



**American  
Red Cross**



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Health and  
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## Authorized Providers

Welcome to the American Red Cross, and thank you for being part of our mission of emergency prevention and preparedness. We'd like to congratulate you on your commitment to building a healthier, safer community by becoming an American Red Cross authorized provider and helping us reach even more people with lifesaving training.

As an American Red Cross authorized provider, you are leveraging more than 90 years of lifesaving expertise and a brand that is trusted and recognized as being the premier health and safety training organization. Red Cross training materials incorporate the most current standards of care that meet OSHA Guidelines for First Aid and the Emergency Cardiovascular Care Guidelines. And because Red Cross training is standardized and recognized by national, state and local authorities, proof and validity of training can easily be provided to regulatory agencies.

Your local American Red Cross chapter is committed to providing you with the highest level of customer service. Technical and programmatic support is just a phone call away, and marketing materials are available at little or no cost so that you can promote your training programs. Your local chapter also provides administrative support, including issuing course certificates and maintaining instructor and student records, so that you can focus on what's most important—providing lifesaving training. If you have any questions, please be sure to contact your local Red Cross chapter.

The following resources provide your organization with the basic information it needs to serve as an American Red Cross authorized provider:

- [The Role of the Red Cross Authorized Provider](#)
- [Program Support](#)
- [Supplies and Equipment](#)
- [Promoting Red Cross courses](#)

Marketing information and promotional materials are also available to authorized providers in the following program areas:

- If you're promoting aquatic programs to your community, [click here](#).
- If you're promoting Babysitter's Training to your community, [click here](#).
- If you're promoting First Aid, CPR and AED programs to your community, [click here](#).
- If you're providing health and safety training to your own employees, [click here](#).

### E-Sheets

E-marketing can help you promote training at a fraction of the cost of standard mail. E-sheets are short, simple, electronic flyers that can be sent to potential or current customers via e-mail. Because they are MS Word documents, e-sheets can be customized with your organization's contact information. They can also be printed and used in direct mail campaigns. To download e-sheets, click on one of the links below:

- [Babysitter's Training E-Sheet](#)
- [Choking Save E-Sheet](#)
- [Family Caregiving Authorized Provider E-sheet](#)
- [Lifeguard Recruitment E-Sheet](#)

If you are an authorized provider training your own employees, e-sheets can also be sent to your employees via e-mail to encourage them to enroll in an upcoming first aid and CPR course that your company is hosting. Because they are MS-Word documents, these e-sheets can be customized with the date and time of the training.

- [First Aid/CPR E-Sheet \(office setting\)](#)
- [First Aid/CPR/AED E-Sheet \(office setting\)](#)
- [First Aid/CPR E-Sheet \(warehouse setting\)](#)
- [First Aid/CPR/AED E-Sheet \(warehouse setting\)](#)

**For Authorized Providers:**

- **Responses to your [Frequently Asked Questions](#)**
- **Forms** (many forms are available on the American Red Cross Instructor's Corner at [www.redcross.org/instructorscorner](http://www.redcross.org/instructorscorner))