



Centennial Campaign Connector Call

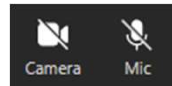
September 25, 2025

Housekeeping

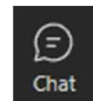
Session will be recorded.



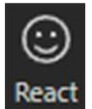
All participants cameras and mic are disabled.



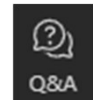
This is an interactive session. Presenters will ask for feedback during the session. Drop your answers in the chat box. Click the Text icon to access the chat.



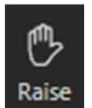
Throughout the presentation we encourage you to use the React icon as part of the engagement.



Questions can be asked using the Q&A feature. To submit a question, click on the Q&A icon.



- Q&A is private and only moderators will see the questions submitted.
- At the end of the session if you would like to ask a live question, please utilize the Raise Hand icon. When called upon you may ask your questions.



Closed Captioning is available. Click on More Actions "...". Select Turn on Live Captions.

AGENDA

Welcome

Special Guests

- Jill Fellure

Mission CPR

Mission CPR Spotlight

- City of Bakersfield

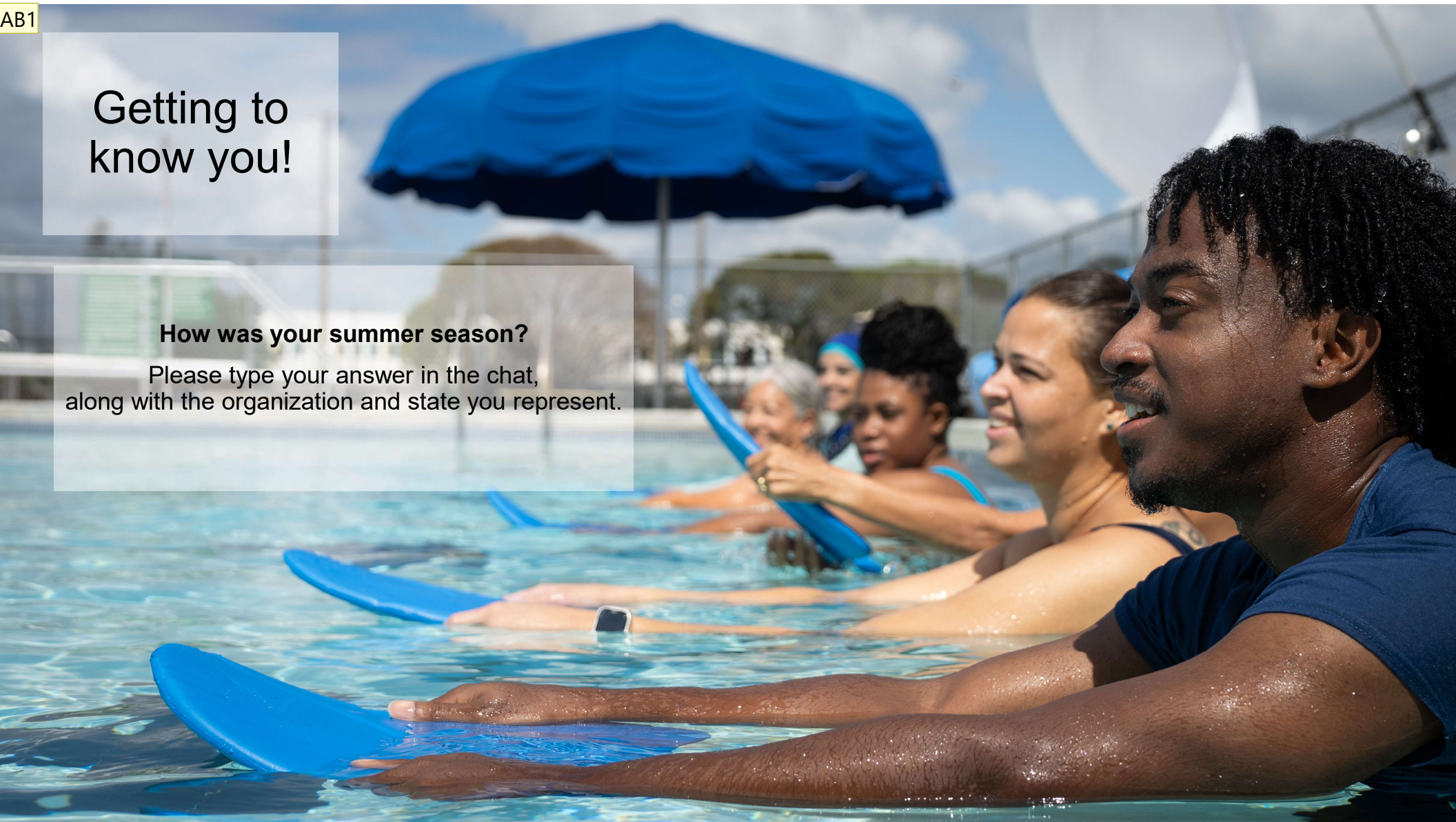
Additional Support for Providers

Q&A

Getting to
know you!

How was your summer season?

Please type your answer in the chat,
along with the organization and state you represent.



