

IN CASE OF EMERGENCY
ICE
Program Your Cell Phone

In Case of Emergency (ICE) is a program that enables first responders, such as paramedics, firefighters, and police officers, to identify victims and contact their next of kin to obtain important medical information. The program was conceived in the mid-2000s and promoted by British paramedic Bob Brotchie in May 2005. It encourages people to enter emergency contacts in their cell phone address book under the name "ICE". Alternately, a person can list multiple emergency contacts as "ICE1", "ICE2" etc. The popularity of the program has spread across Europe and is growing in North America. Verizon, a large cell phone company has even produced ICE key pad phones. ICE creates a uniform approach to searching inside a mobile phone for an emergency contact that would make it easier for everyone.

In 2005, ICE-ER,LLC began distributing on its website (www.icesticker.com) a sticker,(can be purchased in varying amounts from one to five thousand),that serves as a visual alert that an individual has established a communication protocol. This website has a vast array of free, downloadable material to promote the program with large groups or on a community wide basis.

ICE is now used in over 40 countries around the world. In this country it will help impact the problem of 200,000 people dying each year because of misdiagnosis or medical error as a direct result of lack of information regarding medical history and medical conditions. It will also aid greatly to offset the CDC statistics from 2006 where 1.6 million people could not provide information because they were incapacitated.

Seniors who have cell phones also need to think of those mobile phones as "**safety communication tools**". If that phone is carried in pocket or clipped on at **all** times it serves as a personal emergency response system, so that in the event of a fall, or any immobilizing event, a call can be made to get needed help.

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