week for many area schools. Yet some high school students spent time with law enforcement agencies making sure that businesses aren't selling alcohol to minors.

"We really appreciate the leadership these students demonstrated in keeping their peers safe on their last free weekend of summer," said Sgt. Alan Reyes with the Omaha Police Department. "It's great to see a vast majority of businesses are refusing these sales -- that's a testament to the decades of progress we've seen since compliance checks began in the late 1990's."

Overall, 20 (10%) out of 192 businesses checked in Cass, Douglas, and Sarpy counties over the last two months were cited for selling alcohol to minors. A summary sheet of the enforcement results and a full list of businesses checked are available by [clicking here](#).

One of the most important steps to keeping alcohol out of youth's hands is checking the ID. A vast majority (94%) of the 172 businesses that refused the sale did so after checking the minor's vertical ID, which indicates that they are not the legal age to purchase alcohol. Every state in the USA features vertical drivers licenses for youth under 21.

"All of the five businesses in Cass County that were cited did not bother to check the ID," said Project Extra Mile Executive Director Chris Wagner. "On the other hand, 77% of businesses that were cited in Douglas County checked the ID and still sold, so clearly checking it isn't enough. Businesses need to train their employees to verify the age as well. Minor IDs in Nebraska feature bold red letters that tell the clerk that the youth is under the legal age of 21."

Two of the businesses cited are facing enhanced penalties due to prior sales to minors within the last four years -- the time frame used by the Nebraska Liquor Control Commission (LCC) to assess penalties. The Mega Saver on Lawndale Drive was cited for its second sale to minor in the last two years and Aldi 42 was cited for its second violation within the last four years. Both businesses face mandatory days of closure (no alcohol sales allowed) and days of suspension, the latter which can be paid off as a fine at \$100 per day according to the [LCC's penalty guidelines](#). Those businesses include:

- Aldi 42, 13215 W Center Rd, Omaha (3/19) -- facing up to 2 days of mandatory closure and 20 days of suspension;
- Mega Saver, 7205 Lawndale Dr, Omaha (4/21) -- facing up to 2 days of mandatory closure and 40 days of suspension.

The other 18 businesses are facing their first sale to a minor violation within the last four

years. If found guilty by the LCC, these businesses could be facing 15-25 days of suspension that they could choose to pay off as a fine at \$50 per day in lieu of suspension. The five businesses listed below had previous sales to minor violations, but they fell outside of the four-year window that the LCC uses for determining progressive penalties:

- 75 Mart, 114 Rock Bluff Rd, Plattsmouth (6/06);
- 801 Chop House, 1403 Farnam St, Ste 102, Omaha (9/12);
- Guaca Maya, 5002 S 33rd St, Omaha (1/07; 9/07; 1/09);
- Kum & Go 367, 18908 Q St, Omaha (6/07; 4/17);
- Milt's Golf Center, 6402 Q St, Omaha (4/14).

30 officers from the Bellevue, La Vista, Omaha, and Plattsmouth Police Departments; the Douglas County Sheriff's Office; and the Nebraska State Patrol participated in the enhanced underage drinking enforcement effort.

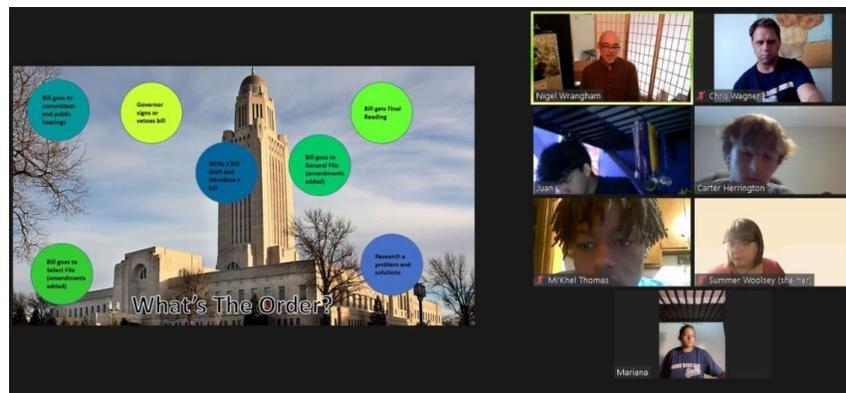
To report underage drinking or adults providing alcohol to minors, call the statewide tip line at 1-866-Must-B-21 (687-8221). It's anonymous, and it's the right call. Individuals are urged to call 911 to report an underage drinking party in progress.