Slide 4

AB1

Could we ask a more precise question here? Maybe "Name your biggest win from this past summer" or "Share something new you did this summer and how it went"

Bueling, Adam, 2025-09-24T22:06:40.255

Welcome

Rockville, Maryland

Rialto, California

Columbus, Ohio



September Reporting Challenge

Thank You for Being a Vital Part of the Centennial Campaign!

Please enjoy this small token of appreciation for your commitment to building a culture of water safety in communities where it's needed most.

Your team's efforts—which include delivering programs that are accessible and affordable, as well as handling the behind-the-scenes work like reporting and invoicing—are essential to the success of our shared mission.

We're proud to stand beside you and support the difference you're making.

Thank you for all you do!



LET'S HEAR FROM YOU!

Have you used the Lifeguard Virtual Reality program?

If so, would you be interested in being
part of a beta test group?

If not, what is keeping you from using the training?

Please reply in the chat.



American Red Cross





Special Guest

Instructor Trainer Applications

Jill Fellure

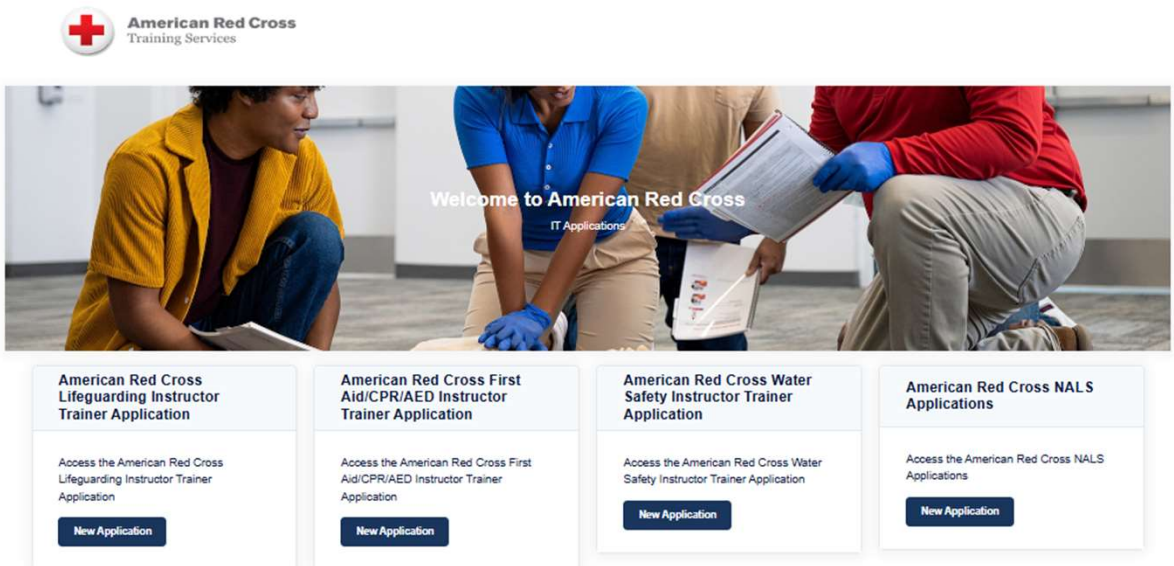
Educator and Development Specialist

Training Operations

General Information

- Application Types
 - Healthcare (NALS)
 - Lifeguarding
 - Water Safety
 - Workplace

