



**American Red Cross**  
Training Services

# Training Provider Resource Guide

## Table of Contents

WELCOME .....	2
ABOUT THE RED CROSS .....	3
CONDUCTING RED CROSS TRAINING PROGRAMS .....	5
RESOURCES FOR RED CROSS TRAINING PROVIDERS .....	10
INSTRUCTORS AND INSTRUCTOR TRAINERS .....	13
AWARDS AND ALLIANCES .....	18
MARKETING & BRAND GUIDELINES .....	20
ADDITIONAL PRODUCTS AND SERVICES .....	25

## **WELCOME**

Thank you for choosing to be a Training Provider for the American Red Cross. As a Red Cross Training Provider, your organization joins 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 the basic information needed to serve as an American Red Cross Training Provider. It also establishes policies relating to the delivery of training services to an independent contractor of the American Red Cross that are binding upon your organization and made part of your Licensed Training Provider Agreement with the American Red Cross.

Your organization and any instructor for your organization who is authorized to conduct Red Cross-approved courses — whether that is an employee, volunteer, or independent contractor — must strictly comply with this Guide and the Licensed Training Provider (LTP) Agreement. Your organization is responsible for the quality of training conducted by any instructor (as defined by the LTP Agreement). Your organization is also responsible for that individual's acts and omissions in connection with that training. If your organization, or any of your instructors, violates any requirement of this Guide, the Red Cross retains sole discretion to take whatever action toward your organization or its instructors that it deems appropriate. This may include but is not limited to temporary suspension of your right to conduct courses and upload course records into Red Cross learning management system; temporary suspension of instructors; termination of an instructor's right to deliver training, or termination of your organization's LTP Agreement.

### **Licensed Training Providers**

Licensed Training Providers ("LTP" or "Training Provider") are companies, organizations, or unincorporated sole proprietors licensed by the Red Cross to independently use Red Cross training materials, in the instruction of Red Cross training courses, based on an LTP Agreement with Red Cross. A Training Provider may choose to:

- Teach Red Cross courses "internally" to individuals within the LTP's company or organization.
- Teach Red Cross courses "externally" to outside companies, organizations, or individuals, either exclusively or in addition to internal training.

## **ABOUT THE RED CROSS**

Proceeds from Red Cross training support the lifesaving, charitable 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.

## 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 services.
- International relief and development. For more information, visit [redcross.org](https://www.redcross.org).

## CONDUCTING RED CROSS TRAINING PROGRAMS

### Maintaining Training Standards

Quality, consistency and standardized delivery of courses are the highest 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 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 quality training.

To meet the objectives of the courses and ensure standardized delivery, all instructors must strictly follow the course outlines and lesson plans included in the manual. Omitting content or skills is prohibited. Adaptation of the course outline is allowed when those sections are not built off of previously covered teaching skills or content. Examples where adaptation may be necessary include facility availability; specific instructor-to-participant ratios; equipment-to-participant ratios and the physical constraints or needs of a participant. Adaptation based on participant physical constraints or participant needs must follow the guidance in the *Inclusion Resource Guide* found on the Red Cross Learning Center. Adapting the training does not mean that instructors or instructor trainers can add to, delete or change content or the requirements for certification. Adding, deleting or changing content or the requirements for certification will result in corrective action.

### Training Provider Course and Price List

The *Training Provider Course and Price List* contains the courses available to Training Providers. This list of Product Packages includes course combinations and bundles for Training Providers and their students. When executing the LTP Agreement, each Training Provider selects the Product Package(s) with the courses they want to make available to their instructors.

The Red Cross publishes an annual price list that may include modest price adjustments, rather than larger increases that would more significantly impact our Training Providers.

The annual *Training Provider Course and Price List* can be found in the Red Cross Learning Center under Resources>Administrative Information. Advance notice of price changes is provided in accordance with the terms of the LTP Agreement.

To add Red Cross training courses to your *LTP Agreement*, contact your sales representative.