Heightened enforcements are supported by the Nebraska Department of Transportation - Highway Safety Office as well as the Strategic Prevention Framework - Partnerships for Success and the Substance Abuse Prevention and Treatment Block grants from SAMHSA through the Nebraska Department of Health and Human Services and Region 6 Behavioral Healthcare. NDOT-HSO also funds the tip line. Project Extra Mile helped to coordinate the enforcement efforts.

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## Virtual Youth Leadership Retreat Offered Chance for Students to Practice Advocacy & Leadership Skills

On August 20th and August 27th, youth from across the state participated in two days of learning and sharing at the 2022 Youth Leadership Retreat. Held virtually on Zoom, five area students had the opportunity to develop leadership and advocacy skills needed to achieve positive change in their communities. The retreat was led by longtime partner and trainer, Nigel Wrangham.



Topics covered on Day One of the retreat included discussing alcohol-related harms, tactics used by the alcohol industry to target youth, and how policy influences health outcomes. Students also heard from Nebraska State Senator Robert Hilkemann on effective ways to communicate with policy makers. Using the information learned during the first day, students were tasked with researching an alcohol-related topic and developing an effective presentation for a policymaker.

On Day Two of the Youth Leadership Retreat, students were able to put their public speaking and advocacy skills to the test by trying to persuade Sen. Hilkemann to take action or a specific position on their topic.

The Youth Leadership Retreat was an excellent opportunity to connect with other young leaders in our state, learn important information about underage drinking in Nebraska, and brainstorm strategies to affect change.

If you or someone you know may be interested in developing leadership and advocacy skills, improving our communities, and advocating for policies that reduce alcohol-related harms, consider joining one of our current youth groups. We have the Youth Leadership Council, which is virtually available for all Nebraska youth grades 8-12, and Youth Leadership Network, which is an in-person group for youth grades 8-12 in the Omaha Metro area. Find out more at [www.projectextramile.org/youth](http://www.projectextramile.org/youth) or email us at [youth@projectextramile.org](mailto:youth@projectextramile.org).

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## News Brief: Study Finds Increased Alcohol Use to be Linked with Higher Risk of Cancer Diagnoses

A new study conducted in Korea found that [adults with increased alcohol consumption had higher risk of all cancers](#). The article highlighted how changing behaviors and habits can significantly impact health outcomes, particularly risk of cancer and death. Researchers emphasized the need for individuals to reduce and/or cease alcohol consumption to prevent cancer diagnoses.



The U.S. National Toxicology Program identified “alcoholic beverage consumption” as “[known to be a human carcinogen](#)” – its highest category of carcinogenicity, indicating that there is “sufficient evidence of cancer from human studies showing a cause-and-effect relationship between exposure to the substance and human cancer.” Specifically, studies have concluded alcohol to be a causal risk factor for the following [seven types of cancer](#): mouth, pharynx, larynx, esophagus, female breast, liver, and colorectum. The American Society of Clinical Oncology (ASCO) also emphasized that no specific type of alcohol is more associated with the risk than others.

With October being Breast Cancer Awareness Month, many good intentioned fundraising events will often include the sale of alcohol. Additionally, alcohol companies will utilize pink ribbons or color their beverages pink to show support for breast cancer survivors and victims. This is called pinkwashing. Given the consistent evidence that shows the link between alcohol consumption and an increased risk of breast cancer, alcoholic beverage companies should be discouraged from this practice and organizations devoted to eliminating breast cancer should refrain from using alcohol as a fundraising tool.

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## We're Moving!

We're pleased to announce that we will be moving into a new office space at the end of September. We have been accepted as a partner at the University of Nebraska at Omaha's Barbara Weitz Community Engagement Center (CEC). Starting in October, we will hold our coalition meetings within the Engagement Center. It's a great opportunity to connect with more community members that have a stake in this issue in a collaborative shared workspace.

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**Please join us on September 21st!!**

# Omaha Metro Coalition Meeting

Wednesday

**September 21, 2022**

9:00 a.m.

Please join us in person

**as the Project Extra Mile  
team provides an overview  
from the national  
Alcohol Policy Conference.**

**Thank you for your involvement!**

## Meeting Location:

**National Safety Council**

11620 M Circle  
Omaha, NE

For more information:  
(402) 963-9047



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