THE WHITECLAY EXPERIENCE: A STORY OF HOPE, HEALING, AND HARM PREVENTION

ALCOHOL POLICY CONFERENCE 2018
WASHINGTON D.C.
PINE RIDGE, SOUTH DAKOTA

POPULATION: 30,000 +

DRY RESERVATION
WHITECLAY, NEBRASKA

POPULATION: 12
BEER STORES: 4
Whiteclay is located less than 300 yards from the dry Pine Ridge Indian Reservation.
Whiteclay’s four beer stores sold 11,000 cans of beer each day (or 3.5 million per year) in 2015 alone.
Until April 19, 2017, when the Nebraska Liquor Control Commission voted unanimously to close Whiteclay beer stores.
Native American Activists, Public Health Advocates, University Students, and Community and Church Leaders All Played Critical Roles in the Store Closures.
RETAIL OUTLET DENSITY
ABRAM NEUMANN visited Pine Ridge on a mission trip when he was 16. Shortly after high school, he moved to Whiteclay to minister to those struggling with addiction.
ABRAM kept a daily journal of the criminal activities occurring in Whiteclay and provided critical testimony to the Nebraska Liquor Control Commission during the Whiteclay license renewal hearing.
JOHN secured Dispatch Logs through the Nebraska Public Records Act to reinforce the nature, frequency, and response times to 9-1-1 calls made to the Sheridan County Sheriff located 21 miles south of Whiteclay.
Sheridan County Dispatch Logs confirmed reports that a woman, later identified as Sherry Wounded Foot, was found unresponsive behind a building in Whiteclay on August 5, 2016.
THE INVISIBLE WHITECLAY TAX

Sheridan County Law Enforcement Costs Up Dramatically Per Resident (from 2014 to 2015):

<table>
<thead>
<tr>
<th>County</th>
<th>2014</th>
<th>2015</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheridan</td>
<td>$100.70</td>
<td>$115.44</td>
<td>14.6%</td>
</tr>
<tr>
<td>Dawes</td>
<td>$51.25</td>
<td>$52.58</td>
<td>2.59%</td>
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In 2015, a Sheridan County family of four spent nearly $500 on law enforcement costs, or 120% more than a family in Dawes County. Sheridan County residents spent over $200,000 more on law enforcement than Cherry County residents.

$631,000 Sheridan County Law Enforcement
-$430,000 Cherry County Law Enforcement
$201,000 Higher Law Enforcement Costs

Law Enforcement Costs include Sheriff Salaries, Jail Salaries, and Prisoner Medical Expenses, and are based on the State Auditor’s Website. Keep Sheridan County Law Enforcement Dollars in Gordon, Rushville, and Hay Springs. Repeal the Invisible Whiteclay Tax by urging Sheridan County Commissioners to vote against re-licensure of Whiteclay’s four beer stores. Call (308) 360-3067 or email DryWhiteclay@cox.net.
FETAL
ALCOHOL
SPECTRUM
DISORDER
NORA BOESEM, a pediatric nurse, adoptive parent, and FASD clinician became a leading voice in the Whiteclay movement.
Public health experts estimate that one out of every four Pine Ridge infants are born with FASD.
NORA’S adopted daughter, Arianna, whose biological mother breached in Whiteclay, was born with FASD. Her struggles changed the entire Whiteclay narrative.
ARIANNA’S HEALTHCARE COSTS

HOSPITALIZATION COSTS: $3,300,000

ANNUAL COSTS for Formula, Medications, and Other Healthcare Expenses: $195,240 (or $16,270 per month) including $3,048.90 per month for special feeding formula.
DEB EVENSEN
an FASD clinician and behavioral specialist who resides in Alaska. She has spent nearly 40 years consulting with educators and communities on improving outcomes for FASD students.
DEB was the keynote speaker at the FASD Conference in Whiteclay in Summer 2016 and provided an affidavit in the Whiteclay hearing on behalf of the protestants.
FRANK LAMERE
a Native American activist and Civil Rights leader who has worked to close Whiteclay’s beer stores since 1998.

Omaha World Herald
Featured in two documentaries, Sober Indian | Dangerous Indian and Battle for Whiteclay, FRANK was widely regarded as the leader of the Whiteclay Movement.
Sober Indian | Dangerous Indian became the primary vehicle for raising awareness about Whiteclay. FRANK, JOHN, and NORA would attend film screenings at more than 50 universities, churches, and conferences.
The documentary put a human face on the suffering caused by the sale of beer in Whiteclay.
LOCALIZATION

“The last year has brought a powerful surge of action from advocates... that seems to have imperiled the stores for the first time in memory.”

New York Times, 3/25/17
EDUCATION

“If you’re educating, you’re winning. If you’re explaining, you’re losing.”
David Domina

Associated Press
ISOLATION
“We wanted to separate Whiteclay’s beer stores from the brewers and distributors. We never missed a chance to hang Whiteclay around their necks.”
MARGINALIZATION

“If you aren’t being marginalized at least once a week, then you probably aren’t doing very much to make a difference in the world.”
Frank LaMere
“COLLABORATION worked in closing Whiteclay’s beer stores because...
QUESTIONS OR COMMENTS
NORA BOESEM

DEB EVENSEN

FRANK LAMERE

JOHN A. MAISCH

ABRAM NEUMANN