

Preparedness, Health and Safety Services

The American Red Cross

Terry Roe, Red Cross Representative



Agenda

- Overview American Red Cross
- Workplace Safety and Community Safety Training Programs
- Complete Program of Support



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.

Our Services

Down the street. Across the country. Around the world.™

- Disaster Relief
- Biomedical Services
- Preparedness, Health & Safety Services
- International Services
- Service to Armed Forces



Our Work Impacts Lives Every Day

Every

60 seconds

25

people are assisted
by the American
Red Cross.



300,000

times a day a child
receives a measles
vaccination from the Red
Cross and
our partners.



200

times a day Red Cross
volunteers help a family
affected by a house fire
or disaster.



32,877

times a day a person
receives lifesaving Red
Cross health, safety and
preparedness training.



380

times a day we
connect armed
forces members
with their families.



Preparedness, Health and Safety Training

The Premier Choice for Employee Training and
Corporate Preparedness



Your Workforce Can Be Better Prepared to Handle Emergencies

- Training in First Aid, CPR, and AED use, all OSHA-compliant
- Corporate preparedness, with the Red Cross Ready Rating™ Program, First Aid emergency drills, and more
- Flexible, customizable formats
- First Aid products, AEDs, maintenance programs, and more
- Mobile emergency apps for free download to smart phones and tablets



Why Choose the Red Cross?

- **OSHA.** Complete range of high-quality, OSHA-compliant training programs
- **Track record of success.** The country's premier supplier of First Aid/CPR/AED training
- **Flexibility.** You can design the perfect program to fit your company

Why Choose the Red Cross?

Our products and training are guided by the American Red Cross Scientific Advisory Council

- Panel of over 50 nationally recognized experts in public health and emergency response
- Ensures that what we provide aligns with the latest **evidence-based** scientific and medical knowledge



**American
Red Cross**

Scientific
Advisory Council

Why Choose the Red Cross?

New digital certification technology means your students get next day proof of certification

- Every student has anytime-access to his/her training history
- Print, share and save certification cards
- Unique ID on each certification offers ability to verify validity



Why Choose the Red Cross?

Full training support is just a click away with the Red Cross Learning Center

- Manage courses, students and instructors
- Course record automation
- Schedule classes
- Get online proof of certification
- Digital certification cards
- Check instructor credentials



Why Choose the Red Cross?

- **One-stop solution.** A single contact point for your entire program.
- **Nationwide.** Consistent, excellent training quality across all your locations.
- **Local.** We are where you are, all over the country.



America's Choice for Safety Training



BEACON CAPITAL
PARTNERS

BNSF
RAILWAY

Cal

conEdison

cejka
search

EXPRESS SCRIPTS*

GAP

Girl Scouts®

GRAINGER
FOR THE ONES WHO GET IT DONE

iMC
Smart People. Smarter Solutions.



MONSANTO

Pacific Gas and
Electric Company*



Rolls-Royce

Sam's
CLUB

SeaWorld
ADVENTURE PARKS

SFUSD

SNYDER'S
LANCE
fresh

SUNOCO

SUNTRUST

The
WALT DISNEY
Company

Washington
University in St. Louis

YAHOO!

Employee Training

First Aid/CPR/AED Training

- The country's premier provider of OSHA-compliant First Aid/CPR/AED employee training
- Full 2-year certifications for your employees, with digital certificates to track employee training
- Three delivery methods—contracted, community class or Train the Trainer
- Easy-to-use resource website for employee-instructors



Design Exactly What You Need

You Can Tailor OSHA-Compliant Programs to Fit Your Company's Needs

Plenty of program flexibility with:

- Outstanding in-person and combination of in-person and online classes
- Broad selection of customizable courses
- Add additional components such as: asthma inhaler, epinephrine injector, blood borne pathogens, oxygen administration and more.

A Broad Selection of Training Options

We come to you with
**instructor-led,
hands-on
training**



**We train your
employees**

and they provide training at
your facility



You get that same instructor-led,
hands-on training at your nearest



Red Cross office

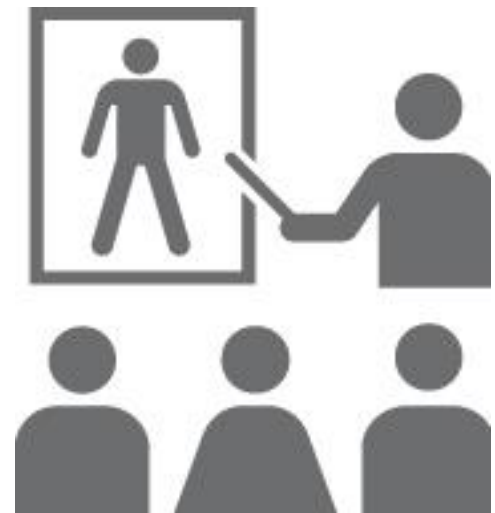
A blend of part online and part
in-person, an ideal option for
employees with

