



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

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Health Communications, Inc. Releases New Online Alcohol Seller Training Program for Convenience, Grocery, and Package Stores

ARLINGTON, VA – Health Communications, Inc. (HCI) today unveiled eTIPS for Off Premise, an online training and certification program for cashiers and managers who work in convenience, grocery, and liquor stores. TIPS is the premier alcohol training program aimed at preventing underage drinking, intoxication, and drunk driving. In late 2005, HCI released eTIPS for On Premise, which was designed specifically for bartenders, waiters, and waitresses. eTIPS greatly expands the training options available for those who serve or sell alcohol, offering new flexibility in getting the benefits of TIPS training to the establishments that need them.

eTIPS participants view thought-provoking video clips and are asked to assess the needs of the customers from both a legal and alcohol-related perspective. In addition, eTIPS for Off Premise is tailored to cover laws and regulations in the specific state where the participant wants to be certified. 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 seller training. The course allows alcohol sellers to obtain the training anywhere, anytime. “It is imperative that operators keep their customers safe, while protecting their employees, stores, and franchises from lawsuits. By certifying their employees through eTIPS, store owners are proactively taking measures to prevent underage sales, drunk driving, and intoxication. In addition, stores will improve 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 2.5 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 and sellers 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

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TRAINING FOR INTERVENTION PROCEDURES

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