[Application Link](#)



American Red Cross
Training Services

Process

- Individual is interested in applying for an academy
 - Review the specific academy requirements and checklist
 - Prepare all required documentation
 - Be sure your teaching history in RCLC is up to date
- Apply to become an Instructor Trainer by filling out the application
 - Application will be reviewed, and communication will be sent if application is missing or lacking requirements.
 - Please plan for up to 2 weeks for the application review process to be completed.
 - Applicant has 30 days to update application.
 - After 30 days, application will be denied.
- If approved, applicant will receive an approval email with information to how to register and prepare for the Academy.
- Applicant reviews IT Academy Schedule (academy registration closes 4 weeks out from academy)
 - Applicant will need to call the Training Support Center to register.



FAQ's

- Where do I find information?
 - Red Cross Learning Center
 - Instructor Lifecycle
 - Instructor Trainer Candidates Page
- What are the costs?

Package Level	2025 Estimated Enrollees	WSIT Academy Seat
Bronze 1	0 – 75	n/a
Bronze 2	76 – 500	1
Silver	501 – 999	2
Gold	1,000 plus	3



Mission CPR





LET'S HEAR FROM YOU!

Are you offering CPR training?

**If not, what barriers do you face
and what support would you need
to tackle this challenge?**

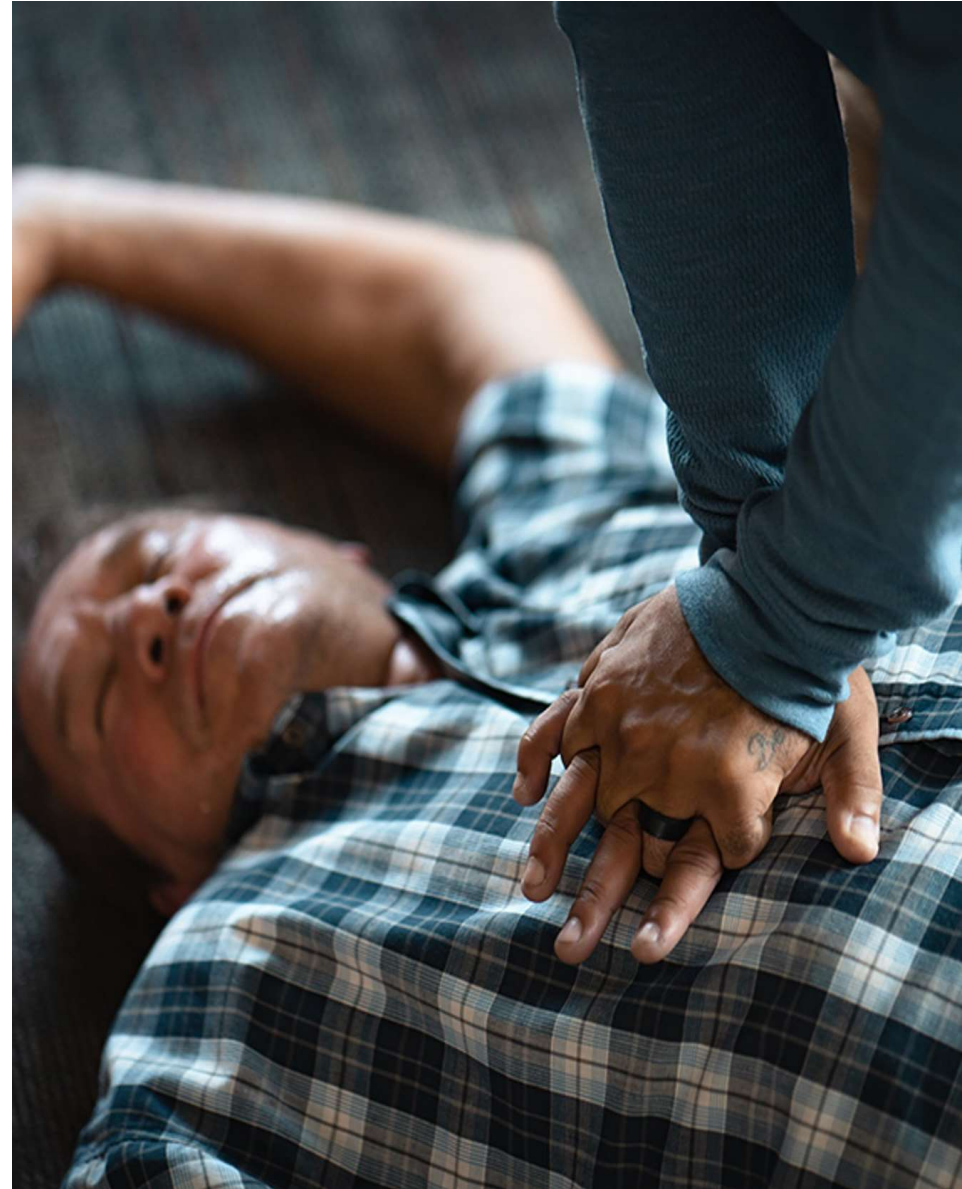
Please type your answer in the chat.

