



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

## **Alcohol Education Program for College Campuses Gets a Face-Lift**

*ARLINGTON, Virginia – October 5, 2009* - Health Communications, Inc., provider of the TIPS (Training for Intervention Procedures) Program, today announced the release of its new version of the TIPS for the University Program. The program, already implemented on over 1,000 college campuses, is conducted by a certified TIPS Trainer. The two-hour classroom session provides students with the knowledge and confidence necessary to reduce high-risk drinking among their peers.

“This is not another 8<sup>th</sup> grade health education class,” said Trevor Estelle, HCI’s Vice President of Sales & Marketing. “While I am sure learning about how alcohol affects the brain is important, our program is more about empowering students to intervene when alcohol is misused. Students are in the best position to address drinking behaviors among their peers. TIPS for the University provides students with strategies and skills for intervening in alcohol-related situations that may develop on or off campus.”

Unique in its approach, TIPS brings together administrators, faculty, and students to create a responsible campus atmosphere. The program engages students by offering a series of realistic scenarios to help develop their abilities to assess behavior. In addition, students learn how to determine appropriate responses to difficult situations. The new version of the program introduces an improved way of addressing the concerns of university and college campuses across the nation. The major changes include new skills training sections on evaluating behavioral cues and student responses, revisions to the alcohol and legal information sections, and changes to the video presentation. The program also includes Phi Gamma Delta’s “Tell Me Something I Don’t Know” video, which features the story of Scott Krueger, an MIT student who died from alcohol poisoning.

View case studies and learn about implementing TIPS in a campus community or about becoming a TIPS trainer at <http://www.gettips.com/university.shtml>.

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#### **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 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. 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.