



American Red Cross
Training Services

Training Provider Resource Guide

Table of Contents

WELCOME..... 2
 Purpose of the Resource Guide..... 2

ABOUT THE RED CROSS..... 3
 Global Red Cross and Red Crescent Network..... 3

RESOURCES FOR RED CROSS TRAINING PROVIDERS 5
 The Red Cross Learning Center 5
 Red Cross Store..... 7
 Training Support Center..... 8

RED CROSS TRAINING PROGRAMS 9

INSTRUCTORS AND INSTRUCTOR TRAINERS 15
 Instructor Certification..... 15
 Instructor Agreement and Instructor Code of Conduct..... 16
 Instructor Get Started Guide..... 16
 Instructor Trainers..... 17
 Maintaining Instructor and Instructor Trainer Certification 19
 Quality Assurance..... 20
 Support for Instructors and Instructor Trainers..... 20

CONDUCTING RED CROSS TRAINING PROGRAMS 22
 Maintaining Training Standards..... 22
 Training Provider Course and Price Listing..... 22
 Training Equipment and Supplies..... 23
 Training Materials..... 23
 Delivering Blended Learning Courses..... 23
 Reporting Course Activity..... 24
 Obtaining Course Completion Certificates..... 24
 Payment Options 25

AWARDS AND ALLIANCES 22
 Lifesaving..... 22
 OSHA Alliance..... 22
 American Red Cross Scientific Advisory Council..... 23

PERMISSIONS..... 24
 American Red Cross Training Provider Logo Use Guidelines 24
 American Red Cross Water Safety Instructor Usage Guidelines..... 24
 Copyright Permission Requests..... 26
 Training Outside the Jurisdiction of the American Red Cross..... 29

ADDITIONAL PRODUCTS AND SERVICES..... 31
 Automated External Defibrillators (AEDs)..... 31
 Aquatic Examiner Service..... 31
 Emergency and First Aid Kits 31
 Red Cross Mobile Apps..... 32

WELCOME

Thank you for choosing to be a Training Provider for the American Red Cross. As a Red Cross Training Provider, your organization has joined a long tradition of providing life-saving education and training throughout the United States dating back to 1909.

Purpose of the Resource Guide

This *American Red Cross Training Provider Resource Guide* provides your organization with the basic information it needs to serve as an American Red Cross Training Provider. For information about your responsibilities as a Training Provider and the responsibilities of the Red Cross to you, refer to your *Training Provider Agreement*.

Types of Red Cross Training Providers

Both Authorized Providers and Licensed Training Providers are companies or individuals licensed to use Red Cross training materials in the instruction of Red Cross training courses based on their contractual agreement with the Red Cross:

- An **Authorized Provider (AP)** is a company, organization or individual that signs a *Training Provider Agreement* licensing the AP to teach Red Cross courses to individuals within the AP's company or organization.
- A **Licensed Training Provider (LTP)** is a company or self-employed individual that is an independent business offering Red Cross training to outside companies, organizations or individuals as permitted through their *Training Provider Agreement*.

The *American Red Cross Training Provider Resource Guide* provides information about the resources available to you and your instructors in preparing for and delivering Red Cross training programs.

ABOUT THE RED CROSS

Proceeds from Red Cross training support the life-saving mission of the Red Cross - including disaster relief, blood collection, and Service to the Armed Forces.

Global Red Cross and Red Crescent Network

The Global Red Cross and Red Crescent Network is the largest humanitarian network in the world, with a presence in almost every country. The global network is unified and guided by seven Fundamental Principles.

Humanity

The Global Red Cross and Red Crescent Network, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavors – in its international and national capacity– to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation, and lasting peace amongst all peoples.

Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class, or political opinions. It endeavors to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to continue to enjoy the confidence of all, the Network may not take sides in hostilities or engage at any time in controversies of a political, racial, religious, or ideological nature.

Independence

The Network is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary Service

It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality

The Global Red Cross and Red Crescent Network, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

American Red Cross

Mission

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

Vision Statement

The American Red Cross, through its network of volunteers, donors, and partners, is always there in times of need. We aspire to turn compassion into action so that:

- All people affected by disaster across the country and around the world receive care, shelter, and hope;
- Our communities are ready and prepared for disasters;
- Everyone in our country has access to safe, lifesaving blood and blood products;
- All members of our armed services and their families find support and comfort whenever needed;
- In an emergency, there are always trained individuals nearby, ready to use their Red Cross skills to save lives.

History

Clara Barton and a circle of her acquaintances founded the American Red Cross in Washington, D.C. on May 21, 1881. Barton first heard of the Swiss-inspired global Red Cross network while visiting Europe following the Civil War. Returning home, she campaigned for an American Red Cross and for ratification of the Geneva Convention protecting the war-injured, which the United States ratified in 1882.

The American Red Cross Today

Today, the supporters, volunteers and employees of the American Red Cross provide compassionate care in five critical areas:

- People affected by disasters in America.
- Support for members of the military, their families and veterans.
- Blood collection, processing, and distribution.
- Health and safety education and training.
- International relief and development. For more information, visit [redcross.org](https://www.redcross.org).

RESOURCES FOR RED CROSS TRAINING PROVIDERS

The Red Cross Learning Center

The Red Cross Learning Center (www.redcrosslearningcenter.org) provides functionality for American Red Cross Training Services programs to administer, track, report, and deliver training as well as maintain certification data. The Learning Center includes all the content used by students, instructors, and third-party administrative provider partners in one place. Users will be able to access different resources and functionality based on user profile roles (student, instructor, partner administrator).

Students (non-instructors) taking online only or blended learning courses will use the Red Cross Learning Center—Student Portal to:

- Access and launch online courses.
- Access relevant digital course materials.
- View their certifications.
- Link to the Red Cross store to purchase course materials and supplies.
- Learn more about the science behind the course content.
- Learn about other opportunities such as becoming an instructor.
- Get help from the Training Support Center.

The Red Cross Learning Center—Instructor Portal allows instructors to:

- Access and launch any online or blended courses you are taking.
- Access all instructor resources for teaching and administering courses such as:
 - View their certifications.
 - Program and course materials – digital versions of participant manuals, instructor manuals, written exams, and instructor bulletins.
 - Teaching Resources – streaming video segments and course presentations supporting course delivery.
 - How-to Information and Videos to support instructors use of the portal and functionality.
 - Administrative policies and procedures.
 - About the Science sections, including expert answers to technical questions and research topics.
 - Information about other Red Cross training programs
- Manage classes they are teaching by being able to:
 - Set up blended learning classes in advance.
 - Monitor student online course completion status.

- Report and close out courses taught.
- Provide digital certificates to students immediately through system-generated emails.
- View details for class history on all courses they have taught.
- Manage instructor certifications through access to:
 - View certifications.
 - Launch online instructor recertification and program update courses.
 - Learn about bridging to become an instructor in other program areas or becoming an instructor trainer.
- Stay abreast of the latest information:
 - Network with other instructors through the Forum.
 - Read the latest news from the Red Cross.
 - Read the latest instructor newsletter *iConnection*.

