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TRAINING FOR INTERVENTION PROCEDURES

April 22, 2015

Pennsylvania Liquor Control Board  
Attn: Rodrigo Diaz, Executive Deputy Chief Counsel  
Room 401, Northwest Office Building  
Harrisburg, PA 17124-0001

Re: Pennsylvania Liquor Control Board  
Proposed Regulation #54-79: Responsible Alcohol Management Program

Dear Attorney Diaz:

On behalf of Health Communications Incorporated (HCI) and Training for Intervention ProcedureS (TIPS) trainers across the Commonwealth of Pennsylvania, we want to thank the Pennsylvania Liquor Control Board (PLCB) for its hard work over the past year on the PLCB's Proposed Regulation #54-79: Responsible Alcohol Management Program (RAMP). We truly appreciate your willingness to expand and enhance training opportunities for servers and sellers of alcohol under RAMP.

The TIPS program is the global leader in education and training for the responsible service, sale and consumption of alcohol. TIPS is a skills-based training program that is designed to give participants the knowledge and confidence they need to prevent intoxication, underage drinking and drunk driving. Over the past 30 years, it has certified over 3.5 million participants in all 50 states and over 40 different countries. Over the past three months, TIPS has certified 8,846 participants in 499 establishments in Pennsylvania alone.

As the Independent Regulatory Review Commission (IRRC) process advances, we look forward to continuing to work with the PLCB, and request your consideration of our recommendations, which would further improve the proposed regulation before the commissioners. We believe what has been presented to IRRC by the PLCB, with our suggested recommendations will better serve the broader training community.

Health Communications Incorporated submits the following recommendations on behalf of TIPS trainers across the Commonwealth. These recommendations are intended to provide additional clarity for our trainers who are small business owners in Pennsylvania while maintaining a standard of reasonableness for the Bureau of Alcohol Education (BAE). These regulations with our suggested recommendations enhance training opportunities under the RAMP program, which ultimately best serve the public's health, safety and welfare.

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**§ 5.211. Course of study for alcohol service personnel. (TIPS Suggested Changes in Red)**

(a) A standard curriculum for the course of study will be provided by the BAE.

(b) The BAE is authorized to review curriculum submitted by another training provider and to certify such curriculum if it is equivalent to or exceeding the BAE's standard curriculum.

(1) In the event that the training provider's curriculum is not equivalent to or does not exceed the BAE's standard curriculum, the BAE shall advise the training provider in writing within sixty days of receiving the curriculum as to all subjects where the training provider's curriculum is deficient.

(2) The training provider shall have the opportunity to correct and resubmit its curriculum no more than two (2) times.

(3) If the training provider's curriculum is still deficient after the second and final resubmission, the BAE will not accept any submissions or resubmissions from the training provider for a period of one (1) year from the date that the BAE sent notification to the training provider that the second resubmission was deficient.

By clarifying that the curriculum may exceed the standard curriculum under §5.211. (b), the regulations will permit those training providers who are seeking certification from the BAE with additional assurance that they may teach beyond what is prescribed in the standard curriculum or expound on topics within the standard curriculum. In other words, it will allow for a more flexible curriculum while still meeting the state's minimum standards. This ultimately serves the public by making it clear that training providers have the option to teach more than simply what is in state law or regulation. For instance, the changes would allow the use of training measures that focus, in more detail, on how to prevent alcohol-related tragedies and drunken driving deaths through responsible service. It should also be noted that these types of training techniques would ultimately result in a reduction in incarceration, penalties and fines which would effectively lead to financial savings for the Commonwealth, and help to protect others from becoming a statistic or a victim.

Under §5.211. (b)(1), we are suggesting further clarification by adding language that seeks to provide training providers with more transparency and predictability in the certification process. The addition of a sixty day time frame with a written response, affords those seeking certification a timetable by which they will know if they have been certified by the PLCB's BAE and a document with guidelines to which they may refer for their next attempt at certification.

We respectfully ask the PLCB, IRRRC, House and Senate standing committees to carefully consider the comments set forth above. We believe our suggested recommendations will enhance training opportunities for those businesses serving alcohol in Pennsylvania through the PLCB's RAMP program which will ultimately benefit the public.

Thank you for your time, effort and for the opportunity to present our recommendations.

Regards,



Adam Chafetz  
President  
Health Communications Incorporated

Pennsylvania Liquor Control Board

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cc: The Honorable Tim Holden, PLCB Board Chairman  
The Honorable Joseph E. "Skip" Brion, PLCB Board Member  
The Honorable Michael Negra, PLCB Board Member  
Norina Blynn, PLCB Assistant Counsel  
The Honorable Chuck McIlhinney, Majority Chairman of the Senate Law and Justice Committee  
The Honorable Jim Brewster, Minority Chairman of the Senate Law and Justice Committee  
The Honorable Chris Ross, Majority Chairman of the House Liquor Committee  
The Honorable Paul Costa, Minority Chairman of the House Liquor Committee  
Gail Reinard, Executive Director, Senate Law and Justice Committee  
Victor Wills, Executive Director, Senate Law and Justice Committee  
Shauna Boscaccy, Executive Director, House Liquor Committee  
Lynn Benka-Davies, Executive Director, House Liquor Committee