



**American Red Cross**  
Training Services

# Prepare for the 2023 aquatic season with the **American Red Cross**

The American Red Cross has been the gold standard in lifesaving aquatic science, instruction and certification for over 100 years. Our passion is building confidence in water, for life.

We know this season has been challenging but we are here to help ensure that your community stays safe in and around water—all year round. As you wind down this season and prepare for the next, we recommend you:

- Debrief on lessons learned and implement new **best-in-class strategies**
- Examine facility performance and conduct an **annual operations assessment**
- Retain skilled staff by offering **advanced training opportunities** in the off-season
- Recruit new staff with **training** and other incentives now

Contact us today at [redcross.org/training](https://redcross.org/training)

**2.5M**  
INDIVIDUALS  
TRAINED ANNUALLY



**SWIM APP**  
SWIM APP FOR  
USEFUL SAFETY TIPS

 **100+ YEARS**  
OF WATER SAFETY

**FREE**

CENTENNIAL/WATER SAFETY/ DROWNING  
PREVENTION EDUCATION RESOURCES  
[redcross.org/watersafety](https://redcross.org/watersafety)

**300K**  
LIFEGUARDS  
TRAINED ANNUALLY

**15K**  
AQUATIC  
TRAINED PROVIDERS



**WHALE TALES**  
LONGFELLOW'S WHALE TALES  
WATER SMART PROGRAM

**CLICK HERE TO LEARN MORE**