

# ICE

## 'In Case of Emergency'



American Society of  
Safety Engineers (ASSE), International  
Telecommunications Union (ITU) &  
ICE4SAFETY.COM (ICE)

# What is ICE?



In Case of Emergency - **ICE** is a common- sense idea conceived originally to facilitate more rapid access to **Emergency Contact** and **Critical Medical Information** by EMS personnel at the scene of an emergency.

Contact information would be stored in mobile, cellular phones and now, other electronic devices like PDA's, MP3 Players, USB Storage Drives and RFID Devices to name a few.

Over 200 Million people in the USA and over 3 Billion worldwide utilize cell phones or other portable communication devices.



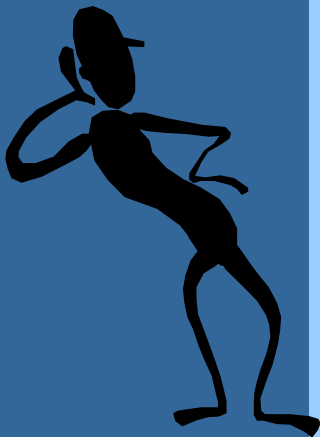
# Did you know....



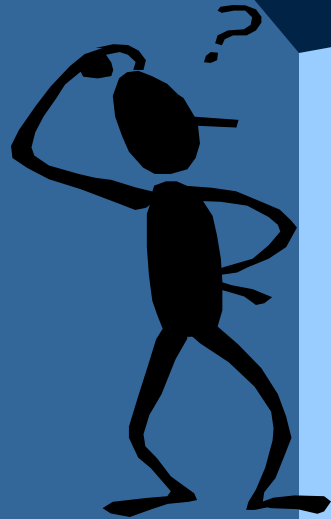
It has been widely publicized that the idea for incorporating the concept of ICE into cell phones came about the time of the July, 2005 London Terrorist Bombings and since then the idea has spread around the world.

In 2008, the **ITU**, an international standards organization, proposed a language-free (numbers only) version of ICE, to facilitate further use around the world. **ICE4SAFETY** is assisting in this effort by creating universally accepted **ICE.123** documents, information and tools to help promote this standard.

# THE 6 Points of ICE



# Why use ICE?



- Typical ID's may not easily accommodate address changes, emergency medical information or contact number updates and may even be hard to recognize.
- Accident victims often are **unconscious, incapacitated** or **in shock** and cannot provide basic information such as their name or emergency contact information.....
- EMS/Fire/Police now routinely look for use of ICE during emergencies where they cannot communicate with the injured.

# Likely Uses/Scenarios.....



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- Heart attack - stroke
- Unconscious from a concussion
- Motorcyclists
- Deceased
- Terrorist Attack – Mass Casualty
- Natural Disasters
- Severe allergic reactions
- Runners/Bikers not carrying any ID!
- Travelling/Working out of Country
- Language Translation
- Young Children

# New to ICE...



The original **ICE** Symbol was created for use in 2005 as a public service by an ASSE member, safety professional and developer of the ICE4SAFETY website.

The new **ICE.123** Symbol seen here is the original ICE symbol and an incorporation of the new international standard reference. This was done in cooperation with the United Nations Agency, ITU that develops telecommunication standards internationally.

The new symbol can represent ICE anywhere around the world. It is that simple. Even a non language based standard needs a visual representation.

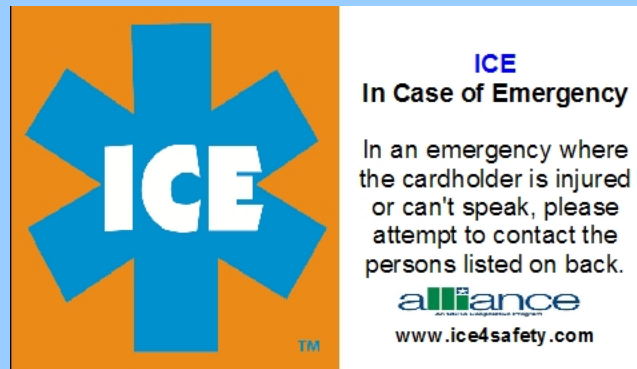
# The ICE Graphic....




- .....you can affix this emblem on items to denote the location of contact information - not just on your cell phone - but anywhere else you may decide to locate it. If your cell phone fails – or you don't have one at least you have some recourse in an emergency! **For instance...**
- ...On an **ICE Card**
- Your Passport
- A USB Drive/MP3 Device
- Home Refrigerator/Office
- Motor Vehicle
- Wheelchair/Scooter
- Backpack/Survival Kit/Bicycle/Watercraft
- Lots of uses.....