## Red Cross Training Programs

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

An Instructor Bulletin and key information on instructor certification requirements and course options, can be found on each program page of the Red Cross Learning Center ([www.redcrosslearningcenter.org](http://www.redcrosslearningcenter.org)) in the Course Materials page under the 'Classes' section.

Your *LTP Agreement* details the training program or programs that your organization is licensed to teach using Red Cross-certified instructors in good standing.

### 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; and 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 multiple formats: classroom (instructor-led), blended learning, virtual and online. The appropriate level of training is decided by the organization.

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.

Spanish versions of the instructor-led program are available.

These supplemental training modules and Skill Boosts can be added for additional training and certification:

- Bloodborne Pathogens Training
- Skill Boost: Asthma and Quick-Relief Medication Administration
- Skill Boost: Anaphylaxis and Epinephrine Auto-Injector Administration
- Skill Boost: Opioid Overdose and Naloxone Administration
- Skill Boost: Life-Threatening Bleeding and Tourniquet Application\*
- Skill Boost: Head, Neck, Muscle, Bone, Joint Injuries and Splinting\*

\* Additional instructor training and certification beyond First Aid/CPR/AED Instructor required to teach this Skill Boost. See Instructor Lifecycle> Bridging Resources in the Red Cross Learning Center for additional resources. Additional Skill Boosts may be offered from time to time.

## Responding to Emergencies: Comprehensive First Aid/CPR/AED

Responding to Emergencies (RTE) is an extended, comprehensive 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 an instructor-led format and features classroom lectures, videos, simulated emergency situations, discussion, and hands-on skills practice.

## Wilderness and Remote First Aid

The Wilderness and Remote First Aid program is designed to teach how to use first aid skills to help in emergency situations where help is delayed. The Wilderness and Remote First Aid program emphasizes experiential learning and major portions of the course are meant to be taught in outdoor settings. It is appropriate for 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 one hour away.

## 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 multiple formats: classroom, instructor-led, blended learning, and virtual.

## 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 formats: classroom (instructor-led) and blended learning, featuring adaptive learning functionality.

## 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 formats: classroom (instructor-led) and blended learning, featuring adaptive learning functionality.

## CPR/AED for Professional Rescuers

The CPR/AED for Professional Rescuers (CPRO) program trains individuals with a duty to act including lifeguards and other aquatic facility personnel to respond to breathing and cardiac emergencies in adults, children, and infants until more advanced medical personnel take over. The CPR/AED for Professional Rescuers program is available in two formats: classroom (instructor-led) and blended learning, featuring adaptive learning functionality.

## 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 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.

## 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 including 7 feet or more)
- Shallow Water Lifeguarding (for facilities with pool depths up to 5 feet, up to 6 feet, or up to 7 feet)
- Aquatic Attraction Lifeguarding (for facilities with aquatic attractions and pool depths less than or equal to 3 feet).

Lifeguarding courses are available in both classroom (instructor-led) and blended learning delivery types.

These supplemental training modules and Skill Boosts can be added to Lifeguarding courses to provide additional training and certification:

- Waterfront Skills
- Waterpark Skills
- Administering Emergency Oxygen\*
- Skill Boosts (see First Aid/CPR/AED for additional details) \*

\* Additional instructor training beyond Lifeguarding Instructor is required to teach this Skill Boost. See the course materials page on the Red Cross Learning Center for additional details.

## 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. The program covers the knowledge and skills needed for aquatic skill development in a logical progression. As participants develop these skills, they become safer and better swimmers.

The Swimming and Water Safety program includes basic level courses and presentations (e.g., Learn-to-Swim) and instructor courses including Water Safety Instructor™ and Basic Swim Instructor. The Swimming and Water Safety program is available in multiple formats: classroom (instructor-led), blended learning, and online. Delivery format varies by course.

## Safety Training for Swim Coaches

The American Red Cross Safety Training for Swim Coaches program was developed in association with USA Swimming to teach those involved in competitive swimming, including coaches, officials, athletic trainers and aquatic exercise trainers. The Safety Training for Swim Coaches program is available in two formats: blended learning and online (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. These leader-led program materials are available on the Red Cross Learning Center (for instructors) and on [redcross.org/whale-tales](https://redcross.org/whale-tales) for individuals without access to the Learning Center.