Partner Administrators

Training Providers can designate one or more individuals to the role of Partner Administrator, which allows users to manage Red Cross certified instructors affiliated as instructors with their organization. The Red Cross Learning Center–Partner Portal view provides access to all resources and functions of the instructor portal view plus additional functionality to manage instructors.

The administrator role does not require the user to have an instructor certification. Training Providers should contact their sales representative to request one or more partner administrator roles for their account.

Partner Administrators use the Red Cross Learning Center—Partner Portal to:

- Manage instructors:
 - Request to affiliate (add) and unaffiliate (remove) Red Cross certified instructors to their organization's *Red Cross Training Provider Agreement*.
 - View instructor list and run standard reports on certification and expiration alerts.
- Manage classes:
 - Utilize the Class Posting Service to list classes being offered by the partner on the Red Cross website.
 - Set up blended learning classes and assign instructors.
 - View online course completion status for all blended learning classes.
 - Close out and report classes on behalf of instructors.
 - View class history details for all classes taught.

In order for certified Red Cross Instructors and instructor trainers to access the password-protected areas of the Red Cross Learning Center, they must be affiliated with an approved Training Provider. The Red Cross Learning Center may be accessed at www.redcrosslearningcenter.org.

Red Cross Store

The Red Cross Store is an online store providing 24 hours a day, 7 days a week ability to order a variety of training supplies and products, including:

- Training program materials such as instructor and participant manuals, textbooks, and DVDs.
- Training supplies including CPR manikins, AED training devices, breathing barriers, and pocket masks.
- First aid and emergency preparedness kits.
- Red Cross apparel and accessories.

For more information, visit the Red Cross Store at www.redcross.org/store or link to it from the RedCross Learning Center at www.redcrosslearningcenter.org.

Training Support Center

The Training Support Center (TSC) is available to assist Training Providers with program inquiries, course record entry, billing inquiries, and other support functions for administrators, instructors, and instructor trainers. TSC representatives are available through the “Click to Chat” or “Create a Support Case” functionality on the Red Cross Learning Center (www.redcrosslearningcenter.org) “Questions ” page, by e-mail at support@redcrosstraining.org, or by phone at 1-800-RED-CROSS.

The hours of operation for the TSC are:

Monday—Friday from 7:30 a.m. to 11:00 p.m. ET Saturday from 7:30 a.m. to 8:00 p.m. ET

RED CROSS TRAINING PROGRAMS

The Red Cross offers a broad range of training programs for both lay public and professional responders in the areas of first aid, CPR/AED, swimming and water safety, and caregiving.

Information, including an Instructor Bulletin detailing key information on instructor certification requirements and course options for programs, can be found on each program page of the Red Cross Learning Center (www.redcrosslearningcenter.org) in the Course Materials page under the Classes section.

Your *Training Provider Agreement* details the training program or programs that your organization is licensed to teach. To add training programs to your agreement, contact your sales representative.

First Aid and CPR training programs for organizations, schools, and the community

First Aid/CPR/AED

The purpose of the courses in the First Aid/CPR/AED program is to help participants recognize and respond appropriately to cardiac, breathing, and first aid emergencies; to know how to care for a suddenly injured or ill person until more advanced medical personnel arrive and take over.

The First Aid/CPR/AED program is available in two delivery formats: classroom (instructor-led) and blended learning, featuring online simulation learning followed by an in-person skills session.

The program offers the flexibility of selecting First Aid, CPR, and AED courses for adults, children, and infants depending upon your training needs. With a variety of course options and delivery formats, courses in the First Aid/CPR/AED training program range from 3 hours to 6 hours in duration.

English and Spanish versions of the program are available.

The First Aid/CPR/AED training program includes supplemental, add-on training modules for more advanced training and certification in key topics, including OSHA-mandated Bloodborne Pathogens Training, Anaphylaxis and Epinephrine Auto-Injector, Asthma Inhaler Training, and Administering Emergency Oxygen.

Responding to Emergencies: Comprehensive First Aid/CPR/AED

Responding to Emergencies (RTE) is a 30-hour, lay-level first aid and CPR/AED program designed primarily for high schools and colleges that require a curriculum that can be taught over the course of a semester and adapted to a variety of course outlines. The program is available in a classroom (instructor-led) only format and features an integrated teaching approach that includes classroom lecture, videos, simulated emergency situations, discussion, and hands-on skills practice.

Content for the RTE program includes:

- Recognizing and responding appropriately to cardiac, breathing, and first aid emergencies.
- First aid, CPR, and AED skills to give immediate care to a suddenly injured or ill person.
- Proper care and special considerations for emergencies involving adults, children, and infants.
- Injury management, medical emergencies, and healthy lifestyle tips.

Wilderness and Remote First Aid

The Wilderness and Remote First Aid program is designed to teach individuals how to use first aid skills to help in emergency situations where help is delayed. The program is based on the 2010 Boy Scouts of America (BSA) Wilderness First Aid Curriculum and Doctrine Guidelines.

The Wilderness and Remote First Aid program is appropriate for audiences from youth-serving organizations as well as adults who participate in outdoor recreational activities or who work in remote settings where emergency medical services (EMS) response is more than 1 hour away.

The Wilderness and Remote First Aid program emphasizes experiential learning and major portions of the course are meant to be taught in outdoor settings.

First Aid and CPR training programs for healthcare providers and professional rescuers

Basic Life Support

The purpose of the Basic Life Support (BLS) program is to ensure that healthcare providers have the knowledge and skills necessary to respond to breathing and cardiac emergencies. The course emphasizes active, hands-on learning and uses scenario activities to help participants learn how to provide CPR, use an AED, and relieve an obstructed airway for adult, child, and infant patients.

The Basic Life Support program is available in two delivery formats: classroom (instructor-led) and blended learning, featuring adaptive learning functionality, followed by an in-person skills session.

Advanced Life Support

The American Red Cross Advanced Life Support (ALS) course provides participants with the knowledge and skills they need to assess, recognize and care for patients who are experiencing a cardiovascular, cerebrovascular, or respiratory emergency. The course emphasizes providing high-quality patient care by integrating psychomotor skills, rhythm interpretation, electrical interventions, and pharmacologic knowledge with critical thinking and problem solving to achieve the best possible patient outcomes.

The Advanced Life Support program is available in two delivery formats: blended learning, featuring adaptive learning functionality, followed by an in-person skills session and classroom.

Pediatric Advanced Life Support

The American Red Cross Pediatric Advanced Life Support (PALS) course provides participants with the knowledge and skills they need to assess, recognize, and care for pediatric patients who are experiencing a respiratory emergency, shock, or a cardiac emergency. The course emphasizes providing high-quality patient care by integrating psychomotor skills, rhythm interpretation, electrical interventions, and pharmacologic knowledge with critical thinking and problem solving to achieve the best possible patient outcomes.

