

The American Red Cross and Water Safety Education

Every year, through more than 700 local chapters, the American Red Cross trains over 250,000 lifeguards and teaches more than 3 million people of all ages how to be safe in aquatic environments. Through instructor-led programs such as Lifeguarding and Swimming and Water Safety, community outreach initiatives such as Longfellow's WHALE Tales, and instructive print products, the American Red Cross serves as an educational leader and informational resource for communities, workplaces and households nation-wide. With reach in every state and territory of the United States, the American Red Cross endeavors to educate both the coastal and non-coastal public about rip currents and what they can do to stay safe when visiting the beach.