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

For Immediate Release

Contact: Trevor Estelle
703-524-1200 ext. 357
estellet@gettips.com

Online Alcohol Server Training Program Approved by the New York State Liquor Authority

Arlington, Virginia – November 17, 2011 - Health Communications, Inc. (HCI) today announced that eTIPS On Premise, an online training and certification program for servers, was approved by the New York State Liquor Authority (NYSLA). The NYSLA sets the minimum standards for and certifying schools to provide ATAP (Alcohol Training Awareness Program) training. These programs help New York State licensees to comply with the Alcohol Beverage Control Laws, and emphasize how to prevent underage drinking and sales to intoxicated persons.

While ATAP training is not required by law, the NYSLA encourages ATAP training by considering it a mitigating factor if a violation was to occur and there hadn't been any previous violations in the past five years. In addition, eTIPS On Premise gives servers the knowledge and confidence they need to recognize potential alcohol-related problems and teaches them to effectively intervene to prevent alcohol-related tragedies.

Finally, eTIPS On Premise is tailored to deliver information on the laws and regulations unique to New York State. Participants are able to assess the needs of their guests 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 alcohol server training. It allows participants to obtain practical and valuable training anywhere and at any time. Most importantly, this new tool will provide New York 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 and sellers assess and evaluate alcohol-related situations they face every day. I was very pleased with the level of interactivity," remarked Adam Chafetz, President and CEO of Health Communications.

Health Communications, Inc. is the provider of the country's leading alcohol server training program. Over the past 25 years HCI has certified 45,000 trainers and more than three million servers, sellers, and consumers worldwide with the TIPS (Training for Intervention ProcedureS) program. With the addition of eTIPS, that quality training is now available both in the classroom and via the web. To learn more, visit the http://www.gettips.com.