The Pediatric Advanced Life Support program is available in two delivery formats: blended learning, featuring adaptive learning functionality, followed by an in-person skills session and classroom.

CPR/AED for Professional Rescuers

The CPR/AED for Professional Rescuers (CPRO) program trains individuals with a duty to act including lifeguards, police, security personnel, firefighters, and athletic trainers — to respond to breathing and cardiac emergencies in adults, children, and infants until more advanced medical personnel take over.

This course is also intended for individuals serving in roles that would be called upon to provide support in emergency situations, such as aquatic facility, gym/fitness club, or community/recreation center staff.

Emergency Medical Response

The purpose of the American Red Cross Emergency Medical Response program is to train participants in the knowledge and skills of an emergency medical responder (EMR) to help sustain life, reduce pain, and minimize the consequences of injury or sudden illness until more advanced medical personnel take over.

Ideal for corporate emergency response teams, law enforcement, security officers, or students wishing to begin a career in public safety or healthcare upon graduation, this 56-hour classroom (instructor-led) course is designed to meet or exceed National Emergency Medical Services Education Standards Emergency Medical Responder Instructional Guidelines.

Title 22 – California First Aid for Public Safety Personnel

In accordance with the requirements of Title 22 of the California Code of Regulations, the purpose of the First Aid for Public Safety Personnel (FAPSP) course is to train lifeguards, fire fighters, and peace officers in the knowledge and skills necessary to help sustain life, reduce pain, and minimize the consequences of injury or illness until more advanced medical help arrive.

Aquatics and Swimming and Water Safety programs

Lifeguarding

The purpose of the Lifeguarding program is to train lifeguards to act with speed and confidence in emergency situations both in and out of the water. Topics include water rescue skills, surveillance and recognition, first aid, breathing and cardiac emergencies, CPR, AED, and more.

Courses within the Lifeguarding Program include Lifeguarding (for facilities with pool depths greater than 7 feet), Shallow Water Lifeguarding (for facilities with pool depths less than or equal to 5 feet), and Aquatic Attraction Lifeguarding (for facilities with aquatic attractions and pool depths less than or equal to 3 feet). Lifeguarding courses are available in both the traditional, instructor led delivery as well as blended learning delivery, which combines eLearning with in-person skills practice.

Swimming and Water Safety

The Swimming and Water Safety Program teaches people of different ages and abilities how to be safe in, on or around the water and how to swim. In a logical progression, the program covers the knowledge and skills needed for aquatic skill development. As participants develop these skills, they become safer and better swimmers.

The Swimming and Water Safety program contains the following basic level courses and presentations:

- Parent and Child Aquatics (2 levels)
- Preschool Aquatics (3 levels)
- Learn-to-Swim (6 levels)
- Adult Swim (3 levels)
- Private Swim Lessons
- Water Safety Today
- Personal Water Safety
- Basic Water Rescue
- Small Craft Safety
- Home Pool Essentials: Maintenance and Safety (online only course)
- Water Safety Presentations:
 - General Water Safety
 - Home Pool Safety
 - Parent Orientation to Swim Lessons
 - Sun Safety
 - Rip Current Safety

The Swimming and Water Safety program offers two paths for instructor certification:

- Water Safety Instructor
- Basic Swim Instructor

Safety Training for Swim Coaches

The American Red Cross Safety Training for Swim Coaches program uses a blended learning delivery method that combines online knowledge acquisition and an in-water skills session. This program was developed in partnership with USA Swimming to teach those involved in competitive swimming, including coaches, officials, athletic trainers, and aquatic exercise trainers, how to help:

- Maintain a comfortable and safe environment for swimmers.
- Prevent accidents and emergencies.
- Respond to swimmers with illnesses or injuries in water or on land.

The 6-hour full course combines web-based delivery of content, an online exam and a facility-based, in-water skills session. Other course options include an online-content only option (for coaches who have current American Red Cross Lifeguarding/First Aid/CPR/AED or Shallow Water Lifeguarding First Aid/CPR/AED certification).

Longfellow's WHALE Tales

The American Red Cross created Longfellow's WHALE Tales to help teachers and youth leaders teach children about safe behavior in, on, and around the water. WHALE is an acronym for Water Habits Are Learned Early. The materials in the Longfellow's WHALE Tales K–6 Educational Packet are designed to give children an awareness of being safe around the water and to promote healthful aquatic recreation.

The American Red Cross Longfellow's WHALE Tales lessons teach children about water safety in different environments, such as pools, waterparks, oceans, lakes, and rivers. It teaches them about water hazards around the home and neighborhood and covers sun safety, boating safety, and much more. The program features fun, animated videos; colorful posters; stickers; activity worksheets; illustrated, color fact sheets; and three types of completion certificates. These leader-led program materials are available on Red Cross Learning Center (for instructors) and on redcross.org/whale-tales for individuals without access to the Learning Center.

Training programs for youth interested in becoming babysitters in their neighborhoods

Babysitter's Training

The purpose of the Babysitter's Training program is to provide youth who are planning to babysit with the knowledge and skills necessary to safely and responsibly give care for children and infants. This course – designed for youth ages 11 to 15 – helps participants to develop leadership skills; learn how to develop a babysitting business, keep themselves and others safe and help children behave; and learn about basic childcare and basic first aid.

INSTRUCTORS AND INSTRUCTOR TRAINERS

Instructor Certification

Certification occurs when an instructor candidate successfully completes the instructor course or the instructor bridge course (if qualified) and is issued an instructor certification indicating that all requirements have been met on that date.

Before an instructor can teach and gain access to the Red Cross Learning Center—Instructor Portal, s/he must be affiliated with a Training Provider. Once certified, an instructor may provide training based upon the affiliation with the Training Provider and the Training Provider's agreement with the Red Cross.

Instructor Courses

Instructor courses train individuals to be able to teach the course(s) within a specific program. Most Red Cross instructor courses are in a blended learning format featuring an online introduction to the instructor course and an in-person portion. The online portion typically includes a review of the Red Cross mission and services, an overview of the training program and materials, and an introduction to the tools and resources available to instructors. Successful completion of the online introduction is required prior to attending the first session of the in-person portion of the instructor course.

The in-person portion is led by a certified Red Cross Instructor Trainer (IT) in the specific program area. It includes a precourse skills assessment, a review of the training program and materials, and features one or more practice-teaching assignments, which allow instructor candidates the opportunity to practice teaching sections of the course they will be teaching.

Upon successful completion of the instructor course, individuals will be granted a Red Cross Instructor certification permitting them to teach the course or courses within the training program area for a specific period of time, which is usually two years. Newly certified instructors must affiliate with a Training Provider in order to teach Red Cross courses and submit training records.

The specific prerequisites and details for instructor courses vary by training program. For information on instructor courses, visit the Red Cross Learning Center at www.redcrosslearningcenter.org (no login required).

