



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

## Press Release

November 5, 2010

### **Training for Intervention ProcedureS (TIPS) Launches New Online Alcohol Server Training Program for On Premise Establishments**

ARLINGTON, VA – Health Communications, Inc. (HCI) today announced the release of eTIPS On Premise 2.0, a new and improved version of its online training and certification program for bartenders and others who serve alcohol. TIPS is the premier alcohol training program aimed at preventing underage drinking, intoxication, and drunk driving. eTIPS On Premise 2.0 improves the overall student experience through a new state of the art user interface, increased stability, new features, and improved content.

eTIPS 2.0 participants view thought-provoking video clips and are asked to assess customer needs from both a legal and alcohol-related perspective. “As a lifelong hospitality and educational professional, I find the eTIPS 2.0 content and video scenes to be superior to any other responsible alcohol service program on the market,” commented Roger Oldham, an eTIPS 2.0 beta tester and President of the Professional Bartending Schools of America, Inc.

eTIPS On Premise 2.0 is tailored to cover laws and regulations in the specific state where the participant works. The last section of the course challenges participants by having them apply intervention information that they learned in previous exercises. At the conclusion of the course, participants take an exam, which they must pass to become certified.

eTIPS training is a self-paced, innovative approach to alcohol server training. The course allows alcohol servers to obtain the training anywhere, anytime. “It is imperative that operators keep their customers safe, while protecting their employees, establishments, and franchises from lawsuits. By certifying their employees through eTIPS, licensees are taking proactive measures to prevent underage sales, drunk driving, and intoxication. In addition, establishments will experience improved customer service, receive discounts on liability insurance, and demonstrate to the community that they are in the forefront when it comes to preventing alcohol sales to underage or intoxicated customers,” remarked Adam Chafetz, President and CEO of Health Communications.

In 25 years, HCI has certified over 3 million servers worldwide in the TIPS program. There are TIPS-certified people in all 50 states plus the District of Columbia and over 30 foreign countries. TIPS (Training for Intervention ProcedureS) is a classroom-based training program that gives servers, sellers, and consumers of alcohol the knowledge and confidence they need to recognize potential alcohol-related problems, and teaches them how to effectively intervene to prevent alcohol-related tragedies. With eTIPS, that quality training is now available both in the classroom and via the web. To learn more about eTIPS, visit [www.gettips.com/eTIPS.html](http://www.gettips.com/eTIPS.html).