

## In Case of Emergency (ICE) Program

Sometimes emergencies occur in at work or in public places where you may not know anyone. Sometimes you or a loved one may be unconscious and unable to communicate.

In an emergency situation, paramedics or first responders treat you immediately based on your symptoms. But members of police services, fire services, hospital workers and other emergency personnel may need to contact your next of kin in order to notify them of your circumstances or to obtain information about your medical history.



You can assist emergency services enormously by taking part in the ICE program. "ICE" stands for "in case of emergency." The program involves adding an entry to the contact list of your cell phone under the label "ICE", with the names and phone numbers of those who should be reached in an emergency. If you want to input more than one contact name, simply enter ICE1, ICE2, or add a name to the entry, such as "ICE - Dad" or "ICE - Sarah."

By adopting the "ICE advice", your cell phone may help emergency and rescue services quickly contact a relative or friend – which could be vital in a life or death situation. It only takes a few seconds to do. Responders at the scene will now know right away who to notify. **SECONDS COUNT!**

Did You Know:

- The ICE campaign was launched in the United Kingdom in April 2005, and it rapidly gained worldwide momentum. Various provincial and local Emergency Management Services departments have been actively promoting this program across Canada since 2005.
- In Canada, there are approximately 21 million cell phone users.
- In the US, there are close to 300 million cell phone users. The US Centers for Disease Control and Prevention reported in 2006 that 1,600,000 emergency room patients could not provide contact information because they were incapacitated.