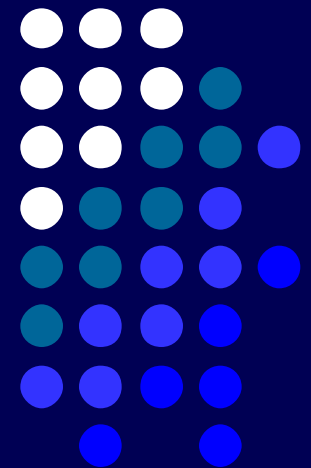


Advocacy and State Alcohol Control Boards

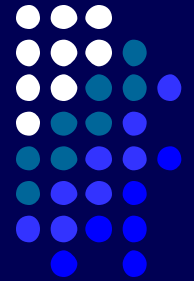
*A Vital Component in a Community's Efforts
to Preventing Underage Drinking*

Project Extra Mile

Diane Riibe
Erin Baum

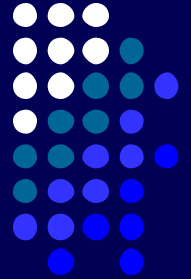


Overview



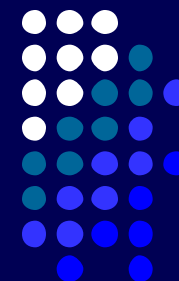
- What is Project Extra Mile?
- Why is citizen involvement needed to address liquor licensing and alcohol control policies?
- How do we work with, or partner with, our state alcohol control board?
- How can ordinary citizens and coalitions become more involved in the licensing process?

Project Extra Mile



- Network of community coalitions across Nebraska covering 50% of population
- Single focus on underage drinking prevention – illegal, unhealthy, unacceptable
- Began in 1995 in the Omaha area – now primarily funded under EUDL program

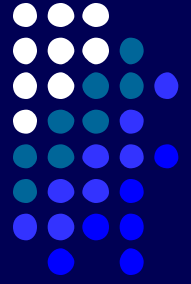
Identified Areas of Focus



- Policy initiatives
- Enforcement collaborations
- Use of media advocacy
- Education and awareness efforts, including targeted campaign
- Involvement of youth

Citizen Involvement

Why Is It Important?

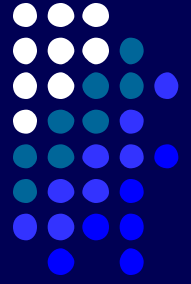


- Helps provide a balance between profit and business interests and public health
- Enhances dialogue and cooperation between local elected officials and state
- Opportunities to address numerous alcohol control policies that affect underage drinking
- Impacts what your communities look like
- Liquor license increase associated with violence, drunk driving and other neighborhood problems



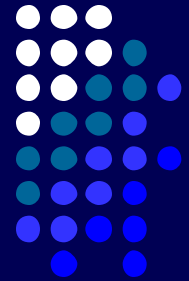
Our Involvement

The Early Days. . . .