To register for an instructor course in your area, interested instructor candidates can search for a class on the Red Cross website <https://www.redcross.org/take-a-class> or call 1-800-RED-CROSS.

For organizations that wish to train multiple instructor candidates, the Red Cross offers “Full Service” instructor courses in which a Red Cross Instructor Trainer delivers the instructor course on-site. For information on scheduling an instructor course at your location, contact your sales representative.

Instructor Bridging

Instructor bridging is an expedited instructor certification option that recognizes an individual's instructor certification and experience – either with the Red Cross or other national training organizations – in order to provide Red Cross Instructor certification without the need to attend a full instructor course. Most instructor bridge courses are online only courses that are made available to eligible instructor candidates at no cost.

Individuals who qualify for and complete the instructor bridge course and process will be granted the same Red Cross Instructor certification as an individual who completed the full instructor course for the program.

Specific requirements for instructor bridging vary by training program and details can be found on the Red Cross Learning Center at www.redcrosslearningcenter.org.

The information contains an extensive collection of resources and information for individuals interested in becoming a Red Cross certified instructor for various training programs.

The program-specific pages available from this site contain:

- Instructor certification options and requirements.
- Prerequisites and process information to complete an instructor bridge.

Instructor Agreement and Instructor Code of Conduct

As part of the instructor certification and recertification process all Red Cross instructors are required to review and agree to the *Instructor Agreement and Instructor Code of Conduct*. Available on Red Cross Learning Center for certified instructors, the *Instructor Agreement and Instructor Code of Conduct* outlines the Red Cross obligations to instructors and instructors' obligation to the Red Cross related to the proper delivery and use of Red Cross training materials.

Instructor Get Started Guide

The *Instructor Get Started Guide* is a resource for newly certified Red Cross instructors detailing the key initial steps that an instructor needs to complete to begin teaching Red Cross programs based on their new Instructor certification.

The *Instructor Get Started Guide* is distributed to instructors at the completion of their instructor course and is also available on the Red Cross Learning Center (www.redcrosslearningcenter.org) in the “Resources” section.

Instructor Trainers

Instructor Trainers are individuals certified to teach Red Cross instructor courses which certify new

Red Cross instructors. Similar to instructor requirements, in order for an instructor trainer (IT) to be able to teach instructor courses, the IT must:

- Be affiliated with a Training Provider.
- Sign or agree to the Instructor Trainer Agreement and Instructor Trainer Code of Conduct.

Additionally, once certified as an IT, the IT is permitted to teach instructor courses based upon their affiliation with the Training Provider and the Training Provider's agreement with the Red Cross.

Instructor Trainer Academies

Instructor Trainer Academies are training courses where instructor trainer candidates achieve their IT certification by participating and successfully completing a training program led by a Red Cross Instructor Trainer Educator. IT Academy curriculum is focused on providing the IT candidates with the knowledge, skills and familiarity with the Red Cross training program area so the IT can train new instructors in:

- Skill expertise and mastery in the training program area,
- Facilitation and classroom management, and
- Understanding of Red Cross training tools, resources, and processes.

IT Academies are available for the First Aid/CPR/AED, Lifeguarding, and Water Safety programs. To attend an IT Academy, interested individuals must meet the qualifications and are required to complete an online application that includes providing details of the individual's teaching experience to-date and information on the IT candidates' interest in becoming an IT. Once the application is submitted, the IT Academy Administrative Coordinator reviews the application and contacts approved IT candidates with the steps to register for an IT academy.

The nationwide IT Academy schedule and the specific requirements and process for IT applicants to apply to attend an IT Academy are available in the Instructor Lifecycle section on the Red Cross Learning Center.

The Red Cross is always interested in partnering with organizations that would like to host an aquatic Instructor Trainer Academy at their facility. Program facility needs and requirements depend on the specific program area. Potential host facilities for aquatic Academies can complete the "Host IT Academy" application form located in the Instructor Trainer Candidates page under the Instructor Lifecycle section of the Red Cross Learning Center (www.redcrosslearningcenter.org).

Instructor Trainer Bridging

Instructor Trainer bridging is a certification option for currently certified Red Cross ITs to become an IT in a different training program area. The IT bridging option is also available to ITs from approved external organizations. Similar to instructor bridge courses, the IT bridge programs are online only courses covering key program information with a focus on conducting the instructor course for that program area.

In order to register for an IT bridge, qualified individuals are required to complete an online application which is reviewed by the Training Support Center. Approved ITs will be sent information on completing the online bridge. IT bridges may include a nominal fee due at registration.

For information on whether an IT bridge course is available for a specific program area as well as qualification requirements, refer to the program's Instructor Bulletin available or to the information on the Bridging to Become an Instructor page under the Instructor Lifecycle section on the Red Cross Learning Center.

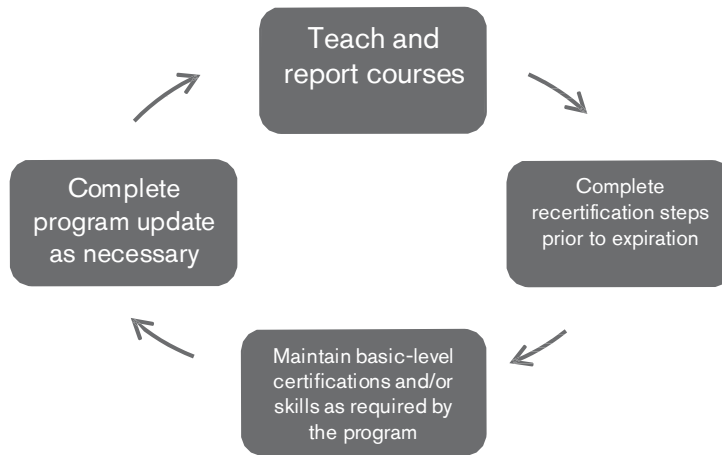
Instructor Trainer Agreement and Instructor Code of Conduct

Instructor Trainers are required to review and agree to the *Instructor Trainer Agreement and Instructor Trainer Code of Conduct* as part of their IT certification and recertification process. A copy of the latest *Instructor Trainer Agreement and Instructor Trainer Code of Conduct* is available on Red Cross Learning Center.

Maintaining Instructor and Instructor Trainer Certification

Requirements to maintain instructor and IT certification varies by training program. However, requirements typically include maintaining a basic-level certification in the program area, teaching a minimum number of class during the two-year certification period, completing an online recertification assessment or – depending on the program area – an in-person review course, and completing any instructor/IT update course as required by the Red Cross following a program update. Online Instructor/IT recertification assessments and updates are typically available at no cost during the update period.

A visual of the typical instructor or instructor trainer lifecycle is provided below.



For more information on the instructor lifecycle and maintaining certification requirements, instructors and ITs should review the program Instructor Bulletin, instructor's manual, and instructor trainer's guide and should review the contents of the Instructor Lifecycle section of the Red Cross Learning Center.

