

April is Alcohol Awareness Month – TIPS Training Works!

By Trevor Estelle, HCI's V.P. of Marketing & Sales



I am often asked about the effectiveness of the TIPS Program. People ask, “How effective is TIPS at preventing underage sales, intoxication, and/or drunk driving?” or “Do you have any scientific studies that demonstrate the effectiveness of TIPS?” Since April is Alcohol

Awareness Month and TIPS training is one of the best ways to promote responsible alcohol consumption, the answers to these questions seem particularly timely. Here are a handful of items that prove how effective TIPS training can be:

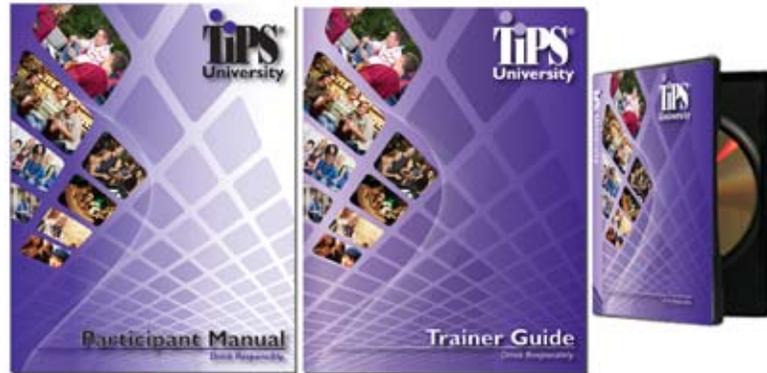
- The National Registry of Evidence-based Programs and Practices (NREPP), a project of the Substance Abuse and Mental Health Services Administration (SAMHSA), gave TIPS high marks for delivery, quality, and effectiveness.
- A field evaluation conducted by Dr. Nason W. Ross and Dr. E. Scott Geller reveals that TIPS trained servers initiated more server interventions than untrained personnel. Moreover, patrons served by trained personnel reached substantially lower BAC's than those served by untrained servers. The study concludes that TIPS training can reduce drunk driving by helping decrease the exit BAC's of restaurant and bar patrons. In addition, the results support the efficacy of TIPS training and suggest the number of innocent victims in drunk driving crashes “will decrease, thereby averting death, injury, arrests, and the intense emotional pain caused by unnecessary alcohol-related accidents” if training is provided.
- In Iowa City, IA, TIPS training had a significant effect upon the knowledge and perceived skills of attendees. Participants were asked to rate their knowledge and skills on several key areas, both prior to receiving TIPS training and immediately after. The rating scale used was from 1 (knows nothing) to 7 (knows everything). The results showed significant improvement in all areas. (Percentages reflect number of participants answering with ratings of 5 or better.)

Knowledge / Skill Area	Before TIPS	After TIPS
Refusing sales to underage customers	72%	99.5%
Determining and authenticating legal age for young looking customers	60%	98.5%
Determining whether or not a customer is intoxicated	66.5%	99.5%
Having confidence in declining sales to an intoxicated customer	51%	100%
Being familiar with laws and penalties for serving intoxicated customers	37.5%	94.5%
Being familiar with laws and penalties for serving underage customers	73.5%	96.5%

- The police in Silverthorn, CO, were having a difficult time with their licensees, specifically off-premise. The relationship was strained and even adversarial. After hearing about success in other areas in building rapport through TIPS training, several police officers became certified trainers and started offering classes for licensees. The strained relationships completely turned around, creating a new rapport and cooperation among enforcement and the licensees.
- The West Des Moines Police Department credits TIPS for educating businesses on strategies to avoid the sale of alcohol to underage customers. The city had a 47 percent decrease in cases where alcohol was sold to a minor.
- In Edgarton, MA, police made over 60 DUI arrests in one summer season. In an effort to reduce the drunk driving problem, the town council voted to close all the bars one hour earlier the following season. As an alternative, the retailers offered to TIPS train every server before the start of the next season. The following summer, the number of DUI arrests dropped by more than 50%.
- In New York, the Volunteer Fireman's Insurance Fund faced nearly \$2,000,000 in liquor liability claims. Since implementing TIPS training, they have had no claims filed for alcohol-related incidents.
- A private university in Decatur, IL, credits TIPS training for a 55% reduction in alcohol violations from 2000-2006. As a result, the school now mandates that all freshmen must go through TIPS training as part of their orientation.

April is Alcohol Awareness Month, continued

TIPS for the University Version 4.0 LAST CHANCE!



- The Center for Studies on Alcohol (Westat) conducted a study to evaluate the potential effectiveness of the TIPS for the University program in reducing high-risk drinking behavior. The subjects were members of a national college fraternity, just over 3400 people. The study showed that, within 6 months of implementing TIPS, several measures showed that alcohol-related problems had significantly declined. (The measures tracked by the study were frequency of drinking, incidents of heavy drinking, and number of episodes a member drank to intoxication.)
- Pennsylvania State University acknowledges that TIPS helps build people skills so that individuals have the confidence to intervene and make the right decisions when a situation involving the misuse of alcohol occurs. The university offers the following endorsement of the program.

“TIPS for the University is designed to offer students the ‘why, when, and how to intervene with their peers’ to prevent alcohol-related problems and incidents. This revolutionary program takes into account the unique environment which students face on and off campus. Specifically, it addresses the following: the setting in which drinking takes place; actions students may take to prevent alcohol-related problems; and the attitudes of university students towards drinking. The goal of the TIPS for University program is to provide students with the skills they need to intervene in situations where their peers are misusing alcohol.

The participant data reveals that the program successfully addresses the above goals. It is important to note that 98% agree that TIPS accomplished its goal!”

The above information represents merely a handful of scientific studies that demonstrate the effectiveness of TIPS. If you are writing a prevention grant, or looking for examples of TIPS as a model program to demonstrate how TIPS saves lives, these studies and more can be found at <http://www.gettips.com/home/news/stories/case.shtml>.

If you are considering upgrading or training our TIPS for the University program, now is the time. **THROUGH May 1, 2013, TIPS TRAINERS CAN RECEIVE A FREE TIPS FOR THE UNIVERSITY 4.0 TRAINER KIT (TRAINER GUIDE and DVD) WHEN THEY PURCHASE TIPS FOR THE UNIVERSITY 4.0 MANUALS.** TIPS Trainers who do not wish to order manuals can receive the TIPS for the University Version 4.0 Trainer Kit for \$49.95 plus tax & freight.

Given high marks for both quality and effectiveness by the Substance Abuse and Mental Health Service Administration (SAMHSA), the TIPS for the University program recognizes that students are in the best position to address drinking behaviors among their peers. Students are close to the situation and understand the culture on their campuses. The TIPS for the University 4.0 program continues to help students develop their social skills and provides specific information that allows them to determine when their peers are getting into trouble with alcohol. Through TIPS training, students develop strategies and skills for intervening in alcohol-related situations that may occur on or off campus. The bottom line is that TIPS empowers students to intervene whenever alcohol is misused.

The updated version will continue to create great, interactive sessions with your students. To order, contact your Account Manager at 800-438-8477 or email sales@gettips.com.