



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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Frostburg State University Receives Award for Alcohol Training Program

ARLINGTON, Virginia – June 13, 2014 – Health Communications, Inc. (HCI), provider of the TIPS (Training for Intervention ProcedureS) Program, is pleased to announce that Frostburg State University in Frostburg, Maryland has been awarded the 2014 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. Four other campuses also received the award this year. "Frostburg State is a perfect example of how the various TIPS programs can organically grow within a campus community. What started as a program for resident assistants grew into a true partnership with local businesses," said Mr. Chafetz.

Frostburg State University first began using the TIPS for the University program in 2005 as an additional tool to train resident assistants to recognize behavioral cues and respond to intoxicated students and underage drinking. TIPS was later incorporated into training for the students involved in SafeRide, a student-operated transportation program. Now student organizations, including members of the Greek community, are requesting TIPS training.

In 2012, Frostburg State received a Maryland Strategic Prevention Framework grant to establish the Frostburg Community Coalition, a partnership of various university and community stakeholders. As a prevention strategy, local establishments that signed the coalition's Cooperation Alcohol Agreement were provided TIPS for On Premise training. In exchange for pledging to have TIPS-trained staff on hand on Thursday, Friday, and Saturday evenings, Frostburg State agreed to offer free TIPS training and marketing materials that promote both the businesses and low-risk drinking behaviors. With 18 establishments participating in 2013-14, TIPS training has significantly enhanced the university's relationship with these businesses and increased the number of TIPS-trained servers in the community. During five rounds of checks in the spring semester to verify that the outlets were not serving underage guests, all of the participating establishments were in compliance.

"The ability to provide TIPS training has been an important tool in Frostburg State University's success in addressing high-risk drinking, a behavior that often starts long before young people reach college," said Frostburg State University President Jonathan Gibraltar. "It has been extremely useful in improving collaboration on campus and in building bridges with our surrounding community."

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 3.5 million participants in all 50 states and in more than 40 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.