



Recommends that you ICE your cell phone!



## “In Case of Emergency” ICE Campaign

This is a worldwide campaign that was launched in the UK and is gaining popularity in many other countries. The idea is to store the word “**ICE**” in the address book of your cell phone with the name and telephone number(s) of the person(s) of whom you would want to be contacted in case of an emergency. For more than one contact name and priority, use ICE1, ICE2, ICE3, etc. For example, the ICE1 could be saved as John Smith – Husband; ICE2 Bill Jones – dad; ICE3 Mary Jones – mother, etc.

Most people carry cell phones, but research shows that more than 75% of people carry no details of who they would like contacted following a serious accident. With “ICE” first responders and hospital staff will turn to a victim’s cell phone address book and know immediately who to contact. When seconds matter, this information may be vital. For example, the emergency contact may be able to provide critical information about the victim’s medical history. Research also suggests people may recover more quickly from the psychological effects of their loved one’s injury if they are involved at an earlier stage in the emergency.

Please think about adding an “ICE” contact. The information provided could be especially helpful when minors may be involved in an injury and someone needs to give consent for emergency medical treatment or when a family member travels frequently and is involved in an emergency situation emergency personnel have access to family contact(s).

Paramedics, police and firefighters spend valuable time trying to figure out which name in a cell phone to call when disaster strikes, according to current and retired members of the emergency services, who said they must look through wallets for clues or scroll through cell address books and guess. Many people identify their spouse by name in their cell phone making them indistinguishable from other entries.

**Take a moment to enter “ICE” contacts into your cell phone. It is quick, it is simple, and it could be invaluable.**