

Centennial Connection



American Red Cross



Openers

We hope your summer is going well. It's awesome to see that so many children and adults are gaining the life skills of water safety and swimming because of your work. A huge thank you goes to those of you who are reporting your Centennial-related course activity in a timely way! We are honored to contribute to this vital work, ensuring those in need have access to lifesaving programs.

We've been made aware of numerous special water safety events that Centennial providers have hosted throughout the nation, and we're delighted to have been a part of several. It's truly inspiring for us to support these activities and witness their positive impact. We're particularly thrilled that many of these events are built upon the new Longfellow's WHALE Tales Water Safety for Children! If you've received media coverage or posted on social media about your events, please share this with us! We'd love to share your successes and best practices with others.

Welcome to Our New(er) Centennial Campaign Programs

The expansion to 100 Centennial Campaign programs continues. This includes the renewal of existing programs. Whether a new program or continuing, we're glad you're part of the campaign!

- City of Portland Recreation, Maine
- Tukwila Pool Metropolitan Park District, Washington
- Tulsa Dream Center, Oklahoma

Operations

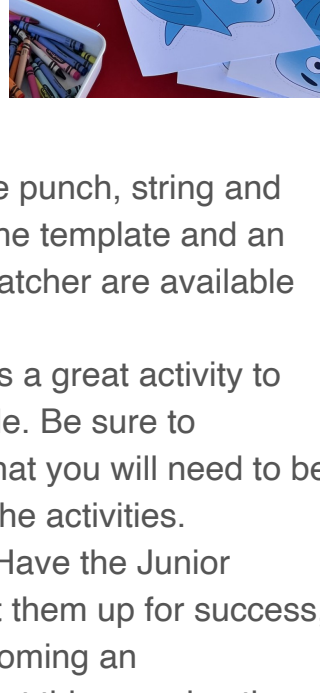
Report WHALE Tales using the Drowning Prevention/Water Safety Outreach on RCLC

Great job to **Lake Havasu City** and **College of the Florida Keys** for inputting their WHALE Tales reach on their Centennial RCLC Account under the Resources→Learn to Swim/Safety Outreach section! This reporting allows us to track which lessons are being taught.

Also, thank you to the **City of Denton**, **City of Las Vegas**, and **Augusta Recreation & Parks** for entering WHALE Tales on your parent account as well as **Boys and Girls Club of Providence** for entering the courses as a course record.

Longfellow's WHALE Tales contains important messaging that is critical to our Mission. Recording outreach on RCLC through the Learn to Swim/Safety Outreach section on your Centennial Account allows us to see all of the great work you are doing and help attribute that to the Centennial Campaign. For those of you looking for creative ways to integrate the topics into day-to-day activities or just in general – below are some examples.

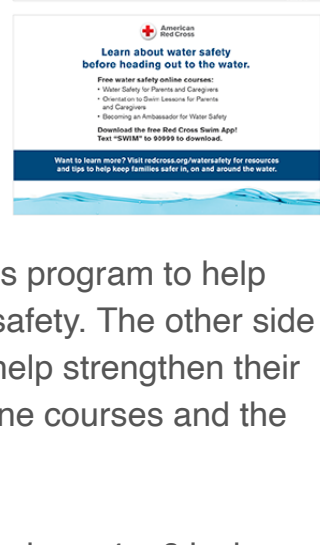
- Use your posters for audio visual support to help illustrate the message and stickers to pass out.
- Get creative – have multiple stations where participants get stickers or stamps for completing each of the lesson topics at a station.
- Create a collection of coloring sheets or activity sheets to take home if there isn't the opportunity to have participants complete them at your event.
- Distribute postcards to advertise the Red Cross webpage designed for families, redcross.org/watersafetyforkids. Parents or caregivers can download the parent/caregiver discussion guide at home to continue the topics. (See more below!)
- Display a large sign with a QR code to scan or info that says Text "swim" to 90999 to get the Swim app and have access to all the videos on your phone.
- Integrate some craft projects into your activities:
 - Set up a coloring station using the coloring sheets from the lessons. Make these two-sided handouts for each lesson (or a featured lesson) with the Caregiver letter on one side and the corresponding coloring sheet on the other.
 - Print the flat Longfellow, grab some glue, wooden craft sticks and kid-friendly scissors to create a photo opportunity to pose with Longfellow.
 - Print water watcher tags, then use a hole punch, string and scissors to create water watcher tags. The template and an information sheet about being a water watcher are available at www.redcross.org/waterwatcher.
- Do you have the ability to show videos? This is a great activity to give a break from the sun if the event is outside. Be sure to consider glare and sound, though. It is likely that you will need to be under shade or move indoors for a portion of the activities.
- Do you have a Junior Lifeguarding program? Have the Junior Guards help out with safety topics. To help set them up for success, they can also take the free online course, Becoming an Ambassador for Water Safety. Remember to set this up using the Request Online Class tool in RCLC.
- What do you do on a rain day at your outdoor pool? Is there a space where you can safely take the participants and cover WHALE Tales topics in a deeper way than you might do otherwise as part of your swim lessons? There are many resources on the Longfellow's WHALE Tales section of the RCLC to support the full, 30 minute lessons.
- Integrate some activities from the lessons, such as:
 - For the Reach or Throw, Don't Go, use a blue tarp for the ground to create a "pool." (Be sure that it is affixed securely to the ground so there is no trip hazard.) Have a cone represent a person on the blue tarp. Have participants practice throwing the ring buoy throwing technique past the cone and reeling it in.
 - Or, have someone on the tarp "in the pool" then use a pool noodle from the side of the "pool" and help them back to safety by asking them to grab on!



