



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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California State University Northridge Recognized for Alcohol Education Program

ARLINGTON, Virginia – October 26, 2015 – Health Communications, Inc. (HCI), provider of the TIPS (Training for Intervention ProcedureS) Program, is pleased to announce that California State University in Northridge, California has been awarded the 2015 TIPS Award of Excellence.

Recipients of this award are chosen by an internal committee led by HCI's President & CEO, Adam Chafetz. Selection is based on the number of students certified as well as feedback from TIPS trainers, student participants, and community leaders. Three other campuses also received the award this year. "Northridge is a model for other California campuses. They have repeatedly demonstrated their commitment to preventing the misuse of alcohol on their campus and in their community by training their students in the TIPS Program," said Mr. Chafetz.

To date, over 600 students have been certified in TIPS at California State University Northridge. "We are pleased to offer the TIPS for the University Program to students and the TIPS for On Premise Program to our campus beverage servers. We are very grateful for this honor," said Marianne Link, TIPS Trainer and Assistant Director of Health Promotion at California State University Northridge.

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, students address drinking behaviors specific to their schools and develop intervention techniques appropriate to their campuses. 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 behaviors among their peers. More than 1,200 campuses nationwide have implemented the TIPS for the University program. For more information, visit www.tipsuniversity.org.

TIPS for the University is one of many TIPS programs designed to address alcohol issues and prevent intoxication, underage drinking, and drunk driving. The TIPS for On Premise program is designed for servers at restaurants, bars, hotels, in-store tastings, or other establishments where alcohol is consumed on the premises. The primary goal of the program is to build skills, instill confidence, and empower alcohol servers to intervene in alcohol-related situations and ensure that alcohol is served responsibly and legally. Students who are certified in TIPS for On Premise are able to prevent sales to minors, recognize signs of intoxication, effectively intervene to prevent problem situations, and handle refusal situations with greater confidence.

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. 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 responsible alcohol service training. TIPS has certified over 4 million participants in all 50 states and in more than 50 different countries. Numerous public officials and government agencies have recognized and endorsed TIPS training as lifesaving and critical to the progress made in reducing alcohol-related injuries and deaths. To learn more, visit www.gettips.com.