Our Why for Mission CPR

Survival rates for out-of-hospital cardiac arrest (OHCA) can vary significantly between different communities and regions

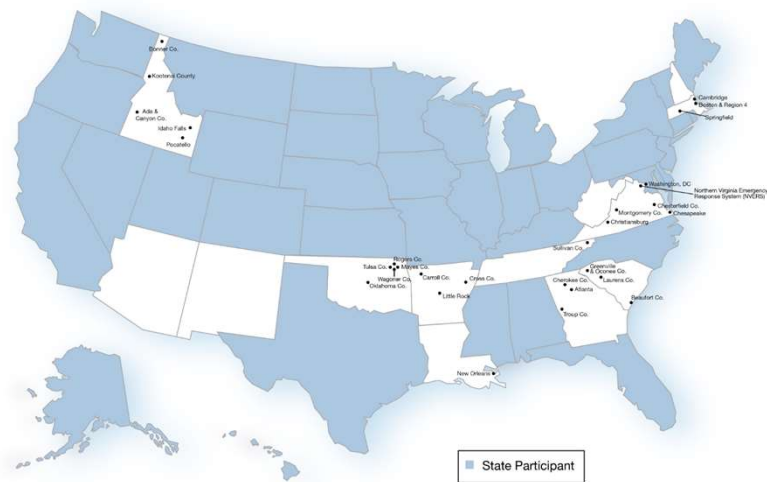
- Disparities exist in bystander CPR response which impacts OHCA survival
- Bystander CPR can significantly improve survival rates

There is an urgent need to address disparities in bystander CPR response and OHCA outcomes across various demographic, socioeconomic and geographic groups



Cardiac Arrest Registry to Enhance Survival (CARES)

2024 Annual Report Metrics

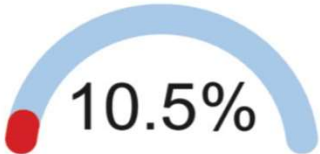


137,119

NON-TRAUMATIC, WORKED OHCA CASES
WERE REPORTED TO CARES IN 2024.

CARES 2024 dataset represents more than 174 million of the U.S. population, including 37 statewide registries and 43 community sites. More than 2,600 EMS agencies and over 2,200 hospitals participate nationwide.

