



## News

### ICE Cools Drinks, Helps Swelling and Saves Lives

Article By: by [Alzheimer's Association - Cooke, Fannin, Grayson Counties](#)

Posted: 3/14/2008 Views: 2920 Impressions: 2954

Categories: [Home Life](#), [Health](#), [Social Services](#), [Social Issues](#), [Special Promotion](#)

[View Opinions](#) | [Post Your Opinion](#)

ICE has been sculpted, cubed, crushed, blocked and melted for ages. Now ICE is also a potentially life saving acronym for In Case of Emergency.



In Case of Emergency (ICE) is a program that enables first responders, like police officers, paramedics, and firefighters to quickly identify victims. Immediate contact of family or Medical Power of Attorney in an emergency is also made possible via ICE. The Denison Ministerial Alliance, an interdenominational fellowship of local clergy, encourages citizens to participate in this simple way of making contact information readily available.

The ICE program was the brainchild of British paramedic Bob Brotchie who began promoting it in May 2005 related to cellular phones. The cell phone aspect encourages people to enter emergency contacts in their phones under the name ICE. Multiple contacts may be listed as "ICE1", "ICE2", etc. This concept has swept across Europe and is growing ever more popular in the United States and Canada. First responders can look to the cell phone, make a quick call and let the victim's closest contact know promptly there has been some accident or mishap.

An expanded application of the ICE concept relates to overall disaster preparedness through the ICE4SAFETY program. This unique program carries ICE a few steps further by encouraging people to complete a detailed medical history to carry especially when traveling. ICE4SAFETY was developed as a public service and receives no public or private financial assistance. The website, ICE4SAFETY.com offers good practical advice and free download of forms for emergency contact, medical information and medical history. Anyone is welcome to use the tools provided on the website for non-commercial purposes related to the promotion and application of emergency planning.

In addition to creating ICE contacts in one's cell phone address book, the ICE4SAFETY program encourages individuals to complete free forms to carry in motor vehicles and when traveling in any conveyance. The forms provide valuable information for first responders and health care professionals in a compact manner.

Clergy of the Denison Ministerial Alliance are encouraging everyone to participate in the ICE program. As you head into summer, remember ice can cool a drink, reduce swelling, or save your life by enabling care, contact and comprehensive treatment in a disaster or other emergency.

alzheimer's  association®

the compassion to care, the leadership to conquer

**Alzheimer's Association of Greater Dallas**