



T R A I N I N G F O R I N T E R V E N T I O N P R O C E D U R E S

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Health Communications, Inc. Unveils New Online Alcohol Server Training Program to Prevent Underage Drinking, Intoxication, and Drunk Driving

ARLINGTON, VA – Health Communications, Inc (HCI) today unveiled eTIPS, an online training and certification program for waiters, waitresses, and bartenders who serve alcohol. eTIPS greatly expands the training options available for those who serve or sell alcohol. The immediate benefits include prevention of underage drinking, intoxication, and drunk driving and a new flexibility in getting these benefits to the establishments that need them.

eTIPS addresses concerns specific to restaurants, hotels, nightclubs, and all on-premise liquor license holders. The program is tailored to cover laws and regulations in the specific state where the participant wants to be certified. In addition, eTIPS participants view thought-provoking video clips and are asked to assess the needs of their guests from both a legal and alcohol-related perspective. The last section of the course challenges participants by forcing them to apply intervention information that they learned in previous exercises. At the conclusion of the course, participants take a certification exam.

eTIPS training is a self-paced, innovative approach to alcohol server training. The course allows alcohol servers to obtain the training anywhere and at anytime. eTIPS training provides establishments and organizations with reduced exposure to alcohol liability lawsuits, lower insurance premiums, and improved customer satisfaction. By using video streaming and top-shelf technology, the eTIPS user experience is lively and interactive. By developing its own state-of-the-art technology, eTIPS exceeds the expectations that most people have for eLearning; eTIPS can be used on a wide range of computers, and HCI can completely control the experience for students and resolve problems directly. “I was afraid we would lose the human element with an eLearning course. eTIPS makes the server assess and evaluate alcohol-related situations they find themselves in everyday. I was truly amazed by the interactivity and hands-on training,” remarked Adam Chafetz, President and CEO of Health Communications.

Health Communications, Inc. is the provider of the leading alcohol server training program in the country. In 22 years, HCI has certified 40,000 trainers and over 2 million servers worldwide in the TIPS program. There are TIPS-certified people in all 50 states plus the District of Columbia and 30 foreign countries. TIPS (Training for Intervention ProcedureS) is a classroom-based training program that gives servers and sellers of alcohol the knowledge and confidence they need to recognize potential alcohol-related problems, and teaches them how to effectively intervene to prevent alcohol-related tragedies. With eTIPS, that quality training is now available both in the classroom and via the web. To learn more about eTIPS, visit www.gettips.com/eTIPS.html.



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Health Communications, Inc. (HCI) was founded by the Health Education Foundation and Dr. Morris Chafetz, founding director of the National Institute of Alcohol Abuse and Alcoholism. Located in the Washington, DC metropolitan area, HCI offers TIPS (Training for Intervention ProcedureS), eTIPS, CAST (Certified Alcohol Seller Training), ASSET (Alcohol Sales/Service Education & Training) and customized training programs. HCI is a nationally recognized expert in the field of alcohol server training. Its flagship program, TIPS, was the first of its kind and continues to set industry standards for this type of training. Numerous public officials and government agencies have recognized and endorsed TIPS training as life-saving and critical to the progress made in reducing alcohol-related injuries and deaths.