



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

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TIPS Alcohol Training Program Certified by the California Department of Alcohol Beverage Control

ARLINGTON, Virginia – March 24, 2009 – In an effort to improve public health and safety, the California Department of Alcoholic Beverage Control (ABC) recently updated the standards for Responsible Beverage Service (RBS) programs used to train people who sell or serve alcoholic beverages in California. TIPS (Training for Intervention Procedures) has recently become one of the first certified RBS training providers in the state.

TIPS is the global leader in education and training for the responsible service, sale, and consumption of alcohol. No other responsible alcohol service training provider has certified as many people as TIPS. 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 (On Premise, Off Premise, Concessions, Gaming, University, Seniors, and Workplace).

Adam Chafetz, President & CEO of Health Communications, Inc (providers of the TIPS Program) and RBS Advisory Board Member said, “I am proud to be a part of an advisory board that promotes responsible consumption of alcohol by providing establishments with the skills and knowledge they need to protect their patrons. We are pleased to be a certified RBS program. TIPS-certified servers keep their guests safe and help ensure an enjoyable and responsible environment wherever alcohol is served.”

About Health Communications, Inc.

Health Communications, Inc. (HCI) was founded in 1982 by the Health Education Foundation and Dr. Morris Chafetz, founding director of the National Institute of Alcohol Abuse and Alcoholism. Located in the Washington, DC metropolitan area, HCI offers TIPS (Training for Intervention ProcedureS), eTIPS, CAST (Certified Alcohol Seller Training), and ASSET (Alcohol Sales/Service Education & Training). HCI is a nationally recognized expert in the field of alcohol server 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.