**limited
time
availability**



Instructor-Led Classes at Your Facility

- We bring the Red Cross to you
- Featuring professional instruction, with high quality training materials and supplies
- Courses held
 - At your facility
 - At your designated time



Train-the-Trainer Option

- We can train your staff to teach high-quality, Red Cross-certified training to your employees
- Instructor-led classes at your facility
- This option offers a great measure of flexibility and control
- Develop better trainers for your company
- \$250 includes instructional materials



American Red Cross

Instructor Courses Summer/Fall 2015

Start Date	End Date	Session	City
8-10	8-14	8.30-3.00	Madison
8-14	8-15	5.30p-8.30p & 8.30-5.30	La Crosse
8-17	8-21	8.30-3.00	Appleton
8-18	8-20	8.30-3.00	Milwaukee
8-29	8-30	8.30-3.00	Pewaukee
9-1	9-3	8.30-3.00	Milwaukee
9-11	9-18	8.30-3.00	Madison
9-14	9-16	8.30-3.00	Milwaukee
9-21	9-25	8.30-3.00	Madison

Community Courses at the Red Cross

- This option provides seats in community courses for your employees
- Great for small businesses or those times when only a few employees need to be trained
- Online BBP option for off certification year
- www.redcross.org “take a class”



Combine Online Learning with In-Person Skills-Assessment

- An efficient use of time
- Convenient
- Ideal for employees requiring OSHA certification whose time or availability for in-person training is limited



Keep Your Skills Sharp with Free Digital Refreshers

According to a research review conducted by the American Red Cross Scientific Advisory Council, CPR skill retention begins to decline within a few months after a participant is trained and progressively decreases for about a year.

- 3-month refreshers sent automatically
- Digital refreshers include:
 - Interactive quizzes
 - Games and videos
 - Learning activities





First Aid Team Exercises

First Aid Team Exercises include simulated, medical emergencies at your workplace to develop your responder teams' performance.

Drills a businesses' end-to-end ability to respond to a medical emergency, which includes first aid training, communication systems and equipment access.

Options for team challenges

Time frame 2-3 hours



New Basic Life Support

Professional-Level Training for individuals with a duty to respond

- Customizable to local protocols/medical direction
- Concise learner-centered course design emphasizes hands-on skills and learning application
- Instructor-led and *blended learning* training options are available
- Easy-to-use instructor resources, including a comprehensive manual, multimedia course presentation, handbook, skill posters and DVD or video segments that can be streamed
- Choice of free digital or affordable print course materials

OSHA 10 and 30 Hour Training

General industry or construction

Online or instructor lead training



- The 10 hour program provides a broad overview of the role OSHA plays in the workplace and their roles and responsibilities regarding safety. (Available in Spanish, also)



- The 30 hour supervisor program provides more in-depth coverage of hazard recognition, abatement and prevention as well as worker rights.

Safety Training to Prevent, Prepare for and Respond to Emergencies for all ages

- Schools Programs (many are free)
- Babysitter's training
- Aquatics Training including Learn to Swim, Lifeguarding, and Pools Management for the professional and for *home safety*
- Wilderness and Remote first Aid
- Nurse Assistant Training
- CBRF training (care for conscious choking + first aid)
- Citizen CPR
- Free online refresher training and curriculum materials

A Complete Program of Support

- Training
- Products
- Mobile apps
- Workplace safety

The Need for CPR and AEDs Is Real

Automatic External Defibrillators Save Lives

- Sudden Cardiac Arrest (SCA) takes more American lives than breast cancer, prostate cancer, house fires, firearms, traffic accidents, and AIDS *combined*
- SCA can happen to anyone, anytime, and at any age
- An ambulance takes on average 8 to 12 minutes to arrive after a 911 call
- Survival rate drops 10% for every minute defibrillation is delayed
- 50,000 lives could be saved in the U.S. each year with training and access to AEDs



Red Cross AED Program

Automatic External Defibrillators Save Lives

Put a complete, lifesaving AED program in your facility with:

- Free AED demonstrations
- On-site analysis, placement assistance
- Flexible purchase options, including 3 different brands and multiple models
- AED employee training with free refreshers
- AED accessories and service



Partnership With Leading AED Manufacturers

The American Red Cross Partnership affords you a choice of AED units that best fit your needs
Quality products with national pricing and packages, on Philips, Physio Control and Zoll AEDs
AED demonstrations, of multiple manufacturers models, and orientation with AED purchase.

The ZOLL logo consists of the word "ZOLL" in a bold, blue, sans-serif font, followed by a registered trademark symbol (®).The PHILIPS logo is the word "PHILIPS" in a bold, blue, sans-serif font.

