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## FOR IMMEDIATE RELEASE

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### Edinboro University Wins Alcohol Education Program Award

*ARLINGTON, Virginia – August 10, 2012* – Health Communications, Inc. (HCI), the providers of the TIPS (Training for Intervention ProcedureS) Program, is pleased to announce that Edinboro University in Edinboro, Pennsylvania has been awarded the 2012 TIPS Award of Excellence. This is an award bestowed by Health Communication’s President & CEO, Adam Chafetz, and is chosen by an internal committee based on both volume of students certified and feedback from TIPS Trainers and student participants. There were nine (9) other campuses that received the award in 2012. According to Mr. Chafetz, “Edinboro University has repeatedly demonstrated their commitment to preventing the misuse of alcohol on their campus and in their community by training their students in an effective alcohol education program”.

Edinboro University takes a unique approach to alcohol education and training by offering the TIPS for the University Program through their Campus Life & Leadership Development Department. Edinboro first implemented the TIPS for the University Program in 2004 when it required all new members of social Greek letter organizations to get certified in the TIPS for the University Program in order to be eligible to join the organization. The Interfraternity Council (IFC) and Panhellenic Council quickly adopted the program and voted it into their constitutions based on the programs realistic approach to the information and useful techniques. Edinboro has since trained over a 1,000 students in the program and the social Greek letter organizations now pay for their new members to become TIPS certified.

TIPS for the University is a two-hour program that helps students make sound choices when faced with difficult decisions about alcohol use. Working together with other students and administrators at their college or university, students address drinking behaviors specific to their school and develop intervention techniques appropriate to their campus. All sessions are taught by certified TIPS trainers, using video and printed materials to facilitate discussion of the course content. TIPS for the University provides students with the knowledge and confidence necessary to reduce high-risk drinking behavior among their peers. In addition, the National Registry of Evidence-based Programs and Practices (NREPP), a project of the Substance Abuse and Mental Health Services Administration (SAMHSA), has recently recognized the TIPS for the University training program by awarding high marks for both the quality and effectiveness of the program. For more information, you can visit [www.tipsuniversity.org](http://www.tipsuniversity.org).

#### **About Health Communications, Inc.**

Health Communications, Inc. (HCI) was founded in 1982 by Dr. Morris Chafetz, founding director of the National Institute on Alcohol Abuse and Alcoholism. Located in the Washington, DC metropolitan area, 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. More information can be found at [www.gettips.com](http://www.gettips.com).

#### **About Edinboro University**

Edinboro University is a multi-purpose four-year university located in Northwestern Pennsylvania. Edinboro University is inspired to serve and lead as active citizens of our global society through collaborative learning experiences emphasizing campus activities, community outreach, and practical applications. These factors combine to ignite the excitement of discovery and create a thirst for life-long learning and a pursuit of excellence. More information can be found at [www.edinboro.edu](http://www.edinboro.edu).

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