



“In Case of Emergency” (ICE) Campaign

In view of recent terrorist events, including the recent attacks in London, an **“In Case of Emergency (ICE)”** campaign has been launched worldwide.

The idea is to store the word **“ICE”** in the address book of mobile phones with the name and phone number of the person that should be contacted in the event that the cell phone owner is injured and unable to communicate this information. For more than one contact name and priority, use ICE1, ICE2, ICE3, etc. It’s that simple.

Most people carry mobile 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 mobile 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 carefully about the **“ICE”** contact, especially when minors may be involved and this person has to give consent for emergency medical treatment.