

In Case of Emergency

I.C.E.

The I.C.E. (In Case of Emergency) phone numbers was the idea of paramedic Bob Brotchie of Britain's East Anglian Ambulance Service. It was launched with the support of Vodafone in May of 2005 in Great Britain and has increased in popularity across England, the United States and Australia since the July 7, 2005 bombings in London, England.

In 2003, nearly 900,000 emergency victims in the US were not able to provide contact information to emergency workers. Storing important contact phone numbers in your cell phone can assist emergency services if you are unable. Unfortunately like most people, we store our phone numbers on our cell phone using first names. We know who everyone is, but a paramedic, doctor, police officer or nurse has no idea who to call in the event of an emergency. The I.C.E. contacts allow a person to designate whom they would like contacted on their behalf if they are unable to give information to emergency personnel.

How to begin....

- Choose 3 people you want contacted in case of emergency.
- Make sure your I.C.E. contacts have agreed to be a contact person and explain what this means.
- Give your I.C.E. contact a list of people and phone numbers you want notified.
- Your I.C.E. contacts should be aware of any medical conditions, allergies, medications your are currently taking and have a copy of an advanced health care directive if you have one.
- Enter your I.C.E. contacts into your cell phones address book or contacts list and attach the decal to your cell phone.
- Fill out the I.C.E. wallet card and place in your wallet.

Storing I.C.E. information on your cell phone...

- Open your address book/contacts in your cell phone.
- Use a "." or "-" in front of the first letter to make your I.C.E. contact the first entry to come up when your address book is opened (".ICE").
- Type the acronym ICE followed by a name or title (i.e. ".ICE-husband).
- Save the phone number.
- Attach the I.C.E. decal to your phone. This way emergency workers know you have the information readily available.

We also realize that the cell phone has to remain with the victim (or otherwise be identifiable as his) in order to be of use. While most wallets and purses will contain some items bearing photographs that can be matched to their owners, a cell phone doesn't necessarily provide any direct means of identifying its owner. Therefore we went another step and developed the I.C.E. wallet card, which can be filled out and left in your wallet with the same life saving information available.

In addition a window decal is available for your car in the hopes that emergency workers will start looking for your I.C.E. information early.

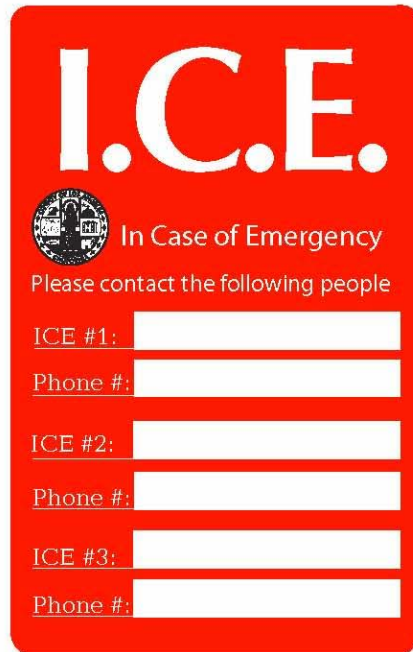
In Los Angeles County Emergency Medical Services Agency (EMS Agency), has adopted this idea and is promoting the use for the citizens and employees of this county. If you are interested in obtaining any of these valuable items please contact Jacqueline Rifenburg at (323) 890-8666 or jrifenburg@ladhs.org

Three simple letters that could help save lives.

Phone Decal $\frac{3}{4}$ " by $\frac{3}{4}$ "

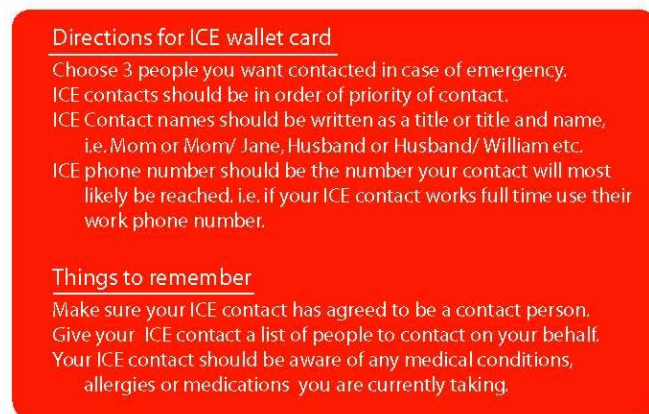


Front of Card (size of a credit card)



The front of the ICE wallet card is a red rounded rectangle. At the top, the letters "I.C.E." are written in large, white, bold, sans-serif font. Below this, on the left, is a small circular logo featuring a house and a person. To the right of the logo, the text "In Case of Emergency" is written in white. Below the logo and text, the instruction "Please contact the following people" is written in white. There are three sets of white input fields for contact information. Each set consists of a label followed by a horizontal line for text and a horizontal line for a phone number. The labels are "ICE #1:", "ICE #2:", and "ICE #3:" for the first, second, and third contacts respectively. The phone number labels are "Phone #:" for each contact.

Back of Card (size of a credit card)



The back of the ICE wallet card is a red rounded rectangle. At the top, the text "Directions for ICE wallet card" is written in white. Below this, the following instructions are written in white: "Choose 3 people you want contacted in case of emergency.", "ICE contacts should be in order of priority of contact.", "ICE Contact names should be written as a title or title and name, i.e. Mom or Mom/ Jane, Husband or Husband/ William etc.", "ICE phone number should be the number your contact will most likely be reached, i.e. if your ICE contact works full time use their work phone number.", Below the instructions, the text "Things to remember" is written in white. Below this, the following instructions are written in white: "Make sure your ICE contact has agreed to be a contact person.", "Give your ICE contact a list of people to contact on your behalf.", "Your ICE contact should be aware of any medical conditions, allergies or medications you are currently taking."

Car Decal 3½" by 2½"

