



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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Online Alcohol Server Training Program Approved in Wisconsin

Arlington, Virginia – January 31, 2009 Health Communications, Inc. (HCI) today announced that eTIPS, an online training and certification program for waiters, waitresses, and bartenders who serve alcohol, was approved as a provider pursuant to Wisconsin’s mandatory alcohol server training law. The addition of eTIPS will greatly expand the training options available for those who serve or sell alcohol in the State of Wisconsin. Immediate benefits include aids to curb underage drinking, intoxication, and drunk driving, as well as new flexibility in extending such benefits to establishments large and small.

The eTIPS program addresses concerns specific to restaurants, hotels, nightclubs, and other on-premise liquor license holders and is tailored to apply to law and regulations unique to Wisconsin. In addition, eTIPS participants are able to assess the needs of their clients from both the legal and alcohol-related standpoint after viewing thought-provoking video clips. The final section of the course challenges participants by forcing them to apply intervention strategies learned from previous exercises. Participants take a certification examination at the conclusion of the course.

The eTIPS course is a self-paced, innovative approach to training servers of alcohol. It allows them to obtain practical and valuable training anywhere and at almost any time. Most importantly, this new tool will provide Wisconsin businesses with reduced exposure to alcohol liability lawsuits, lower insurance rates, and improved customer satisfaction. By means of video streaming and top-shelf technology, the eTIPS user participates in a lively and interactive experience.

The course, introduced to alcohol servers in 2005, has also exceeded expectations for eLearning in general. eTIPS can be used on a wide range of computers, and HCI is able to control the experience for students and address problems directly. “I was concerned that we would lose the human element with an eLearning course, but eTIPS makes servers assess and evaluate alcohol-related situations they face every day. I was truly amazed by the interactivity and the 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. During the last 25 years HCI has certified 45,000 trainers and more than three million servers, sellers, and consumers worldwide with the TIPS program. TIPS-certified people can be found in all 50 states and the District of Columbia as well as in 30 foreign countries. TIPS (Training for Intervention ProcedureS) is a classroom-based training program that gives servers, sellers, and consumers of alcohol the knowledge and confidence they need to recognize potential alcohol-related problems and teach them how to effectively intervene to prevent alcohol-related tragedies. With the addition of eTIPS, that quality training is now available both in the classroom and via the web. To learn more about eTIPS, visit the <http://www.gettips.com> [TIPS] website.

●1-800-GET-TIPS●
WWW.GETTIPS.COM



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About Health Communications, Inc.

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.