## Babysitter's Training

The purpose of the Babysitter's Training program is to provide 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.

The Babysitter's Training program is available in two formats: classroom (instructor-led) and online.

## RESOURCES FOR RED CROSS TRAINING PROVIDERS

Live demonstrations and overview sessions are regularly scheduled and hosted by the Implementation Team. To attend a session, contact your sales representative for registration instructions.

### The Red Cross Learning Center (RCLC)

The Red Cross Learning Center ([www.redcrosslearningcenter.org](http://www.redcrosslearningcenter.org)) supports the American Red Cross Training Services programs with the functionality to administer, track, report, and deliver training as well as maintain certification data. It is the learning management system (LMS) of the Red Cross and houses content used by students, instructors and third-party administrative provider contacts. Users will be able to access different resources and functionality based on their profile and roles (student, instructor, contract administrator).

Use the “Forgot Password” link on the Login page to reset or create a new password. Also see [Logging In for the First Time](#). Once logged in, launch the [Partner Portal Overview](#) or the [Instructor Portal Overview](#) for a brief orientation to the Learning Center.

### RCLC Access for Students, Instructors or Administrators:

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 Instructor Portal can be used to:

- Manage classes you are teaching.
- View and print student certificates for all classes reported.
- Access the Red Cross store to purchase materials and supplies.
- Access instructor resources and course materials, including instructor manuals, videos and course presentations.
- Participate in the Forum to network with other instructors.
- Read the latest news from Red Cross.
- Chat or submit a case to the Training Support Center.

The Partner Portal includes everything that the Instructor Portal has, plus the ability to:

- Set up, manage and report classes on behalf of affiliated instructors.
- Manage instructors.
- View and print lists of all students certified through the provider organization.
- Post and list classes to the public on the Red Cross website (RCO).

- Report summary numbers for Centennial Campaign (for participating organizations).
- Register as a Learn-To-Swim facility.
- Read the latest news from Red Cross.
- Chat or submit a case to the Training Support Center

If you or your instructors do not have the correct level of access, please contact the Training Support Center via chat, email or dial 1-800-RED-CROSS.

### Reporting and Setting Up Classes

There are a few ways to set up and report classes. Log in and access through the red buttons that appear on the right side of the homepage. Instructors will see Course Record Entry and Request Blended Class. Administrators will additionally see Request Online Class and List Class on RCO.

### Processing Instructor Led Classes

To process an Instructor-Led course that has already been completed and taught in-person, or to report the completion of a blended learning in-person session by a student who took an online session, use the option for [Course Record Entry](#).



### Setting Up and Delivering Blended Learning Courses

There are several ways to deliver Blended Learning courses.

- [Request Online Class](#): Account administrators receive a registration link after they set up the online portion of a course. Only students with access to the link will be able to register for the online portion. Administrations must determine how many seats are needed for the online portion at the time of set up and it must be set up prior to conducting the in-person skill session. The Administrator is able to see student completion status. Students must complete the online portion prior to the in-person skill session. After completing the in-person skill session, instructors or administrators report via course record entry.
- [Request Blended Class](#): In this method, set a specific number of online access vouchers. The learners will need to complete the online training by a set date and attend a skills session that is set up in advance in the Red Cross Learning Center. The Instructor will be able to see student's online completion and progress. Once the class is complete, instructors and administrators must report student evaluations and close the class for students to receive certificates. If a student does not attend the skill session, they will need to be re-enrolled in a new class. Note: The student's progress will reset if they enroll in a new blended learning class.

## Instructor & Instructor Trainer Updates, Recertification and Bridging

To view current instructor credentials, login to the Red Cross Learning Center and navigate to the “My Certification” tab in the top menu. To ensure all requirements for Recertification and Program Updates are met, navigate to the “Instructor Lifecycle” tab.

Instructor and IT bridging are expedited instructor and IT certification options that recognize an individual’s past certification and experience – either with the Red Cross or other national training organizations. Bridging allows for Red Cross certification without the need to attend a full instructor course. Most instructor and IT bridge courses are online and are free to eligible instructor or IT candidates.