41.7% OF PATIENTS RECEIVED BYSTANDER CPR

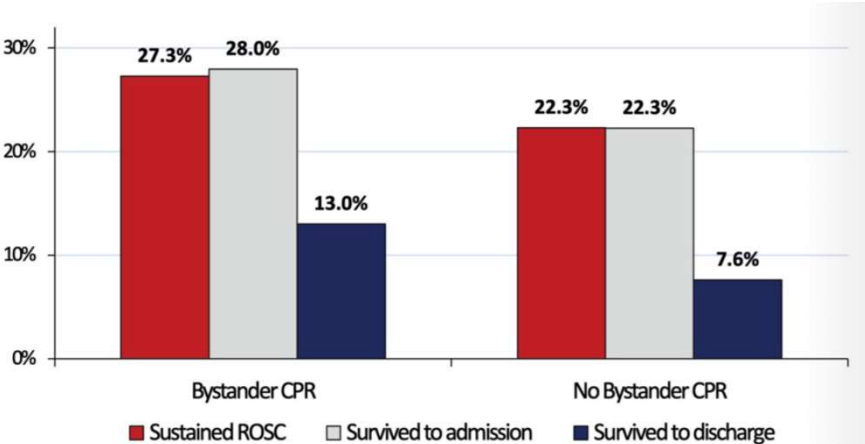
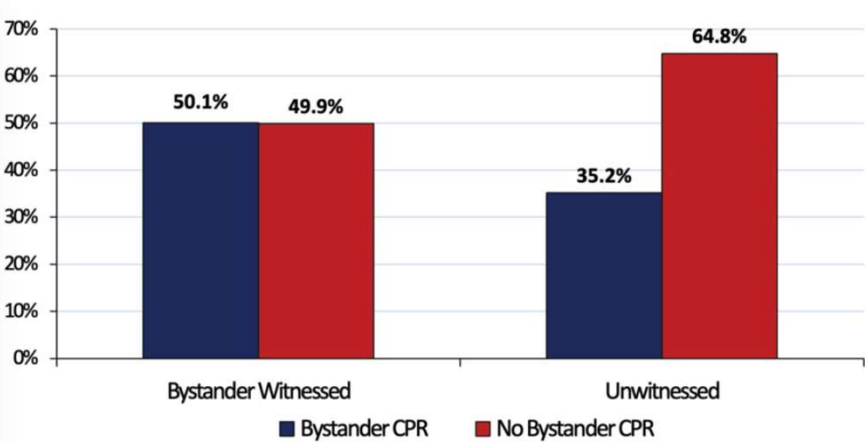


OF PATIENTS SURVIVED TO HOSPITAL DISCHARGE



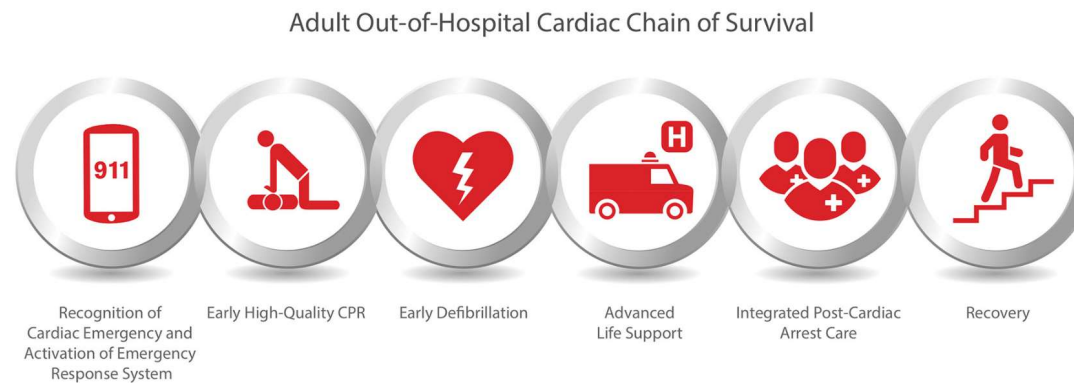
Cardiac Arrest Registry to Enhance Survival (CARES)

2024 Annual Report Metrics – Bystander CPR



CARES PRIME

Program for Resuscitation Improvement, Modernization and Expansion

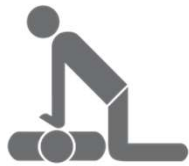


This multi-organization team aims to increase cardiac arrest survival rates through data-driven insights, community training, and quality improvement



