



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

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### TIPS Launches Responsible Alcohol Service Training in Taiwan

Arlington, Virginia – August 18, 2014 – In partnership with the Bartender Association of Taiwan (BAT), Health Communications, Inc. (HCI) today announced the launch of the TIPS (Training for Intervention ProcedureS) program in Kaohsiung, Taiwan. Sixteen (16) teachers from the Wu Chou Bartending School, owned by husband and wife team Mr. Tom Kuo and Miss Hseih Mei Mei, successfully completed a TIPS Train-the-Trainer workshop on July 19-20, 2014. Most of the new Taiwanese trainers are also hospitality professors at various colleges and universities in Taiwan. “The TIPS concepts are the foundation of alcohol service. It would be extremely helpful if we could add it to the curriculum in our hospitality program,” said Mr. Kou, who is also a professor at Da Ren University.

In April, the TIPS Program was introduced in Singapore and there are additional plans to bring the training to several other Southeast Asia countries in the coming months. According to Trevor Estelle, Health Communication’s Vice President, “The journey of bringing TIPS to Taiwan began 12 months ago. Mr. Roger Chu, a seasoned TIPS trainer in the United States, expressed an interest in bringing TIPS to Taiwan. Roger worked tirelessly on becoming a TIPS Master Trainer, translating the training materials, adding subtitles to the training DVD, partnering with BAT, and adjusting the program to Taiwanese culture. Roger and our partnership with BAT are the reasons we are training TIPS in Taiwan.”

Mr. Chu has been a certified TIPS trainer for the past nine years. He has trained close to 1,000 servers in his tenure with TIPS. Earlier this year, Mr. Chu went through the rigorous process of becoming a TIPS Master Trainer so he could be certified to train TIPS trainers. “Taiwan has a unique drinking culture and has not yet developed their liquor laws. No one was familiar with responsible serving of alcohol in Taiwan, so introducing the concept was my biggest hurdle,” said Mr. Chu, who is also the Food & Beverage Manager at the J.W. Marriott in Grand Rapids, Michigan.

In addition to conducting a Train-the-Trainer workshop in Taiwan, Mr. Chu met with Miss Wang Yu Ling, the Secretary General of Taiwanese Against Drunk Driving (TADD), and six representatives from various legislative offices. According to Roger, “Everyone was impressed by the TIPS Program and promised to deliver the message when they got back to their offices.” On August 30, 2014, BAT will conduct their first TIPS session for 30 of their members.

#### ***About Health Communications, Inc.***

Health Communications, Inc. (HCI) was founded in 1982 by Dr. Morris Chafetz, founding director of the National Institute of Alcohol Abuse and Alcoholism. 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 responsible alcohol service training. Numerous public officials and government agencies have recognized and endorsed TIPS training as lifesaving and critical to the progress made in reducing alcohol-related injuries and deaths. Proven effective by third-party studies, TIPS is a skills-based training program that is designed to prevent intoxication, underage drinking, and drunk driving. TIPS offers seven programs that address the unique environments where alcohol is served, sold, and consumed, including On Premise, Off Premise, Concessions, Gaming, University, Seniors, and Workplace. To learn more, visit [www.gettips.com](http://www.gettips.com).