Individuals who qualify for and complete an instructor or IT bridge will be granted the same instructor or IT certification as an individual who completed the full instructor course for the program. For additional information on bridging, including eligibility requirements, go to the “Instructor Lifecycle” tab and select “Bridging to Become an Instructor.”

## eNewsletters

The *iConnection* newsletter is a monthly email sent to Red Cross instructors and instructor trainers to help them deliver Red Cross training programs. *iConnection* articles cover 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 receive the *iConnection* newsletter, instructors and instructor trainers are required to maintain a current profile and email address in the Red Cross Learning Center.

We offer two additional monthly eNewsletters for customers:

- The Scan: Sent to all Red Cross aquatics customers who opt into receiving information from the Red Cross. This eNewsletter covers Lifeguarding and Learn-to-Swim programs as well features about lifesaving heroics, products to be used poolside and opportunities/events outside of a pool environment. To sign up, click [here](#).
- News & Resources: Sent to workplace and healthcare customers who opt in to receiving information from the Red Cross. This eNewsletter covers updates to course information for First Aid/CPR/AED and BLS/ALS/PALS, among other programs. It also features lifesaving heroics, a product-of-the-month, and events relevant to these customers such as trade shows. To sign up, click [here](#).

## 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](http://www.redcrosslearningcenter.org)) “Questions” page, by e-mail at [support@redcrosstraining.org](mailto:support@redcrosstraining.org), or by phone at 1-800-RED-CROSS.

The hours of operation for the TSC are:

Monday—Friday from 8:30 a.m. to 9 p.m. ET and Saturday from 8:30 a.m. to 5 p.m. ET

For a more in-depth overview and to ask questions live with our Onboarding Team, join one of the FREE orientations. Find a list of upcoming sessions and register on the homepage of RCLC in the Quick Actions & Links section.

## Red Cross Store

The Red Cross Store is an online store offering 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.

For more information, visit the Red Cross Store at [www.redcross.org/store](http://www.redcross.org/store) or link to it from the Red Cross Learning Center at [www.redcrosslearningcenter.org](http://www.redcrosslearningcenter.org).

## INSTRUCTORS AND INSTRUCTOR TRAINERS

### Instructor Certification

Certification occurs when a 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

Red Cross instructor courses are in a blended learning format featuring an online introduction to the instructor course and an in-person portion. Instructor courses train individuals to be able to teach the course(s) within a specific program. 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. Candidates must complete the online introduction before attending the first session of the in-person instructor course.

The in-person portion is led by a certified Red Cross Instructor Trainer (IT) in the specific program area. It

includes a pre-course skills assessment, a review of the training program and materials, and features one or more practice-teaching assignments. This allows instructor candidates the opportunity to practice the sections they will be teaching.

Individuals who successfully complete the instructor course 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](http://www.redcrosslearningcenter.org) (no login required).

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

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

## Instructor Trainers

Instructor Trainers are individuals certified to teach Red Cross instructor courses which certify new instructors. Similar to instructor requirements, in order for an instructor trainer (IT) to be able to teach instructor courses, the IT must:

- Successfully complete an instructor trainer course in each of the courses you wish to teach.
- Be affiliated with a Training Provider’s RCLC account—whether as an employee, volunteer, or independent contractor—with an active LTP Agreement with the Red Cross
- Agree to the Instructor Trainer Agreement.

## Instructor and Instructor Trainer (IT) Agreement

All Red Cross instructors and instructor trainers (IT) are required to review and agree to the [Instructor Agreement](#) as part of the certification and recertification process. It outlines an instructor’s obligations in the conduct of Red Cross courses. Certified instructors and ITs can access and view the *Instructor Agreement* on the Red Cross Learning Center.

## 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* can be found under Resources>Administrative Information in the Red Cross Learning Center.

## Instructor Trainer Academies

Instructor Trainer Academies are training courses where 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.