Increasing Out-of-Hospital Cardiac Arrest Survival

Mission CPR Goals



Increasing access to
bystander CPR
training



Raising awareness on
the importance of
bystander CPR



Increasing
telecommunicator-
assisted CPR use in
EMS dispatch centers

Engaging in Mission CPR



Increasing Access to Bystander CPR Training

Hands-only CPR Course

- **FREE**
- **Length:** 30-minutes
- **Purpose:** Teach untrained bystanders how to perform hands-only CPR
- **Who can teach it:**
 - Currently certified American Red Cross instructors in:
 - First aid/CPR/AED, Lifeguarding, Emergency Medical Response, CPR/AED for Professional Rescuers, Basic Life Support for Healthcare Providers
 - Certified hands-only CPR presenters



redcross.org/store

Increasing Access to Bystander CPR Training

Hands-Only CPR Presenter Training – 1 hour (in-person and virtual options)

- **FREE**
- **Purpose:** To prepare individuals (presenter candidates) who are not American Red Cross certified CPR instructors to lead the American Red Cross Hands-Only CPR course in their communities
- **Prerequisite:** Presenter candidates must be at least 16 years of age to participate in this course
- **Who can teach it:**
 - Currently certified American Red Cross instructors in:
 - First Aid/CPR/AED, Lifeguarding, Emergency Medical Response, CPR/AED for Professional Rescuers, Basic Life Support for Healthcare Providers

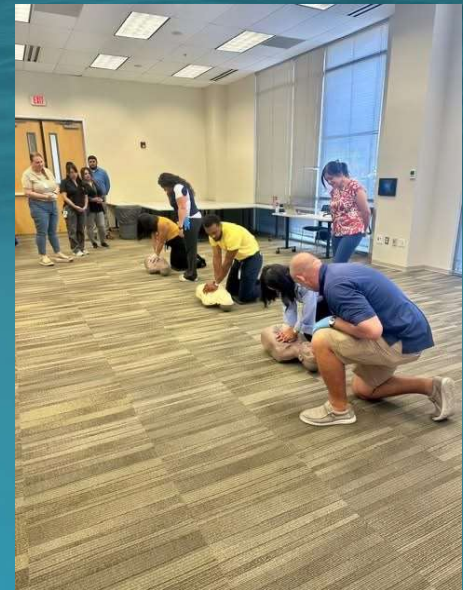
Who is Engaged in Mission CPR

Mission CPR Providers

- City of Bakersfield
- City of Des Moines
- City of El Centro
- City of Orlando
- City of Reno
- City of San Bernardino
- City of San Diego
- Cincinnati Recreation Commission
- County of Hawaii
- Indian River County
- The Salvation Army Ray and Joan Kroc Corps Community Center – South Bend

