



NEWS RELEASE

OCEAN CITY POLICE DEPARTMENT
OCEAN CITY, MARYLAND 21842

410-723-6665: News Media Information
410-723-6610: General Police Information
443-235-4446: Public Affairs Specialist Cell Phone

For Immediate Release:

OCPD ENCOURAGES AND SUPPORTS "ICE"
(IN CASE OF EMERGENCY – CELL PHONE NOTIFICATION PROGRAM)

The Ocean City Police Department wants to encourage the use of a program which utilizes a person's cell phone as a source of emergency contact information.

The "ICE" (In Case of Emergency) program was conceived by British paramedic Bob Brotchie in May 2005. The idea behind the program is to enable first responders (police officers, paramedics, firefighters) to identify people and contact their next of kin to obtain important medical information.

People are encouraged to enter in their emergency contact person(s) in their mobile phone book in the following format **ICE-mom**, **ICE-dad**, **ICE** etc. As an option, you can put a number in front of the word ICE which helps keep the ICE contacts at the top of the list. (Example 1- ICE, 2-ICE). The popularity of the program has spread across Europe, and has started to grow into North America.

To further promote the use of **ICE**, a new simple, highly recognizable symbol has been developed as a free public service to help emergency personnel quickly locate where the emergency contact information is on an unresponsive patient.

The ICE symbol was developed by Mark Balduzzi, an insurance industry safety professional, former law enforcement supervisor, and EMT in Syracuse, New York in 2005 to give the public free access to do-it-yourself (DIY) tools.



Organizations and individuals can easily learn about and promote the use of ICE in their community through use of templated documents, presentations, posters, cards and stickers. For example, if the ICE symbol is located on a cellular phone in the form of a sticker, emergency responders will know immediately that the patient has programmed ICE into their cell phones. This symbol has been developed for free use and distribution.

The use of ICE has evolved from the original idea of programming cell phones with contact info to the development of other tools to help locate and store this info and promote the use of ICE. Your chances of surviving a medical emergency can improve if those providing care know more about your physical condition(s). ICE has also evolved into a learning tool to promote being prepared for other emergency situations as well.



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Most people carry mobile phones, but research shows that more than 75% of people carry no details of who they would like contacted following a serious accident. With "ICE" first responders and hospital staff will turn to a victim's mobile phone address book and know immediately who to contact. When seconds matter, this information may be vital. For example, the emergency contact may be able to provide critical information about the victim's medical history. Research also suggests people may recover more quickly from the psychological effects of their loved one's injury if they are involved at an earlier stage in the emergency.

Please think carefully about the "ICE" contact, especially when minors may be involved because this person may have to give consent for emergency medical treatment.

ICE in your Mobile Phone



- Make sure the person whose name and number you are giving has agreed to be your ICE partner.
 - Make sure your ICE partner has a list of people they should contact on your behalf - including your place of work.
 - Make sure your ICE person's number is one that's easy to contact, for example a home number could be useless in an emergency if the person works full time.
 - Make sure your ICE partner knows about any medical conditions that could affect your emergency treatment - for example allergies or current medication.
 - Make sure if you are under 18, your ICE partner is a parent or guardian authorized to make decision on your behalf - for example if you need a life or death operation.
- Should your preferred contact be deaf, then type ICETEXT then the name of your contact before saving the number.



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Noted Concern:

My phone doesn't show the callers name any more This will be because your ICE contact number is a duplicate entry of another contact in your phone book. If you have two numbers the same, your phone won't know which one to display so it will show just the number. To get round this, simply type a * after the number under your ICE contact. It will still work and will cure the caller-ID problem.

Emergency contact phone numbers stored in your cell phone have been shown to improve the ability and speed with which paramedics and emergency room personnel could contact someone in case of an emergency. The concept known as **ICE**, (**I**n **C**ase of **E**mergency) had originally focused on making multiple contact entries into individual cell phones as a means of improving the odds of EMS locating critical medical information.

If you need further information, please contact the Ocean City Police Public Affairs Office:

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