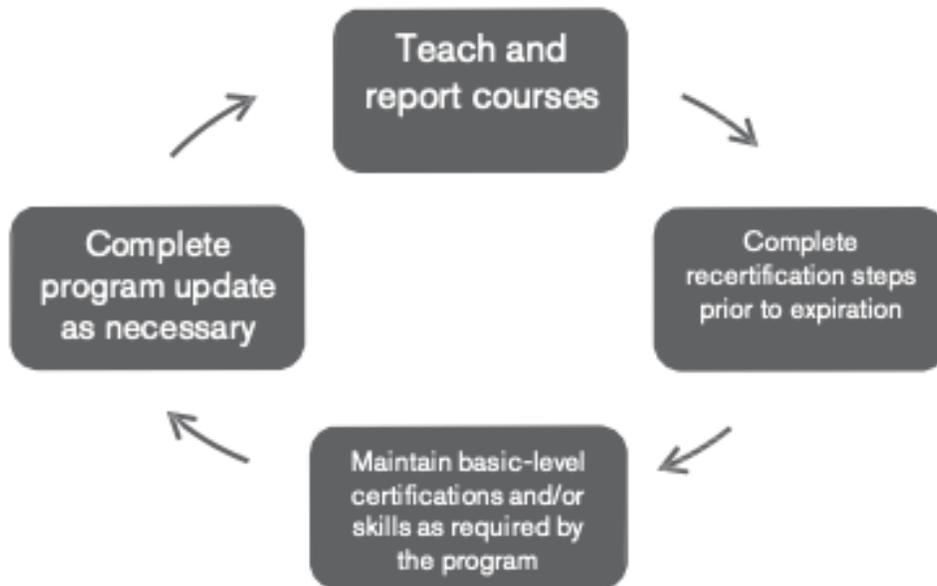
The nationwide IT Academy schedule and the specific requirements and process to apply to attend are available in the Instructor Lifecycle section on the Red Cross Learning Center.

The Red Cross is always interested in working 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. <https://www.redcrosslearningcenter.org/s/instructor-trainer-candidates>

## 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. It maintains this status by ensuring instructors and instructor trainers have 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 the integrity of Red Cross training programs and ensure compliance by Training Providers and instructors with all Red Cross training standards and requirements, including those set forth in the LTP Agreement, the Instructor Agreement, and this Guide.

Quality Assurance has the right to fully review and take remedial measures for any classes that do not meet Red Cross standards, whether as a response to a reported concern or as a proactive measure to ensure quality. Among other measures, Quality Assurance may permanently or temporarily suspend the right of instructors and Training Providers to conduct courses, and to upload course records into the Red Cross Learning Center. Quality Assurance may terminate an instructor's training certification when the Red Cross has lost confidence in that instructor's ability to deliver courses in conformity with our standards and requirements, including those set forth in the Instructor Agreement.

Training Providers and instructors have the duty to cooperate in any inquiry or investigation undertaken by Red Cross Quality Assurance. They have a duty to furnish accurate and timely information, and provide Quality Assurance timely access to facilities, personnel, and records that are relevant to training activities, all upon the Red Cross's request. Training Providers and instructors are forbidden to retaliate against any person who raises concerns with the Red Cross about the quality of training delivered by them.

Any Quality Assurance questions or concerns should be addressed to [qualityassurance@redcross.org](mailto:qualityassurance@redcross.org)

## AWARDS AND ALLIANCES

### 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 the Red Cross Learning Center Science page or at [www.redcross.org/science](http://www.redcross.org/science).

### 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](https://www.osha.gov/dcsp/alliances/red_cross/red_cross.html).

### Lifesaving Awards

The Red Cross Lifesaving Award program began in 1911. The Red Cross believes everyone that helps save a life should be recognized and therefore the current program includes several types of awards. Over the years, the continued focus on lifesaving has provided the platform to grow this program to include:

#### 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](http://www.LifesavingAwards.org).

## MARKETING & BRAND GUIDELINES

### American Red Cross Training Provider and Water Safety Instructor® Graphic Guidelines

We are pleased to offer Red Cross Training Providers the following graphics to use in your marketing materials:



### Graphic and Wordmark Usage

The Red Cross has established graphic standards and guidelines for the use of these Red Cross Training Provider and Water Safety Instructor® graphics which Red Cross Training Providers must comply with all instances.