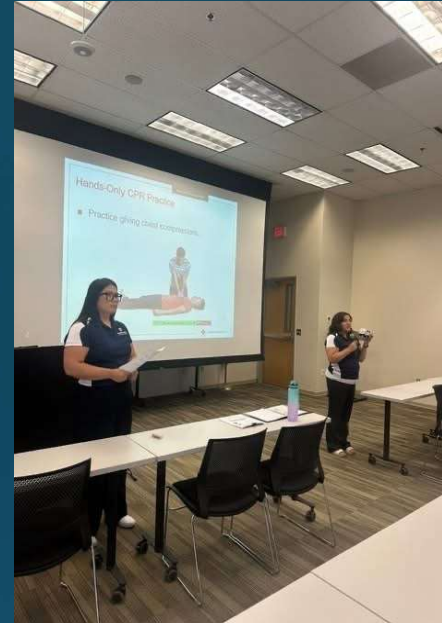
City of Bakersfield

Mission CPR

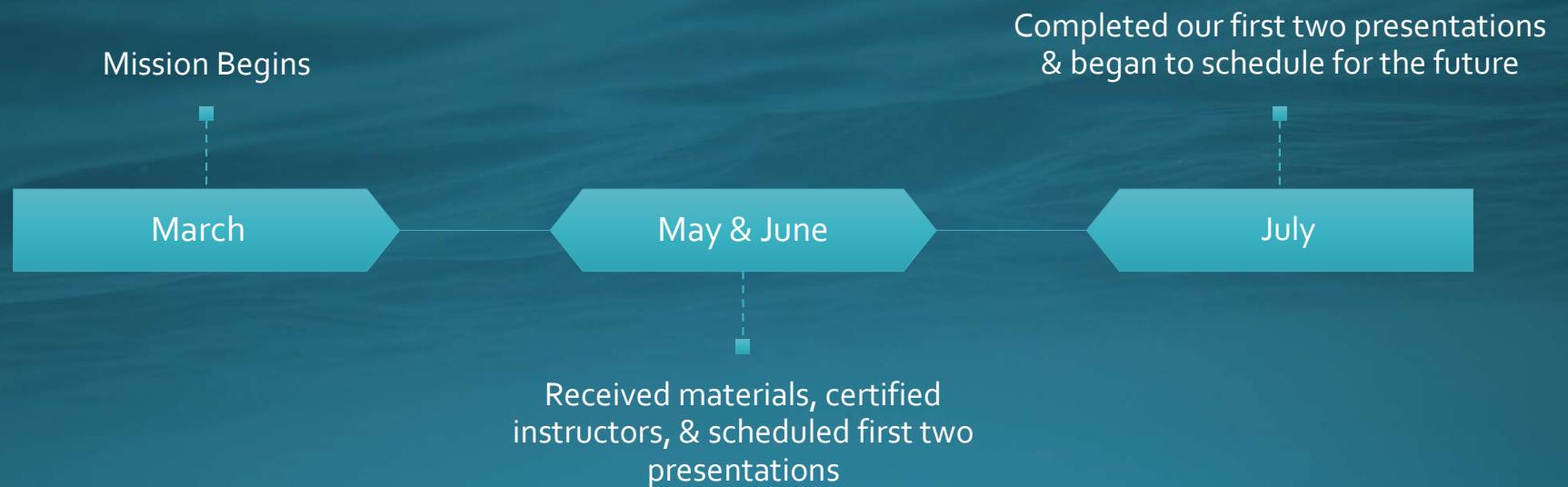


Presentations

- Kern County Network for Children - hybrid
- McMurtrey Aquatic Center Family Fun Night – in person
- Kern County Network for Children (Staff & in person)
- Bakersfield Police Volunteer Group – in person



Mission Development



How Will You Choose to Engage in Mission CPR?



Train non-instructor staff as hands-only CPR presenters



Offer free hands-only CPR courses



Schedule a virtual hands-only CPR presenter training session

Engaging in Mission CPR



Join Us!

Adriana.Higuera@redcross.org



Additional Resources to Help Support Your Programs

American Red Cross

 **100+ YEARS**
OF WATER SAFETY

Learn to Swim/Safety Outreach



American Red Cross

Search...

SEARCH

STEPHANI...

HOME

CLASSES ▾

RESOURCES ▾

INSTRUCTOR LIFECYCLE ▾

FORUM

MY CERTIFICATIONS

NEWS

QUESTIONS?

My Learn to S

0 items • Sorted by Class ID • Fil

swim/safety outreach • Updated

Class ID ↑

ADMINISTRATIVE INFORMATION

HOW-TO INFORMATION & VIDEOS

ABOUT THE SCIENCE

ACCOUNT AFFILIATION

ADD/REMOVE INSTRUCTOR(S)

MANAGE INSTRUCTORS

RED CROSS STORE TRAINING SUPPLIES

STUDENT DETAIL TEMPLATES

LEARN TO SWIM/ SAFETY OUTREACH

BABYSITTER'S TRAINING

SALES TAX EXEMPTION REQUEST

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Record Type ▾

Organiza

Get Help

• Document: How to Register as a Learn-To-Swim Facility

RECORD SAFETY OUTREACH / REGISTRA

DEVULGACIÓN DE LA SEGURIDAD

LEARN TO SWIM FACILITY REGISTRATION

To report teaching activity for swim lessons, go to the home page and enter through Course Record Entry.

Q&A Time!

American Red Cross



Thanks!

We appreciate working with you all so very much
in this important and impactful work.