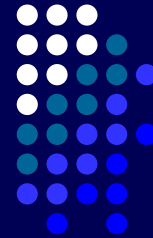


# Advocacy and State Alcohol Control Boards

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

## Project Extra Mile

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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



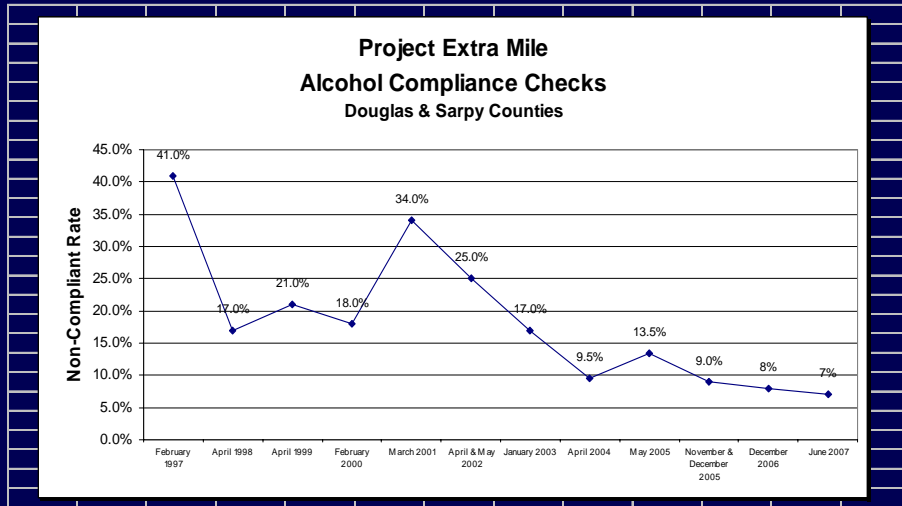
## Our Involvement

### *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



## 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



## 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*



- 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

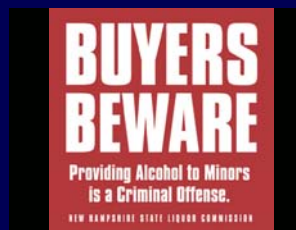


- Learn about the structure of the administrative agency
  - *Control vs. licensure state*
- Attend hearings regularly to get more than just a snapshot of the process
- Develop relationships with the director and staff
- Review the penalty guidelines for youth alcohol violations and monitor how they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

## 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



## Resources



- Alcohol & Tobacco Tax and Trade Bureau
  - Links to Alcohol Beverage Control Boards:  
[http://www.ttb.gov/wine/control\\_board.shtml](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](http://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**

## Questions and Answers



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