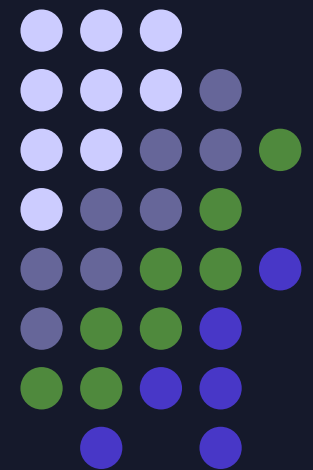


The ABCs of Working with State Alcohol Beverage Control Boards

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 can communities work with, or partner with, their state alcohol control board?**
- **How can ordinary citizens and coalitions engage in the licensing process?**

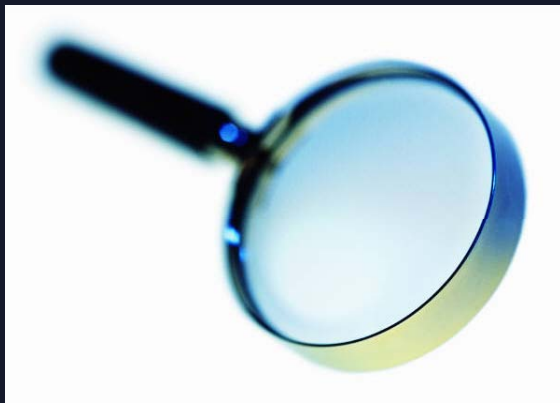


Project Extra Mile



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



Licensing Retail Sales of Alcohol



- Licensing authority differs by state – commission, board or agency
- Political appointees
- In some states, local jurisdictions lead
- Enforcement systems
- Control vs. licensure state
- Disciplinary action for sales to minors



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**
 - **Prepared for administrative hearings**
 - **Followed-up on penalties**
 - **Non-compliant rate decreases from 41% in 1997 to 7% in 2007**

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

- Zipper's Gelatin Shots
- Alcohol Without Liquid (AWOL) Device
- Flavored Alcoholic Beverages, or Alcopops

Our Involvement

Flavored Alcoholic Beverages



- Utilized a resolution of support to urge classification of the products as distilled spirits
- Approached municipalities across the state – over 40 have supported our efforts
- Gathered nearly 900 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:** Lawsuit filed against the Nebraska Liquor Control Commission
- **April 2007:** The district court ruled that Project Extra Mile/parent have standing and the suit moved forward
- **January 2008:** The district court remanded the case to the commission to commence rulemaking
- **July 2008:** Alcopops hearing held with over 100 individuals gathering at the state capitol

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
- Youth-led news conference on alcopops

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 various violations**
- **Worked to pass Dram Shop and Social Host Liability Legislation in 2007**

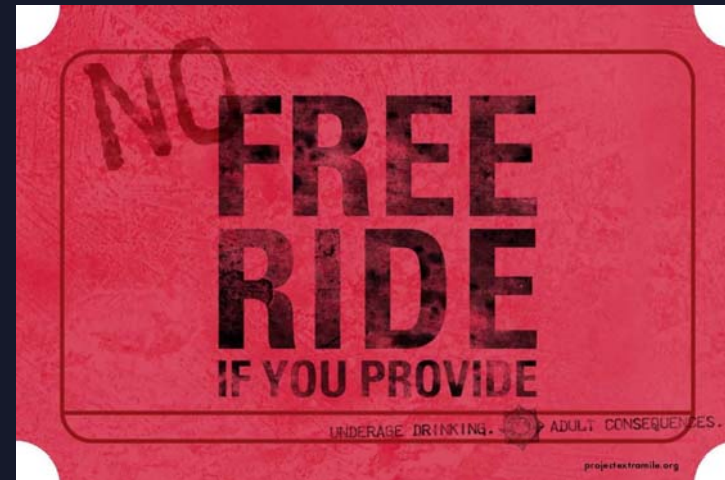


Our Involvement

Sales to Minors



- Educated retailers and Special Designated (Liquor) License applicants about dram shop liability.



Our Involvement

Neighborhood Associations



Source: www.downtownomaha.org

- Staff provides technical assistance on licensing issues
 - Orchard Hill Neighborhood
 - Joslyn Castle Neighborhood
 - Gifford Park Neighborhood
- Active involvement in the Alcohol Impact Coalition
- Looking for additional ways to engage more neighborhood associations in the Omaha metro area

Working to Overcome Challenges



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



Source: Kearney Hub Newspaper

Coalition Involvement



- Learn about the structure of the licensing authority
 - *Control vs. licensure state*
 - *Local vs. state authority*
- 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
 - *Advocate for necessary resources to enforce liquor laws*

Resources



- **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

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