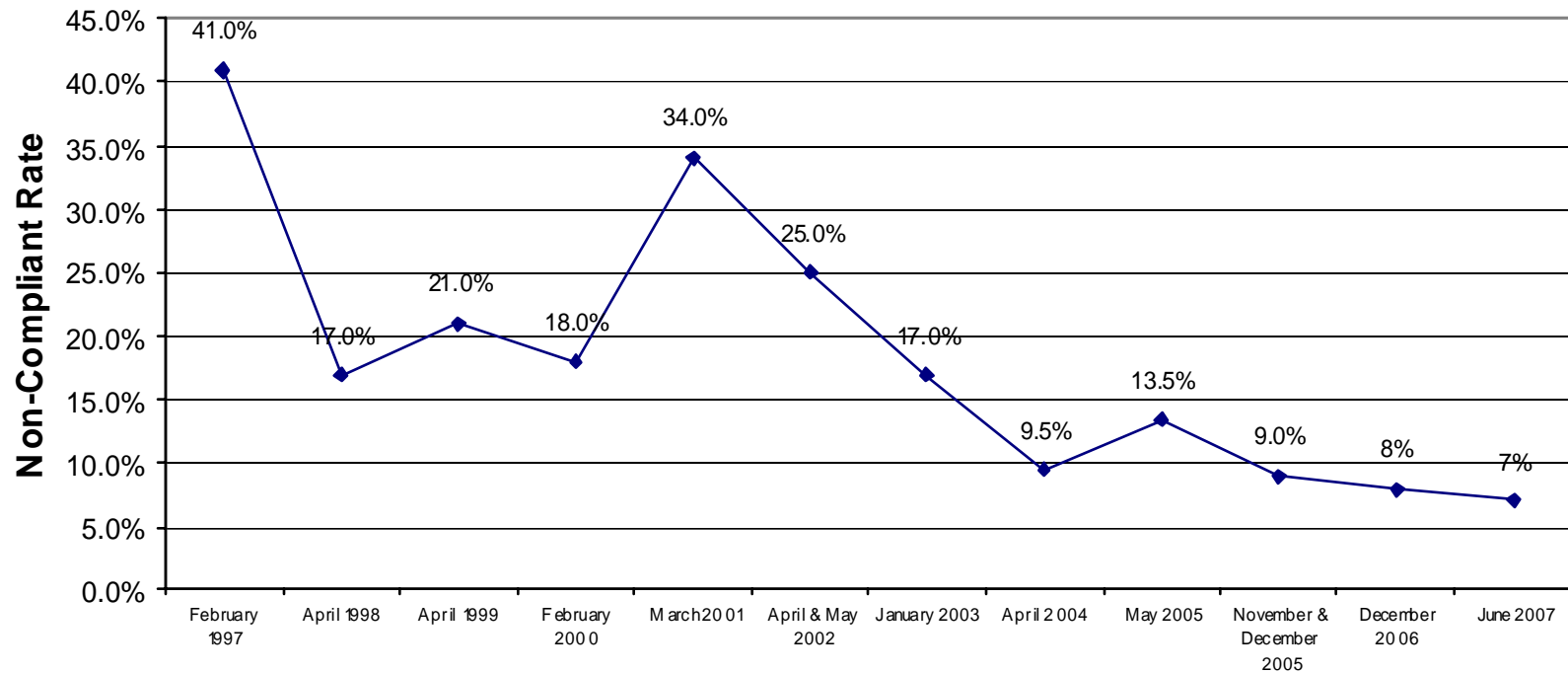


- 1997: Collaborated with 7 Omaha metro law enforcement agencies to coordinate the first multi-agency compliance checks
- Over the past 10 years we have
 - Coordinated collaborative compliance check efforts, including the recruitment of youth who conduct the checks
 - Prepared for administrative hearings, working closely with the Liquor Control Commission staff
 - Followed-up and recorded all Liquor Control Commission penalties to distribute to coalitions statewide
 - Seen the non-compliant rate decrease from 41% in 1997 to 7% in 2007

Compliance Check Results

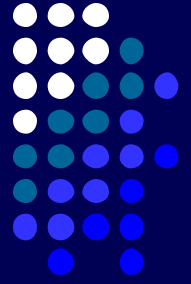


Project Extra Mile Alcohol Compliance Checks Douglas & Sarpy Counties



Our Involvement

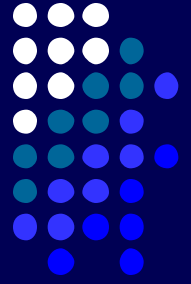
The Early Days. . . .



- Shortly after, the coalition advocated for a law restricting retailers' ability to "buy out" of suspensions
- The coalition also worked to double the length of suspension for licensees with multiple sale to minor violations

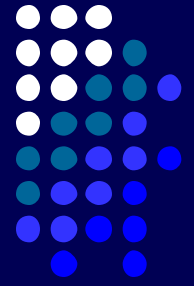
Our Involvement

New Alcohol Products



Source: USA Today

- Zippers Gelatin Shots
- Alcohol Without Liquid (AWOL) Device
- Flavored Alcoholic Beverages



Our Involvement

Flavored Alcoholic Beverages

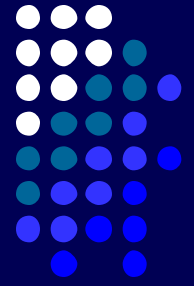
- Utilized a resolution of support to urge classification of the products as distilled spirits
- Approached municipalities and others across the state
- Gathered over 700 resolutions in Nebraska
- Received substantial media coverage of the issue



Source: American Medical Association

Our Involvement

Flavored Alcoholic Beverages

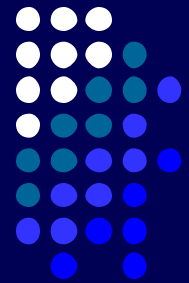


October 2006 News Conference
State Capitol - Lincoln, NE

- October 2006: Project Extra Mile and a parent filed a lawsuit against the Nebraska Liquor Control Commission
- April 2007: The district court ruled that Project Extra Mile/parent have standing and the suit will move forward

Our Involvement

Youth

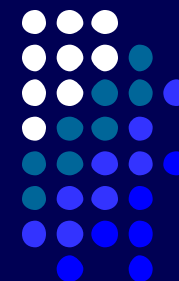


Students preparing to walk to Capitol after attending commission hearings – April 2007