Quality Assurance

The Red Cross is the leader in quality health and safety training, and it maintains that status by ensuring instructors and instructor trainers are provided the tools, resources and information to allow them to adhere to Red Cross training standards. The purpose of the Quality Assurance program is to maintain integrity and compliance with all American Red Cross products, programs, and instructional personnel. Quality Assurance reserves the right to fully review and take remediation measures for any classes, whether as a response to a reported concern or as a proactive measure to ensure quality. Any Quality Assurance questions or concerns should be addressed to qualityassurance@redcross.org

This quality assurance program maintains integrity of Red Cross training and certification for our Training Providers and the individuals, workplaces, and communities where they train. For questions related to QA or to report an issue, please contact qualityassurance@redcross.org.

Support for Instructors and Instructor Trainers

In addition to program materials such as the instructor's manual and instructor bulletin, a variety of support tools and resources for Red Cross instructors and instructor trainers are available on the Red Cross Learning Center.

iConnection Newsletter

The *iConnection* newsletter is an email newsletter sent to all Red Cross instructors and instructor trainers approximately every six weeks. *iConnection* articles detail program updates and enhancements, answers to frequently asked questions related to content within Red Cross programs, and information on enhancements to instructor tools and resources to help instructors deliver Red Cross training programs.

To ensure they receive the *iConnection* newsletter, instructors, and instructor trainers are required to maintain an updated profile and email address in the Red Cross Learning Center.

How-To Videos

A series of How-To Videos available on the home page and in the Resource section of the Red Cross Learning Center provide a step-by-step walkthrough of key actions and processes for both new and experienced instructors with screenshots and narration. Topics covered include:

- Accessing Your Instructor Certification Record
- Accessing Your Teaching History
- Entering Course Records
- Setting Up an Instructor Course
- Conducting and Closing Out an Instructor Course
- Setting Up and Managing a Basic-Level Blended Learning Course
- Red Cross Learning Center Site Orientation

Forum

Available in the Forum section of the Red Cross Learning Center, the Forum is a collaboration space for instructors to discuss topics and to share information and best practices. Thousands of fellow instructors and instructor trainers from across the country participate in forums covering a variety of topics. Active groups include program specific groups such as First Aid/CPR/AED, Lifeguarding, and Water Safety Instructor as well as groups for instructor trainers and training networking.

Click-to-Chat and Support Center Case Submission

If instructors or instructor trainers have a question that is not adequately addressed through the Community or the resources available on the Red Cross Learning Center, the Learning Center also includes capability for instructors or instructor trainers to submit a support case to the Training Support Center for non-urgent matters or to chat with a live representative for urgent matters. Click to Chat and Create a Support Case are available on the Questions section of the Red Cross Learning Center.

CONDUCTING RED CROSS TRAINING PROGRAMS

Maintaining Training Standards

Quality, consistency, and standardized delivery of courses are priorities of the American Red Cross. Red Cross courses are designed with standardized instructor outlines and lesson plans based on well-defined objectives to provide an optimal learning experience for a variety of participants. Many of the courses are designed to meet workplace certification and training requirements of different occupational settings, such as day care workers, workplace response teams, lifeguards, swim instructors, healthcare providers, and other professional responders. Both the course participants and organizations that hire individuals with Red Cross certifications expect and depend on the quality of training outlined in the programs.

To meet the objectives of the courses and ensure standardized delivery, the course outlines and lesson plans included in the instructor's manual must be followed. Facility availability or constraints, specific instructor-to-participant ratios, equipment-to-participant ratios, or participant needs may necessitate

the need to adapt the course outline while still maintaining the educational progression of the course. Adapting the training does not mean that instructors or instructor trainers can add to, delete, or change content.

Training Provider Course and Price Listing

The *Training Provider Course and Price Listing* lists the courses available to Training Providers and their instructors. This list is organized by program area and includes course combinations and bundles to satisfy the various needs of Training Providers and their students.

In 2018, the Red Cross implemented the practice of publishing an annual price list that will allow for modest price adjustments rather than larger increases that would more significantly impact our Training Providers.

The annual *Training Provider Course and Price Listing* can be found in the Resources section on the Red Cross Learning Center and will be provided to Training Providers via email each year well in advance of any pricing changes going into effect based upon our contracted agreements and terms to allow our Training Providers to plan accordingly.

To have courses added to your *Training Provider Agreement*, contact your sales representative.

Training Equipment and Supplies

Many Red Cross training programs require specialized training equipment and supplies. The program's instructor's manual outlines the specific equipment needs for each course. Maintaining the equipment ratios outlined in the instructor's manual allows instructors to deliver quality training, stay within the timelines for the training, as well as to provide course participants the time they need to properly practice and learn skills.

Equipment used in Red Cross training must be maintained in good working order to ensure participant safety and effective practice. Equipment that is not in good working order detracts from participant's willingness to learn and practice effectively.

All equipment used in Red Cross training should be maintained according to manufacturer guidelines. Equipment such as CPR manikins should be cleaned after each use according to the manufacturer guidelines. More details on manikin decontamination is available in instructor's manuals for courses that teach CPR and AED. When using equipment during training, Training Providers should ensure that instructors take all the necessary safety precautions.

Equipment and supplies such as CPR manikins, AED trainers, and accessories are available for purchase from the Red Cross Store (www.redcross.org/store.org) or link to it via the Red Cross Learning Center (www.redcrosslearningcenter.org).

Training Materials

Training materials for Red Cross programs, including instructor's manuals, course presentation slides, and videos, are available in digital format on the Red Cross Learning Center or for purchase from the Red Cross Store. To prepare for classes, instructors can download digital versions of participant materials for most programs from the Red Cross Learning Center.

Print versions of participant materials can also be purchased from the Red Cross Store. Participants can download free digital course materials for most courses from the Red Cross Learning Center or www.redcross.org/participantmaterials.

Delivering Blended Learning Courses

The Red Cross offers a variety of blended learning course options for basic-level courses, instructor-level courses and IT Academy training. Blended learning courses feature a combination of online learning and an in-person, classroom experience saving in-person training time while allowing course participants the flexibility to complete the online content at their convenience.

The online content for blended learning courses is accessed through the Red Cross Learning Center. Blended learning classes can easily be set up. Instructors have the option to directly enroll students in a class or save a seat (student voucher) and send the enrollment link to participants once the class is set up. The instructor will be able to view online completion status for all students prior to the in-person portion of the blended learning class.

How-To guides and video for setting up, managing, and closing a blended learning class, including email templates for sending the enrollment links or online course information to course participants are available in the Resources section of the Learning Center.

Reporting Course Activity

Collection of information on course activity benefits both your organization and the Red Cross by:

- Providing records on students trained, which can be used by your organization to verify training requirements have been met.
- Providing statistics that help in health and safety program evaluation.
- Assisting in monitoring for quality assurance.
- Tracking instructor activity for maintaining instructor certification and recognition purposes.

