



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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### **Health Communications Certifies 4 Million Alcohol Servers, Sellers, and Consumers in the TIPS Alcohol Training Program**

*ARLINGTON, Virginia* – June 16, 2015 - Health Communications, Inc (HCI) today announced that they have certified over 4,000,000 people worldwide in the TIPS (Training for Intervention ProcedureS) program. 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, including On Premise, Off Premise, Concessions, Gaming, University, Seniors, and Workplace.

The four-millionth person certified was Salina Binte Abdul Khalid of 7-Eleven in Singapore. Salina was certified in TIPS for Off Premise, a program that focuses on the challenges of selling alcohol in grocery, convenience, and liquor stores. “The class brought a fresh perspective to the responsibilities involved in selling alcohol. TIPS provides practical suggestions that I can use to prevent selling alcohol to intoxicated individuals. I also learned how to identify underage drinkers,” said Salina. 7-Eleven recently started using the TIPS program in Singapore. In 2014, HCI partnered with Asia Pacific Breweries Singapore (APB Singapore) and the Association of Bartenders and Sommeliers Singapore (ABSS), to launch of the TIPS program in Singapore. Twelve (12) individuals from Singapore's local hospitality industry attended a two-day Train-the-Trainer workshop to become certified TIPS trainers. As part of a national effort to raise the overall alcohol service standards in Singapore, e2i (the Employment and Employability Institute in Singapore) offers a S\$45 (or 38%) subsidy on the course fee for each local participant enrolled in a TIPS training course.

David Chan, ABSS's Honorary Secretary, was one of the first TIPS trainers certified in Singapore and conducted the session that Salina participated in, “TIPS empowers those who surround the drinker to intervene. People leave my class feeling better about their jobs. They realize that they can make a big difference in society and that their efforts save lives,” said David

Adam Chafetz, President & CEO of Health Communications, Inc. said, “It is no surprise that our 4-millionth certified individual is from Singapore. It is a testament to the reach of TIPS. Our program is trained on all 7 continents – including Antarctica. TIPS is trained in all 50 states, the District of Columbia, Guam, and over 50 different countries. The skills and concepts presented in a TIPS session can be used by anyone from anywhere. Salina and all our other certified individuals are keeping their guests safe and helping ensure an enjoyable and responsible environment wherever alcohol is served or sold.”

#### **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.