



February 25, 2015

The Honorable Nikki Haley
Governor of South Carolina
Pendleton St Ofc Of The Governor 1205
Market Center, SC 29201

Dear Governor Haley:

With the recent alcohol-related fatalities on college campuses, I wanted to bring to your attention what some schools are doing to prevent these tragedies.

For the past year, President Benson has made a strong commitment toward preventing alcohol-related problems at College of Charleston by implementing TIPS alcohol education. College of Charleston officials are using TIPS for the University to empower students with the skills and confidence they need to step into situations where fellow students risk getting into trouble with alcohol. The program does not tell students whether or not to drink, but instead teaches skills they can use to respond to underage drinking and over-drinking -- skills that can save lives. Often compared to CPR, the program treats students as adults, thereby encouraging adult responses to risky situations and behaviors among their peers. TIPS training has been proven effective; schools using the program have noted a 50% decrease in alcohol related incidents.

As Governor of the State of South Carolina, you know that encouraging a healthy, well-educated society is important. I have enclosed a sample letter that you might consider sending to President Benson. If possible, I would appreciate receiving a copy of anything you send.

Also enclosed is some general information about TIPS for the University. If you have any questions about our program and how it can benefit university students across the country, please call me at (800) 438-8477 or visit our web-site at www.gettips.com.

Sincerely yours,

Adam F. Chafetz
President and CEO Health Communications, Inc.

February 25, 2015

P. George Benson
President
College of Charleston
66 George St
Charleston, SC 29424-0001

Dear President Benson:

I am writing to thank you for your efforts toward educating tomorrow's leaders about alcohol responsibility and preventing alcohol-related tragedies. By implementing the TIPS program on your campus, you are helping to minimize alcohol abuse, drunk driving and underage drinking within your community.

Thank you for your leadership and proactive approach. I salute you for your involvement with TIPS and your commitment to make your school and your community safer for all.

Sincerely yours,

Nikki Haley
Governor of South Carolina

cc: Adam F. Chafetz, President & CEO TIPS