For students to receive certificates, instructors must report courses taught along with students who took the courses. Course reporting is done electronically through the Red Cross Learning Center. There are two methods for instructors to report their teaching activity:

- **Course Record Entry:** This is the method for reporting classes for classroom-only courses. The Course Record Entry function can be accessed through the Red Cross Learning Center— Instructor Portal or Partner Portal home page.
- **Close a Blended Learning Class:** Blended learning classes are reported by using the Close a

Class function which is accessed by clicking on the specific class in the Classes I'm Teaching section on the home page of the Red Cross Learning Center.

When reporting course records, instructors or training partners must enter all the required information including course name, instructor information, training site name and address, student information (phone and or email), and student evaluation (successful, unsuccessful, not evaluated) and provide payment.

Obtaining Course Completion Certificates

Digital certificates are available to students once the training fees have been paid. All students whose email addresses are entered in the Course Record Entry system will receive an email with a link to their certificate. Instructors can also print certificates immediately from the Course Record Entry system.

Certificates are available in two formats: 8.5" x 11" that can be printed or distributed electronically via email, and wallet-size that are designed to be printed on standard business card cardstock.

In addition to email, participants may also obtain copies of their Red Cross certification by entering the required information on the Find My Certificate page at redcross.org/digitalcertificate.

Digital certificates include an alpha-numeric identifier and a QA code, which allows the certificate to be validated by electronic means. Employers can verify participants' Red Cross certification by entering the 6-digit alpha numeric identifier on the Find My Certificate page at redcross.org/digitalcertificate.

Payment Options

Payment for course records submitted in the Course Record Entry (CRE) system can be made by credit card or your organization may submit a purchase order if it has been approved for invoicing. Details on invoicing requirements and terms and conditions are outlined in your *Training Provider Agreement*. Invoices can be paid by check, ACH/EFT, or credit card. Contact Billing Support to pay by credit card or set up ACH/EFT at the number displayed on the Invoice. For more information on

payment options for training and supplies, visit www.redcross.org/PHSSBilling to view frequently asked questions (FAQs).

Training Providers that have been approved for invoicing can choose one of the following options:

- *No PO*: Used when your organization has been approved for invoicing privileges and does not require a Purchase Order number printed on the Invoice in order to remit payment.
- *Existing PO*: Used when Purchase Orders have already been set up in this system. Any existing POs may be updated to amend purchase limits or expiration dates as needed. The PO number you select will be displayed on the Invoice.
- *New PO*: Enter information from your organization's Purchase Order here to set up a new PO. You will be able to select this PO next time you enter training. This PO number will be displayed on the Invoice.

AWARDS AND ALLIANCES

Lifesaving Awards

The Certificate of Merit Award

The highest award given by the American Red Cross to an individual or team of individuals who save or sustain a life using skills and knowledge learned in a Red Cross Training Services course. This action exemplifies the highest degree of concern of one human being for another in distress. Certificate of Merit award is signed by the President of the United States, who is the Honorary Chairman of the American Red Cross, and the Chairman of the American Red Cross.

The Lifesaving Award (for Professional Responder and Healthcare Providers)

Given to an individual or team of individuals who saves or sustains a life outside of a medical setting and had an obligation to respond as part of employment (e.g., on-duty lifeguards; police, fire, and EMS personnel responding to a 9-1-1 call; professional health care workers). The certificate is signed by the Chairman of the American Red Cross and the President and CEO of the American Red Cross.

The Certificate of Extraordinary Personal Action

Awarded to individuals who step up in an emergency and help to save or sustain a life. The awardees exemplify the mission of the Red Cross to prevent and alleviate human suffering in the face of emergencies and are commended for their willingness to help others in distress. This award is given to individuals who are not Red Cross or are unable to provide evidence of Red Cross training.

The Instructor Lifesaving Award

One of the highest awards given by American Red Cross Training Services to instructors who taught an individual who used skills to save or sustain a life.

More information, including a nomination form for Red Cross Lifesaving Awards, can be found at www.LifesavingAwards.org.

OSHA Alliance

On May 19, 2005, the American Red Cross and the Occupational Safety and Health Administration (OSHA) signed an Alliance agreement geared towards preparing employers and their employees to respond to disasters, life-threatening injuries, and other emergencies.

Through this agreement, the Red Cross and OSHA will provide information, guidance, and access to training resources on health and safety topics including emergency preparedness, disease prevention, and first aid in the workplace.

More information about the alliance is available on the OSHA National Alliances website: https://www.osha.gov/dcsp/alliances/red_cross/red_cross.html.

American Red Cross Scientific Advisory Council

The American Red Cross Scientific Advisory Council is an independent panel of nationally recognized health and safety experts that helps establish the standard in first aid care and water safety. Drawing on a body of collective expertise from such diverse fields as emergency medicine, occupational health, sports medicine, school health, emergency medical services (EMS) response, and disaster mobilization, the Council advises the Red Cross in areas related to the development and dissemination of audience-appropriate information and training in first aid and water safety.

More information on the Scientific Advisory Council including scientific advisory statements and from the Council's bi-annual proceedings is available on Red Cross Learning Center Science page or at www.redcross.org/science.

PERMISSIONS

American Red Cross Training Provider Logo Use Guidelines

We are pleased to offer Red Cross Training Providers multiple ways to display Red Cross branding to promote training offerings. Please refer to the guidelines for the use of these graphics as outlined in this document.

Marketing Materials Created and Provided by the Red Cross

The Red Cross may create and distribute marketing materials specifically for use by Training Providers. Training Providers may use these assets to promote training offerings. These assets shall not be changed or altered in any way except in designated sections.

Marketing Materials Created by Training Providers

Training Providers may create their own marketing assets to promote training offerings. These assets may use one of 4 approved Training Provider graphics.

The Training Provider graphic shall not be altered in any way. A clear space equal to the size of the red bar/ stripe must surround the graphic in all directions.

The following uses of the Training Provider graphic by Training Providers are permitted:

- Websites, web properties and social media pages of Training Providers to promote classes, including in streamed advertising videos.
- Brochures, flyers and promotional materials for Training Providers to post, email and make available in printed format in their location.

All other uses must be approved in writing by the Red Cross. Requests must be made via email sent to TrainingSvcMkting@redcross.org.



Usage—Prior Written Approval Required

The following uses of the Red Cross name and logo and Training Provider graphic require prior written approval in each instance:

- Paid advertising, including, but not limited to, print, digital, TV, and social media.
- Promotional items Training Providers develop such as apparel, hats, pins, cups, bottles, recognition plaques, etc. However, Training Providers may purchase promotional items from the Red Cross at redcrossstore.org without prior written approval.

