



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

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Health Communications, Inc. Launches eTIPS Concessions

ARLINGTON, Virginia – September 9, 2014 – Health Communications, Inc. (HCI) recently launched eTIPS Concessions, an online training and certification program for personnel in environments such as stadiums, arenas, theaters, concert halls, fairs, amusement parks and festivals. TIPS (Training for Intervention Procedures) is the premier alcohol server and seller training program designed to prevent underage drinking, intoxication, and drunk driving. The TIPS for Concessions program focuses on the alcohol-related challenges within large venues with high volumes of customers and limited interaction times. With eTIPS Concessions, servers and sellers of alcohol in concessions environments can now earn training certification online.

"Promoting responsible consumption in a concessions environment comes with its own unique challenges. It can be difficult to determine the difference between people enjoying themselves and those who may be getting into trouble with alcohol. By certifying their employees through TIPS or eTIPS, vendors are proactively taking measures to prevent underage sales and intoxication. In addition, venues will improve customer service and demonstrate to their communities that they are in the forefront when it comes to preventing the misuse of alcohol," said Adam Chafetz, President and CEO of HCI. Through interactive lessons, scenarios and quizzes, eTIPS Concessions equips and empowers concessions personnel with the skills to effectively intervene to prevent alcohol-related problems and to handle refusal situations with greater confidence.

eTIPS Concessions is one of four TIPS online training programs. In 2005, HCI launched eTIPS On Premise, an online version of its signature classroom training course designed specifically for bartenders and servers of alcohol. It has expanded its online programs to include eTIPS Off Premise for grocery, convenience, liquor/wine, and package stores and eTIPS Gaming for casino personnel. eTIPS training is a self-paced, innovative approach to alcohol server training. It allows participants to obtain practical and valuable training anywhere and at any time.

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, and Concessions. To learn more about eTIPS, visit <http://www.gettips.com/online/index.shtml>.