



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 Launches eTIPS On Premise – Español

Health Communications, Inc. Introduces Spanish-Language Version of Online Alcohol Server Training Certification Course

ARLINGTON, Virginia – October 9, 2014 – Health Communications, Inc. (HCI) recently launched eTIPS On Premise – Español, an online alcohol server training program for Spanish-speaking hospitality personnel. TIPS (Training for Intervention ProcedureS) is the premier responsible alcohol training program designed to prevent underage drinking, intoxication, and drunk driving. While HCI already offers a TIPS Latino program for classroom training, eTIPS – Español is the first Spanish-language version of its online responsible alcohol training course.

“Everything in our standard eTIPS On Premise course was translated into Spanish,” said Trevor Estelle, HCI’s Vice President of Sales & Marketing. “We have been working with our partners to remove barriers and provide the same effective alcohol server training program for non-English speakers. Offering a Spanish-language version of our online course is a critical step toward addressing the diversity in today’s hospitality workforce.” Through interactive lessons, scenarios and quizzes, eTIPS On Premise – Español equips and empowers employees with the skills to effectively intervene to prevent alcohol-related problems and to handle refusal situations with greater confidence. eTIPS On Premise – Español is also tailored to cover laws and regulations for specific jurisdictions.

In addition to offering eTIPS On Premise – Español, HCI has updated its website with many of the pages translated into Spanish. In turn, HCI’s Spanish-speaking customers can easily navigate through the certification course and access various support features available through the website. HCI also offers customer support in Spanish to assist customers with questions, purchases, and technical issues.

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. 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. The eTIPS online program is currently available for On Premise, Off Premise, Gaming, Concessions, and On Premise – Español. To learn more about eTIPS, visit www.gettips.com/eTIPS.html.