Usage—Prohibited

The following uses of the Red Cross name and logo are prohibited in all instances:

- Altered versions of the Training Provider graphic.
- Altered versions of marketing materials created by the Red Cross.
- Unauthorized versions of the Red Cross logo created by Training Providers or obtained in any manner other than by digital download directly from the Red Cross, unless the Red Cross expressly authorizes otherwise.
- Use of Red Cross logo on uniforms designed by Training Provider, with or without Training Provider's logo.
- Registration of any Internet domain name or subdomain using the phrases American Red Cross or Red Cross.
- Hashtags using Red Cross or American Red Cross or other terms intended to reference Red Cross (such as ARC or RC), except as have been expressly authorized by Red Cross. NOTE: Use of the Red Cross handle on social media channels is permitted.
- Keyword search term advertising using Red Cross, American Red Cross or other terms intended to reference Red Cross (such as ARC or RC).
- Combination of the Red Cross name and/or logo with any other logo, slogan, statement.
- Presentation of the Red Cross name and/or logo in a way that causes confusion as to affiliation, endorsement or is otherwise misleading.
- Any use of the Red Cross name and/or logo after suspension or termination of one's Authorized Provider Agreement or Licensed Training Provider Agreement.

The Red Cross name only may be used on business cards and letterhead in conjunction with one of the statements set forth above. The Red Cross logo cannot be used on business cards and letterhead.

Subject to the license terms in their Authorized Provider Agreement or Licensed Training Provider Agreement, the terms in this document, and additional terms provided by Red Cross in association with the download of approved Training Provider graphics (collectively, the "Terms"), Training Providers may obtain downloadable files with approved Training Provider graphics. In addition, Training Providers may use marketing materials created by the Red Cross, as well as the Red Cross name, to promote and advertise that they offer Red Cross courses.

American Red Cross Water Safety Instructor Usage Guidelines

Water Safety Instructor™, also referred to as WSI, is the name that has been in use by the Red Cross for over a century to identify its training and certification of swimming instructors, as is recognized by the aquatics community. This terminology is exclusive to the Red Cross, and therefore warrants trademark protection.

Because of the longstanding and exclusive use by the American Red Cross, when someone says that they are or were a “Water Safety Instructor” or “WSI”, it is understood by the aquatics industry that they received this qualification through the rigorous training programs of the American Red Cross, the gold standard for aquatics.

This document provides guidance on use of the trademarked brands “Water Safety Instructor” and “WSI” and the established standards and guidelines for the use of these terms in conjunction with Red Cross training courses. All Red Cross Training Providers must comply with these guidelines in all instances.

Graphics

We are pleased to provide Red Cross Training Providers two graphics to use in marketing materials when promoting the Water Safety Instructor certification course.



Subject to the license terms in their *Authorized Provider Agreement* or *Licensed Training Provider Agreement*, the terms in this document, and additional terms provided by Red Cross in association with the download of approved logos and other marketing materials (collectively, the “Terms”), the Red Cross will make available to Training Providers downloadable files with approved graphics and marketing

materials and use the name, approved graphics and branded marketing materials to promote and advertise that they offer Red Cross courses.

The graphics may not be altered in any way.

Word Marks

The terms “Water Safety Instructor” and “WSI” are trademarks of the Red Cross and must be used in conjunction with the words American Red Cross or Red Cross. Training Providers may use these terms to promote and advertise that they offer Red Cross courses. It is not necessary to use the trademark American Red Cross | Training Provider Resource Guide August 2021

symbol™ in a header design or a title/headline but it should be used upon first use in body copy text of any of these terms as follows:

American Red Cross Water Safety Instructor™
American Red Cross WSI™
Red Cross Water Safety Instructor™
Red Cross WSI™

The graphics may not be altered in any way.

Usage – Approved

The Water Safety Instructor graphics shall not be altered in any way. A clear space equal to the size of the red bar/ stripe must surround the graphic in all directions.

The following uses of the Red Cross name, Water Safety Instructor graphics and Water Safety Instructor word marks by Training Providers are permitted subject to the Terms:

- Websites, web properties and social media pages of Training Providers to promote Water Safety Instructor classes.
- Brochures, flyers and promotional material as provided electronically by Red Cross for Training Providers to post and make available in printed format in their location electronically by Red Cross for Training Providers to post and make available in printed format in their location.
- Brochures, flyers and promotional materials developed by Training Providers, using an approved Water Safety Instructor graphic or use of the name American Red Cross, subject to our Brand Standards and the Terms.

All other uses must be approved in writing by Red Cross. All requests must be made via email sent to TrainingSvcMkting@redcross.org.

Usage – Prior Written Approval Required

The following uses of the Red Cross name, Water Safety Instructor graphics and Water Safety Instructor word marks require prior written approval in each instance:

- Paid advertising, including, but not limited to, print, digital, TV, and social media.
- Promotional items you develop such as apparel, hats, cups, bottles, recognition plaques, etc. However, you may purchase promotional items from the Red Cross at redcrossstore.org without prior written approval.

Usage – Prohibited

The following uses of the Red Cross name, Water Safety Instructor graphics and Water Safety Instructor word marks are prohibited in **all instances** (“Unauthorized Uses”):

- Use of the word marks “Water Safety Instructor” or “WSI” without use of the trademark symbol on first use in body copy.
- Use of the word marks “Water Safety Instructor” or “WSI” without their being preceded by the words “American Red Cross” or “Red Cross.”
- Unauthorized versions of the Red Cross logo created by Training Providers or obtained in any manner other than by digital download directly from the Red Cross, unless the Red Cross expressly authorizes otherwise.
- Use of Red Cross logo on uniforms designed by Training Provider, with or without Training Provider’s logo.
- Registration of any Internet domain name or subdomain using the phrases American Red Cross or Red Cross.
- Hashtags using Red Cross or American Red Cross, or other terms intended to reference Red Cross (such as ARC or RC), except as have been expressly authorized by the Red Cross.
- Keyword search term advertising using Red Cross, American Red Cross or other terms intended to reference Red Cross (such as ARC or RC).
- Combination of the Red Cross name and/or logo with any other logo, slogan or statement.
- Presentation of the Red Cross name and/or logo in a way that causes confusion as to affiliation, endorsement or is otherwise misleading.
- Any use of the Red Cross name and/or logo after suspension or termination of one’s *Authorized Provider Agreement* or *Licensed Training Provider Agreement*.

The Red Cross name and Water Safety Instructor or WSI word marks only may be used on business cards and letterhead in conjunction with one of the statements set forth above. Neither the Red Cross logo nor the Water Safety Instructor graphics may be used on business cards and letterhead.

Usage Examples

These examples and recommendations are being offered to Training Providers so that the public can distinguish what is American Red Cross training and what is not.

For Training Providers That Teach Only Red Cross Programs

The words “American Red Cross” should appear before every Red Cross course name.

All Training Providers should use the course description provided by the Red Cross in the Water Safety Instructor fact sheet that can be found on the Red Cross Learning Center.

We encourage but do not require the use of the phrase “Proud Provider of Red Cross Training” as well as use of one or both of the Water Safety Instructor Training graphics seen in this guide on Training Provider websites and in marketing materials for Red Cross courses and/or the Training Provider’s

Red Cross programs in general.

For Training Providers That Teach a Mix of Red Cross and Other Programs

The words “American Red Cross” should appear before every Red Cross course name.

