



- Save their phone number
- Tell your ICE contact that you have nominated them

The campaign appears to have been started by Bob Brotchie, a forty-one year old paramedic for the East Anglian Ambulance NHS Trust.

“I was reflecting on some of the calls I’ve attended where we’ve struggled to find information or contact details for an unconscious patient — often a mobile phone is the only way to tell who that person is. Some 75 per cent of people carry no emergency contact details, yet almost everyone carries a mobile phone now, including a growing number of children.

I came up with the acronym ICE (In Case of Emergency) and the idea of logging it into the phone book on your mobile, along with the name and number of the person who should be contacted in an emergency, as a uniform approach to save time. I didn’t believe something so simple would take off but I put the idea to the Trust’s press officer who then approached Vodafone and the campaign was launched in May in association with the national Life Saver’s Awards.” says Bob

“In the wake of recent events, interest has soared and an e-mail, of unknown origin, promoting ICE has started circulating. It is early days yet, but a colleague has already seen it work in practice and my hope is that it will be adopted countrywide.”

A spokesman for the New York City Office of Emergency Management said the Big Apple might be taking up this idea as well.

Eight out of 10 British people carry no next of kin details. Yet 80% carry a mobile phone, most of whom have it on them all the time.

There is no simpler way of letting the emergency services know who to contact should you be involved in an accident than by using ICE.

Standing for In Case of Emergency, ICE will allow ambulance crews and police officers to quickly contact a nominated person who can be informed of the incident.

- Type the acronym ICE followed by a contact name (for example, ICE - mum or ICE - David) into the address book of your mobile phone