Comprehensive AED Program

Program Management, Service and Maintenance, and Medical Direction

Benefits Include:

- Real-time status updates across all unit types/multiple locations
- Employee certification tracking
- Software update alerts
- Direct manufacturer support

Corporate Preparedness

Red Cross Ready Rating Program®

- Free, web-based membership program
- 1-2-3 Assessment for possible threats and impacts
- Next-steps report includes recommendations

First Aid Emergency Drill and Disaster Preparedness

- Tests ability to respond to medical emergencies
- Also includes Fire, Flood, Hurricane, Tornado, Active Shooter and more
- Increases first responders' confidence to provide care
- Derives the full value of your First Aid/CPR investment



Help Is in Your Hands: Red Cross Mobile Apps

- Immediately alerts your workforce about dangerous weather or other emergencies, with clear instructions and updates
- Free mobile apps for tablets, iPhones and Androids
- Available whenever and wherever you need them



Earthquake



First Aid



Hurricane



Tornado



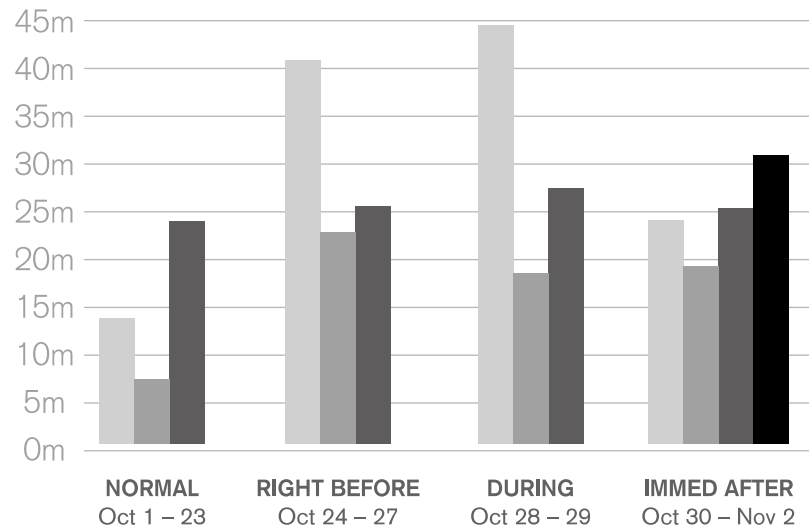
Wildfires



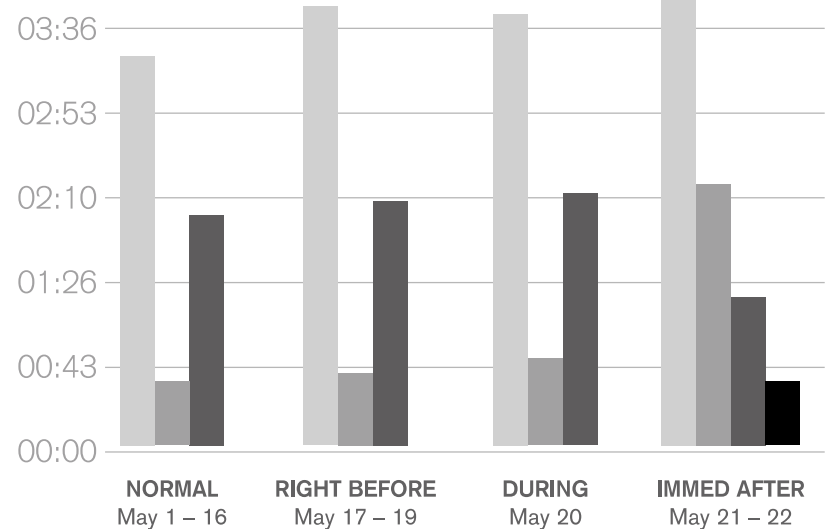
- Over 3.25 million downloads in 1 year
- Average user rating 4.5 out of 5 stars on both platforms

Apps Enable Real-Time Usage Tracking

Superstorm Sandy



Oklahoma Tornado



- PREPARE
- SHELTERS
- ALERT MANAGEMENT
- RECOVERY

Apps – A Solution People Use

Superstorm Sandy

- #1 free weather app
- 400K new downloads
- 9M mobile page views
- 6M weather alerts
- 35M social

Oklahoma Tornado

- #1 free weather app
- 167K new downloads
- 4M mobile page views
- 2.6M weather alerts
- 1M social

Red Cross Products for Emergencies, Large *and* Small

- What employees need to handle emergencies, from First Aid cabinets and supplies to AEDs and more
- Compliant with both OSHA and ANSI standards
- Guaranteed to *stay* compliant, with the SmartTab ezRefill System
- Available online 24/7/365 from our Red Cross First Aid Store
- www.redcrossstore.org



The Choice You Can Depend On

- Country's premier provider of OSHA-compliant training
- Flexible programs to fit your company's needs
- Corporate preparedness
- Safety and preparedness products with guaranteed compliance
- Mobile apps for instant workforce alerts and guidance
- Ease of doing business
- National – *and* local



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