Training Providers may create their own marketing assets to promote training offerings. These assets may use any of the approved Training Provider and Water Safety Instructor graphics. A clear space equal to the size of the red bar/stripe must surround the graphic in all directions.

The Red Cross may also 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.

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 preferred that the trademark symbol for any of the terms indicated below is used in a header or title/headline. If it is not possible to use in a header or title/headline, the trademark symbol should be used upon first use in the 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 and wordmarks may not be altered in any way.

Subject to the license terms in their *Licensed Training Provider Agreement*, the terms in this document, and additional terms provided by the Red Cross in association with the download of approved logos and other marketing materials (collectively, the “Terms”), Training Providers may obtain downloadable files with approved graphics and branded marketing materials to promote and advertise that they offer Red Cross courses.

## Usage – Approved

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

- 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.
- Brochures, flyers and promotional materials developed by Training Providers, using an approved Training Provider graphic, 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, in advance, by the Red Cross. Requests must be made via email sent to [trainingsvcsmkting@redcross.org](mailto:trainingsvcsmkting@redcross.org).

## Usage — Prior Written Approval Required

The following uses of the Red Cross name and logo and Training Provider graphics, Water Safety Instructor graphics and Water Safety Instructor wordmarks 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](http://redcrossstore.org) without prior written approval.

## Usage — Prohibited

The following uses of the Red Cross name and logo, the Training Provider graphics, the Water Safety Instructor graphics and Water Safety Instructor wordmarks are prohibited **in all instances** (Unauthorized Uses”):

- Altered versions of the Training Provider graphic or Water Safety Instructor graphics.
- 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 LTP Agreement.
- Use of the wordmarks “Water Safety Instructor” or “WSI” without use of the trademark symbol on first use in body copy.

- Use of the wordmarks “Water Safety Instructor” or “WSI” without their being preceded by the words “American Red Cross” or “Red Cross.”

The Red Cross **name** only as well as Water Safety Instructor or WSI wordmarks 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 Training Provider or 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 Both 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 or 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, copying, 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 *Licensed 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 *Licensed Training Provider Agreement*. Training providers and certified 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. This includes accessing online only training.

## **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 contracts 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 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> to browse our emergency and first aid products

## Red Cross Mobile Apps

Put expert advice in the hands of employees, instructors and individuals with the Red Cross suite of free mobile apps. These apps can be downloaded from iTunes or Google Play.

### First Aid App

Simple step-by-step instructions guide you through everyday first aid scenarios. The app is fully integrated with 9-1-1 and can call EMS at any time. Videos and animations make learning first aid fun and easy. The content is preloaded, giving you instant access to safety information at any time, even without reception or an Internet connection. View app user and lifesaving award stories, find a hospital near you, and easily find and sign up for a training class. You can even login to view digital certificates and receive reminders to certify (if you took a blended learning or online course on the Red Cross Learning Center). Ahora disponible en español. Download from iTunes or Google Play or text “GETFIRST” to 90999.

### Pet First Aid App

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. With videos, interactive quizzes, and simple step-by-step advice it’s never been easier to know Pet First Aid. Respond to pet emergencies with size specific CPR techniques and locate your nearest emergency vet hospital or pet-friendly hotels. You can customize multiple pet profiles and set veterinary appointments. Interactive quizzes allow you to earn badges that you can share with your friends. Download from iTunes or Google Play or text “GETPET” to 90999.

### Blood App

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 App

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 App

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.

## Swim App

The Swim app helps the entire family by focusing on water competency which involves a combination of being water smart, having water safety and survival skills, and knowing what to do in a water emergency. This app teaches users the layers of protection to prevent drowning and about risks around water at home, in lakes, rivers and oceans, as well as in risky situations. You can learn water safety and drowning prevention through videos and quizzes, learn how to choose a quality swim lesson program, track water skills your young swimmer completes, and share badges when mastering knowledge and/or skills. Download from iTunes or Google Play or text "SWIM" to 90999.