

ICE - In Case of Emergency

A campaign encouraging people to enter an emergency contact number in their mobile phone's memory under the heading ICE (In Case of Emergency), has rapidly spread throughout the world as a particular consequence of the recent terrorist attacks in London. Originally established as a nation-wide campaign in the UK, ICE allows paramedics or police to be able to contact a designated relative / next-of-kin in an emergency situation.

The idea is the brainchild of East Anglican Ambulance Service paramedic Bob Brotchie and was launched in May this year. Bob, 41, who has been a paramedic for 13 years, said: "I was reflecting on some of the calls I've attended at the roadside where I had to look through the mobile phone contacts struggling for information on a shocked or injured person. Almost everyone carries a mobile phone now, and with ICE we'd know immediately who to contact and what number to ring. The person may even know of their medical history."

By adopting the ICE advice, your mobile will help the rescue services quickly contact a friend or relative - which could be vital in a life or death situation. It only takes a few seconds to do, and it could easily help save your life. Why not put ICE in your phone now? Simply select your person to contact in case of emergency, enter them under the word 'ICE' and the telephone number of the person you wish to be contacted.

Further reading from another email:

Subject: ICE

Following the disaster in London . . . East Anglican Ambulance Service have launched a national "In case of Emergency (ICE)" campaign with the support of Falklands war hero Simon Weston.

The idea is that you store the word "I C E" in your mobile phone address book, and against it enter the number of the person you would want to be contacted "In Case of Emergency". In an emergency situation ambulance and hospital staff will then be able to quickly find out who your next of kin are and be able to contact them. For more than one contact name ICE1, ICE2, ICE3 etc.

It's so simple that everyone can do it. Please do. It really could save your life, or put a loved one's mind at rest.