



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  
Health Communications, Inc.  
703-524-1200 ext. 357  
[estellet@gettips.com](mailto:estellet@gettips.com)

### The College of William & Mary Recognized for Alcohol Training Program

ARLINGTON, Virginia – June 12, 2013 – Health Communications, Inc. (HCI), the providers of the TIPS (Training for Intervention ProcedureS) Program, is pleased to announce that The College of William & Mary in Williamsburg, Virginia has been awarded the 2013 TIPS Award of Excellence. This is an award bestowed by Health Communication’s President & CEO, Adam Chafetz, and is chosen by an internal committee based on both volume of students certified and feedback from TIPS Trainers and student participants. There were four (4) other campuses that received the award in 2013. According to Mr. Chafetz, “William & Mary takes a collaborative, proactive approach to making sure their students are safe. They have repeatedly demonstrated their commitment to preventing the misuse of alcohol on their campus and in their community by training their students in TIPS.”

William & Mary has been using the TIPS alcohol training program since 1989, resulting in close to 1,800 TIPS certified students. At William and Mary, TIPS is a collaborative effort between Health Promotion and Student Leadership Development. W&M’s alcohol policy, which currently resides under Student Leadership Development, requires TIPS training for student groups hosting events. This past year these two offices reviewed this policy and feel confident that having it in place sets our students up for success. Through TIPS training sessions, W&M is providing students with a solid foundation to host safer events with alcohol. In addition to the TIPS curriculum, the offices have worked together to add a supplemental piece specific to hosting events on W&M’s campus. It includes registering events with Student Leadership Development and abiding by the campus’s alcohol policy.

Sarah Menefee, a Health Promotion Specialist and certified TIPS Trainer at W&M, credits the collaboration with Student Leadership Development for the success of the program. “Along with campuses across the country, William and Mary works hard to reduce high risk drinking,” said Sarah. “TIPS is an important component of a comprehensive approach to keeping students safe if they choose to drink alcohol. As a trainer, I enjoy that the TIPS curriculum provides an interactive format to help our students stay safe while hosting events with alcohol. I find that students are very engaged during the training and leave with skills they can apply not just to hosting events, but to watching out for their friends and creating a responsible environment at W&M.”

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 at their college or university, students address drinking behaviors specific to their school and develop intervention techniques appropriate to their campus. 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 behavior among their peers. More than 1,200 campuses nationwide have implemented TIPS for the University. In addition, the National Registry of Evidence-based Programs and Practices (NREPP), a project of the Substance Abuse and Mental Health Services Administration (SAMHSA), has recognized the TIPS for the University training program by awarding high marks for both the quality and effectiveness of the program. For more information, you can visit [www.tipsuniversity.org](http://www.tipsuniversity.org).