



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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Towson University Recognized for Alcohol Education Program

ARLINGTON, Virginia – June 12, 2014 – Health Communications, Inc. (HCI), provider of the TIPS (Training for Intervention ProcedureS) Program, is pleased to announce that Towson University in Towson, Maryland is the recipient of the 2014 TIPS Award of Excellence. This is an award based on the volume of TIPS training and feedback from TIPS trainers and student participants. It is chosen by an internal committee and bestowed by HCI's President & CEO, Adam Chafetz. Four other universities also received the 2014 award.

“Partnerships and collaboration are critical to the Towson University Alcohol, Tobacco & Other Drug (ATOD) Prevention Center as it works to meet educational and prevention goals on a campus as large as ours,” said Donna Cox, Towson's Director of the ATOD Prevention Center. “The Office of Fraternity and Sorority Life's programmatic response to address high-risk drinking on our campus is clearly an outstanding program that exemplifies the best of an ongoing, evidence-based approach that fosters student engagement, helps students understand their decisions around alcohol use, and provides the knowledge and interpersonal skills to recognize when to intervene appropriately in alcohol-related situations.”

Matt Lenno, TIPS Master Trainer and Director of Fraternity and Sorority Life at Towson University, reports that on-campus alcohol violations and recidivism for fraternal organizations have dropped significantly since Towson implemented the TIPS for the University program over 3 years ago. “Student response to the training itself has also been very positive,” added Matt. “In our post surveys, the vast majority of students reported more confidence in their ability to respond to alcohol-related situations and implement appropriate intervention strategies when necessary.” Towson has certified more than 1,300 students in the TIPS for the University program, including many new members or pledges from 21 different national fraternity and sorority chapters on campus.

TIPS for the University is a two-hour program that helps students make sound choices when faced with difficult decisions about alcohol use. Working together with other students and administrators, students address drinking behaviors specific to their schools and develop intervention techniques appropriate to their campuses. All sessions are taught by certified TIPS trainers using video and printed materials to facilitate discussion of the course content. TIPS for the University provides students with the knowledge and confidence necessary to reduce high-risk drinking behaviors among their peers. More than 1,200 campuses nationwide have implemented the TIPS for the University program. For more information, visit www.tipsuniversity.org.

About Health Communications, Inc.

Health Communications, Inc. (HCI) was founded in 1982 by Dr. Morris Chafetz, founding director of the National Institute on 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. TIPS has certified over 3.5 million participants in all 50 states and in more than 40 different countries. 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. To learn more, visit www.gettips.com.