

ICE In Case of Emergency

Most people carry their mobile phones with names and numbers stored in its memory but no one, other than themselves, know which of these numbers belong to their closest family or friends. If you were involved in an accident or taken ill, the people attending you would have your mobile phone but would not know who to call. Yes, there are hundreds of numbers stored but which one is the contact person in case of an emergency? Hence, the 'ICE' (In Case of Emergency) Campaign was created.

The concept of 'ICE' is catching on quickly. It is a method of contact during emergency situations. As cell phones are carried by the majority of the population, all you need to do is store the number of a contact person or persons who should be contacted during emergency under the name 'ICE' (In Case Of Emergency). The idea was thought up by a paramedic, Bob Brotchie of East Anglian Ambulance NHS Trust in the UK who found that when he went to the scenes of accidents, there were always mobile phones with patients, but there was no way know which number to call. He therefore thought that it would be a good idea if there was a nationally recognized name for this purpose.

In an emergency situation, Emergency Service personnel and hospital staff would be able to quickly contact the right person by simply dialing the number you have stored as 'ICE.' For more than one contact name, simply enter ICE1, ICE2 and ICE3, etc. A great idea that will make a difference! It really could save your life, or put a loved one's mind at rest. ICE will speak for you when you are not able to.

Spread the concept of ICE by storing an ICE number in your cell phone today! Oh, and don't forget to talk with the person(s) identified as your "ice" about the treatment guidelines you would prefer in the event that they are contacted when you are unconscious or otherwise unable to coordinate your own care. The knowledge that they are accurately expressing your wishes will help them weather your emergency with confidence and compassion.



Prevention can be Power!