Resources

New! Longfellow's WHALE Tales Water Safety for Children Postcards

A new postcard has been created to inform parents and caregivers about Red Cross water safety resources. Several of you requested this type of asset for distribution at community events, such as those specific to water safety or any safety-based event. One side directs people to the redcross.org/watersafetyforkids website which includes certain elements of the WHALE Tales program to help people teach the children in their lives about water safety. The other side informs them to other free Red Cross resources to help strengthen their water safety knowledge, including web content, online courses and the Swim app.



The postcards are set up for printing in two different sizes: 4 x 6 inches and 5 x 7 inches. They are available for download at redcross.org/centfacilities.

Quick Links

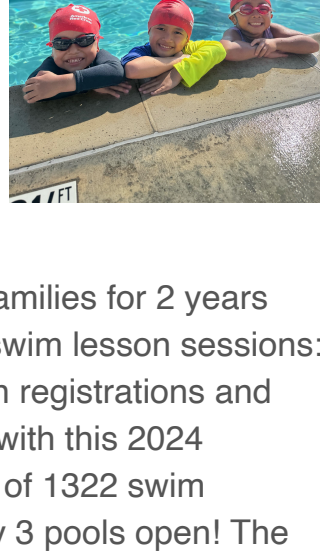
Red Cross Learning Center Overview & Orientations for Instructors and Administrators

- Register Here: [Overview & Orientation Session](#)
- Register Here: [Setting Up & Delivering Classes](#)

Spotlight On

City of Santa Ana Sees Tremendous Growth

The City of Santa Ana is ecstatic to share some updates regarding our Aquatic Programs. Although this is only the City of Santa Ana's second year having an Aquatics department in house with the Parks, Recreation and Community Services Agency, we have seen tremendous growth! Thanks to the partnership Santa Ana has built with the Centennial Campaign we have been able to serve Santa Ana families for 2 years now with low-cost swim lessons! In 2023, summer swim lesson sessions: 1-3 (June – mid-July) had a total of 924 swim lesson registrations and 191 scholarships with 4 pools open. In comparison with this 2024 summer sessions: 1-3 (June – mid-July) had a total of 1322 swim lessons registrations and 436 scholarships with only 3 pools open! The Santa Ana team is really excited for the last two swim lesson sessions of the summer and the final number of participants that will receive these lifesaving skills!



On another exciting note, due to swim lesson participation sky rocketing, the City of Santa Aquatics department made the decision to extend summer programming! The Aquatics department will now offer swim lessons and recreation open swim from August 19 – September 12 at our 3 pools.

Santa Ana would also like to highlight how much our lifeguards and swim lesson participants love the new Longfellow WHALE Tales! Lifeguards utilize the Longfellow WHALE Tales safety topics and posters to teach awareness around water to all our swim lesson participants. Additionally, the city's Summer Splash Day Camp participants have also enjoyed learning water safety through the new Longfellow WHALE Tale videos and activities. All the kids love the new stickers including our big kids (Lifeguards)! As a result of the population in Santa Ana being 76% Hispanic and predominately Spanish speaking, we are always excited to be able to share any Red Cross educational material in Spanish. That being said, the city's aquatics team is looking forward to the Spanish version of Longfellow WHALE Tales!!

Submitted by Kristin Moorman and Evelyn Medina

Calendar

July 25: World Drowning Prevention Day

Water Safety Instructor® Trainer Academies

Your approved Instructor Trainer application is valid for 1 year. The approval process takes an average of 1 to 2 weeks, so be sure to plan accordingly. Get your application in early and secure your enrollment. Enrollment closes 1 month prior to the academy, please make sure you plan in advance.

- August 26-30:** Strongsville, OH (registration deadline July 26)
- September 16-20:** Clearwater, FL (registration deadline August 16)
- September 23-27:** Lawrenceville, GA (registration deadline August 23)
- October 7-11:** Pleasant Prairie, WI (registration deadline September 6)
- October 21-24:** McKinney, TX (registration deadline September 20)
- November 13-17:** Carson City, NV (registration deadline October 11)
- December 2-6:** Provo, UT (registration deadline November 1)
- December 16-20:** Morgantown, WV (registration deadline November 15)

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