



YMCA of the USA

Kay Smiley, Former Aquatics Program Specialist

HSI Products: **American Safety & Health Institute (ASHI) CPR & First Aid**

YMCA of the USA is the national resource office for the Y – one of the nation's leading nonprofits strengthening communities through youth development, healthy living, and social responsibility. Across the U.S., 2,700 Ys engage 21 million men, women, and children – regardless of age, income or background – to nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support neighbors.

Challenge: When the Y implemented its new lifeguard training program from coast to coast, former Aquatics Program Specialist Kay Smiley and her colleagues needed a nationally-accredited, easy to implement and cost effective First Aid and CPR Pro and Emergency Oxygen training and certification partner. Most importantly, the Y needed a true partner that was agile enough to customize existing First Aid, CPR Pro, and Emergency

“As a leading provider of swim programs committed to keeping people safe in the water, the Y is pleased to partner with HSI to enhance the YMCA Lifeguard Program curriculum. HSI understood our many needs and tailored their blended curriculum to accommodate us. Also, HSI's courses, combined with powerful videos and online training options really helps retention rates.”

Oxygen curriculum to fit into the Y's current lifeguard training framework. Previously, each independently operated Y individually selected one of four national training providers for First Aid and CPR Pro and Emergency Oxygen certification curriculum as the prerequisite for its branch's lifeguard certification program. This inconsistent approach created a hodgepodge of training results and, in some cases, the CPR Pro/First Aid and Emergency Oxygen component heavily dented some branch budgets.

Solution: With the new Y Lifeguard program, every certified YMCA lifeguard in the United States will also be certified in First Aid and CPR Pro and Emergency Oxygen training using American Safety & Health Institute's interactive blended learning curriculum.

Resulting Benefits:

- ▶ **Seamless Integration and Less Aggravation:** HSI's award-winning customer service professionals are trained to solve customer challenges. We do not require customers to follow strict and often archaic processes or procedures as some other training organizations mandate. Our “can do” philosophy and flexibility means less aggravation and less time spent by our customers if a problem does arise.
- ▶ **Cost Savings:** One Texas YMCA association saw a cost savings of almost \$185,000 annually when it switched to HSI's ASHI First Aid/CPR courses for its entire staff.
- ▶ **Better Skills Retention:** When students watch, learn, and do by using the latest technology, they retain information better. Because of the multiple learning platforms, ASHI programs can help support a higher learning retention rate than other First Aid and CPR certification courses.



“ASHI's courses are designed to encourage and engage our future Y lifeguards in learning and remembering how to save lives. They do this by complementing all the required coursework with powerful videos, online blended learning courses, and hands-on practical sessions.”

“Thanks to HSI and ASHI's courses, YMCA lifeguards will be better prepared to save lives. Since selecting ASHI as our preferred provider, we constantly receive positive feedback from those who are empowered by the ASHI curriculum about incorporating ASHI CPR Pro, First Aid, and Emergency Oxygen into the YMCA Lifeguard Program.”