# ...The ICE CARD



 Name: \_\_\_\_\_  
**Medical Conditions - Please Read**  
ICE4SAFETY.COM

**Allergies:** \_\_\_\_\_  
\_\_\_\_\_

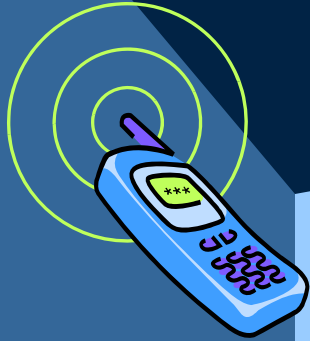
**Meds:** \_\_\_\_\_  
\_\_\_\_\_

**Conditions:** \_\_\_\_\_

## The ICE CARD employs the K.I.S.S. Principle

Organizations/Business can help promote **ICE** by sponsoring ICE Cards and Stickers for distribution in their community and get recognized for doing so by placing your logo on the card .

# How to get started....



- ICE is easy to setup. On your cellular phone, simply add a new contact or group to your phone book. Some phones have established folders for emergency contacts – use them!
- You can choose to use AAEMERGENCY or AAICECONTACTS or AADOCTOR....
- Or, to use the ITU's language-free version, enter a contact name of the form "01Wife", "02Husband", etc.
- Put an ICE Sticker on the phone – or upload the ICE Graphic and make it your background display or front image – or both.

# Using ICE...continued...





Some portable electronic devices have the capability to store information on a separate internal medium like a SIM Card or Multimedia Data Card so you should duplicate the contact info from the device memory to the card in the event of damage to the phone or data card in an accident. You can even store a picture of yourself or a video on some devices – but don't expect them to be accessed quickly by people unfamiliar with your phone or tasked with providing emergency medical care! Remember: simple is best.

# Setting up ICE...1



- Your ICE contacts should also be provided with your phone list of family members, primary care physician and also a main work contact.
- Provide your ICE contacts with a list of your medical conditions, such as allergies, current medication and previous medical procedures...
- You can create your [Medical Emergency Card](#) and [Medical Info Form](#) online and keep them with you and provide these to your contacts.

	<b>In Case of Emergency</b>
	The cardholder has designated a <b>HEALTHCARE PROXY</b> in the event of a medical emergency. Contact info and location of the Advance Directives are on back of card.
	<b>Name:</b> _____
	<b>DOB:</b> _____ <b>Blood Type:</b> _____

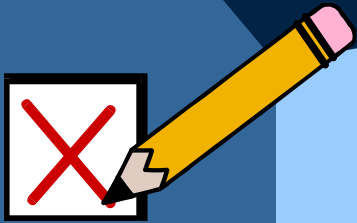
# Setting up ICE...2



- Notify the individuals that you've added as ICE contacts, so they are aware and have agreed to this.
- Keep the contact information current
- Update your ICE contacts to any changes in your medical history.
- Consult your Physician to decide just what info would be of value to you in an emergency.
- You can complete and print out a variety of medical information cards and documents at no charge by visiting [www.ice4safety.com](http://www.ice4safety.com)



# Being Prepared...3

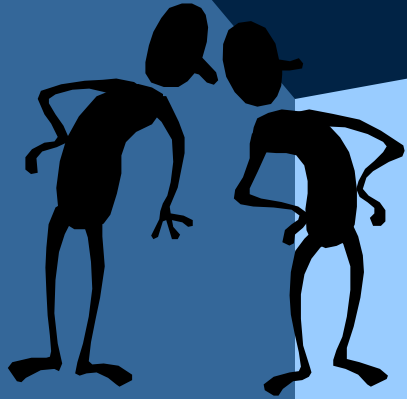


As more individuals add **ICE** lists to their cellular phones, carry ICE Cards and be better prepared, it will only improve the chances of people surviving emergencies.

**ICE** is now widely in use across the United States and has spread to other countries worldwide.



# Spreading the word



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- **ICE** has become common practice - so don't forget to add contacts to your cellular phone **right now**.
- Use an ICE Sticker or electronic image in your phone or device to alert others that you have the emergency info on hand.
- Spread the word of ICE to family, friends & coworkers. Advocate the use of ICE to your local Police/Fire/EMS/CERT groups!



- More info....visit [www.ice4safety.com](http://www.ice4safety.com)
- Get more ideas on using ICE at [www.ice4safety.blogspot.com](http://www.ice4safety.blogspot.com)
- See the ITU Recommendation at: <http://www.itu.int/rec/T-REC-E.123-200805-I!Amd1/en>
- Department of Homeland Security at: [www.ready.gov](http://www.ready.gov)