- During youth legislative day, over 40 students attended commission hearings
- Youth group members often participate in compliance checks and provide testimony at the commission

Our Involvement

Sales to Minors

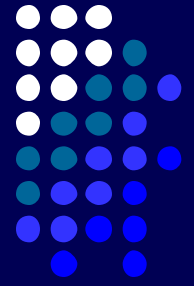


- Revocation of liquor licenses when death or serious injury occur following a sale to a minor
- Monitor sale to minor violations and penalties
 - Inconsistencies in penalties for sales to intoxicated
- Worked to pass Dram Shop and Social Host Liability Legislation in 2007



Our Involvement

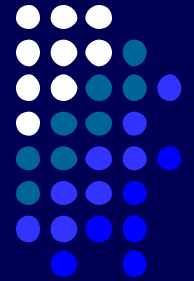
Neighborhood Associations



Source: www.downtownomaha.org

- Orchard Hill Neighborhood
- Joslyn Castle Neighborhood
- Staff provides technical assistance on licensing issues
- Looking for additional ways to reach all neighborhood associations in the Omaha metro area

Working to Overcome Challenges

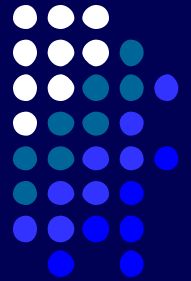


- License revocation is extremely rare and alcohol sales continue throughout the appeal process
- Many local governing bodies are not engaged in the process of licensing
- Penalty guidelines in Nebraska don't take injury or death into account
- Significant increase in licenses over the past 5 years



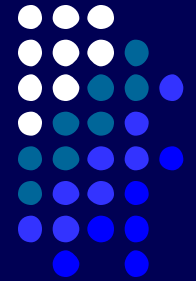
Source: Kearney Hub Newspaper

Coalition Involvement

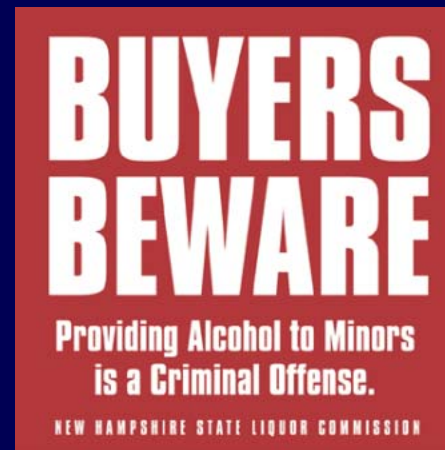


- Learn about the structure of the administrative agency
 - *Control vs. licensure state*
- Develop relationships with the director and staff
- Invite a commissioner or board member and/or the director to speak at a coalition meeting
- Identify priorities/opportunities for change
- Attend hearings regularly to get more than just a snapshot of the process
- Review the penalty guidelines for youth alcohol violations and monitor how they are applied
- Provide community support to liquor law enforcement officers
 - *Adequate staffing*

What Are Other States Doing?

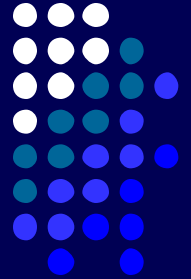


- Examples from a Control State:
New Hampshire Liquor Commission
 - Community Partnerships
 - *“Buyers Beware” Campaign to Address Social Providers*
 - Enforcement Efforts



Source: New Hampshire State Liquor Commission

Resources



- Alcohol & Tobacco Tax and Trade Bureau

Links to Alcohol Beverage Control Boards:

http://www.ttb.gov/wine/control_board.shtml

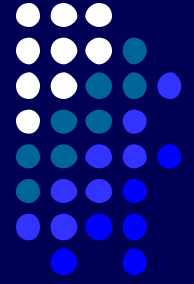
- How Alcohol Outlets Affect Neighborhood Violence

<http://resources.prev.org/documents/AlcoholViolenceGruenewald.pdf>

- Reducing Underage Drinking:
A Collective Responsibility

www.national-academies.org



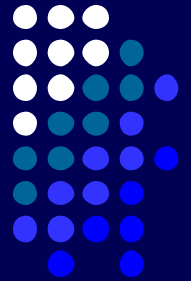


*A small group of thoughtful
people could change
the world.*

*Indeed, it's the only thing
that ever has.*

-Margaret Mead

Contact Information



Project Extra Mile

11606 Nicholas Street

Omaha, NE 68154

(402) 963-9047

info@projectextramile.org

www.projectextramile.org