Use the course description provided by the Red Cross in the Water Safety Instructor fact sheet that can be found on the Red Cross Learning Center.

We encourage use of the “Proud Provider of Red Cross Training” graphic on course pages mentioning Red Cross training. Placement of any phrases or graphics need to be associated only with the Red Cross courses.

We also encourage but do not require the use of one or both of the Water Safety Instructor Training and/or the “Proud Provider of Red Cross Training” graphics seen in this guide on Training Provider websites and in marketing materials related to Red Cross courses specifically.

Copyright Permission Requests

American Red Cross materials are proprietary and subject to copyright protection. Training Providers and Certified Instructors must take care to use Red Cross training materials only as authorized, and to protect those materials from unauthorized use or distribution. The American Red Cross vigorously protects its materials to preserve their integrity and to protect them against exploitation by others. Training Providers are not authorized to edit or modify any American Red Cross material without permission and must not remove any copyright notices from them. Further you may not create derivative works of any American Red Cross material except as expressly permitted under your *Training Provider Agreement*. Under clearly defined criteria, the American Red Cross may grant permission to use text, photographs, illustrations and audiovisual material from the American Red Cross.

Improper use of American Red Cross materials or propriety content may result in immediate withdrawal of permission to use American Red Cross materials, and/or cancellation of the *Training Provider Agreement*. Training providers and instructors who have questions should contact their sales representatives or the Training Support Center.

Translations into Other Languages

The translation of American Red Cross materials into another language requires prior written approval from American Red Cross. Additional requirements may also apply.

Training Outside the Jurisdiction of the American Red Cross

The American Red Cross is not permitted to solicit, deliver services, or provide program support for instructors, companies, agencies, or organizations that are not within the jurisdiction of the United States or its territories unless permitted by or requested to do so by the Red Cross or Red Crescent Society of

that country. Training overseas is generally confined to U.S. military installations and U.S. embassies and consulates. Training providers and instructors who have questions about training outside of the United States and/or its territories, should contact their sales representative or the Training Support Center.

ADDITIONAL PRODUCTS AND SERVICES

Automated External Defibrillators (AEDs)

The Consensus on Science and Treatment Recommendations for CPR and Emergency Cardiovascular Care (ECC) agrees that Sudden Cardiac Arrest can be treated most effectively by a combination of CPR and defibrillation. Along with providing comprehensive training on how to use an AED, the Red Cross partners with leading manufacturers to help your organization obtain the devices you need to keep your workplaces, schools, and facilities safe. Contact your sales representative for current AED promotional offers.

Aquatic Examiner Service

The Aquatic Examiner Service (AES) Program is designed to:

- Develop goals to improve operations, training, and performance.
- Increase lifeguard accountability, attention to safety, professionalism, and pride.
- Reinforce and strengthen the lifeguard's emergency response skills.
- Maintain high lifeguarding operational standards.

The AES program starts with a Red Cross examiner conducting an in-depth facility tour to understand your safety and lifeguarding operations. You'll then receive a comprehensive, objective evaluation based on American Red Cross Lifeguarding program standards. As a follow-up, unannounced site visits will evaluate on-the-job lifeguard performance including surveillance and rescue skills.

For more information and to request a quote, visit [redcross.org/aquaticexaminer](https://www.redcross.org/aquaticexaminer).

Emergency and First Aid Kits

In addition to training program materials, equipment, and supplies, the Red Cross Store provides a variety of emergency and first aid kits perfect for your workplace, for your home, or on the go. From car first aid kits to bleeding control kits to ANSI-compliant emergency cabinets, the Red Cross Store can provide the emergency response equipment you need.

Visit <https://www.redcross.org/store.org/> to browse our emergency and first aid products.

Red Cross Mobile Apps

Put expert advice in your hand with the Red Cross suite of free mobile apps. These apps can be downloaded from iTunes or Google Play. Please encourage your employees, instructors and participants to take advantage of these free tools!

First Aid

Follow the simple step-by-step instructions to guide you through everyday first aid scenarios. It is fully integrated with 9-1-1 so you can call EMS from the app at any time. Videos and animations make learning first aid fun and easy. The content is preloaded, giving you instant access to all safety information at any time, even without reception or an Internet connection. Ahora disponible en español. Download from iTunes or Google Play or text "GETFIRST" to 90999.

Pet First Aid

Take care of your furry family member. The American Red Cross Pet First Aid app puts veterinary advice for everyday emergencies in the palm of your hand. Get the app and be prepared to act when called upon. With videos, interactive quizzes, and simple step-by-step advice it's never been easier to know Pet First Aid. Download from iTunes or Google Play or text "GETPET" to 90999.

Blood

Find nearby Red Cross blood drives, schedule appointments, follow your blood journey from donation to delivery. Download from iTunes or Google Play or text "BLOODAPP" to 90999.

Hero Care

Whether you're the parent of a child joining the military or a family member of the military/veteran communities, Hero Care will connect you to important resources that can help you through both emergency and non-emergency situations. Ahora disponible en español. Download from iTunes or Google Play or text "GETHEROCARE" to 90999.

Emergency

Monitor more than 35 different severe weather and emergency alerts, to help keep you and your loved ones' safe. Ahora disponible en español. Download from iTunes or Google Play or text "GETEMERGENCY" to 90999.

Tornadoes

Get your family and home ready for a tornado. This is the complete solution you need to understand and prepare for a tornado. Ahora disponible en español. Download from iTunes or Google Play or text "GETNADO" to 90999.

Hurricanes

Monitor conditions in your area or throughout the storm track, prepare your family and home, find help and let others know you are safe even if the power is out—a must have for anyone who lives in an area where a hurricane may strike or has loved ones who do. Ahora disponible en español. Download from iTunes or Google Play or text "GETCANE" to 90999.

Earthquakes

Get notified when an earthquake occurs, prepare your family and home, find help and let others know you are safe even if the power is out—a must have for anyone who lives in an earthquake-prone area or has loved ones who do. Ahora disponible en español. Download from iTunes or Google Play or text “GETQUAKE” to 90999.

Flood

Get your family and home ready for a flood. This app is the complete solution you need to understand and prepare for flooding and all that comes with it. With interactive quizzes and simple step-by-step advice, it's never been easier to be ready! Ahora disponible en español. Download from iTunes or Google Play or text “GETFLOOD” to 90999.

Free, fun, and informative apps for parents and kids:

Swim

Get the most out of Red Cross swim lessons with the Swim App. Created as a companion to the newly-updated Learn-to-Swim program (including Preschool Aquatics), this app will help you keep your swimmer motivated, while providing you the latest in water safety guidance to help ensure your family stays safe in, on and around the water. Download from iTunes or Google Play or text “SWIM” to 90999.

Monster Guard

For kids, 7-11 years old. This app teaches preparedness for real-life emergencies at home with the help of Maya, Chad, Olivia and all the monsters. Download from iTunes or Google Play or text “MONSTER” to 90999.