

In case of emergency

In Case of Emergency, or **ICE**, is a program that enables first responders, such as [paramedics](#), [firefighters](#), and [police officers](#), to identify victims and contact their [next of kin](#) to obtain important medical information. The program was conceived in the mid-[2000s](#) and promoted by [British](#) paramedic Bob Brotchie in [May 2005](#).^[1] It encourages people to enter emergency contacts in their [cell phone address book](#) under the name "ICE". Alternately, a person can list multiple emergency contacts as "ICE1", "ICE2", etc. The popularity of the program has spread across [Europe](#), and has started to grow into [North America](#).^[citation needed]

[\[edit\]](#) Overview

In developed countries, some 80% or more of people carry a mobile phone,^[citation needed] and the [police](#) or [paramedics](#) often use them to identify victims at [road traffic accidents](#) or other incidents.^[citation needed] The idea of ICE is that everyone should put an emergency contact name and number into their phone under the headword "ICE". This would give the emergency services personnel a standard place to look.

Following research carried out by [Vodafone](#) that showed that fewer than 25% of people carry any details of who they would like telephoned following a serious accident, a campaign encouraging people to do this was started in [May 2005](#) by Bob Brotchie of the [East England Ambulance Service](#) in the [UK](#). The idea has taken off since the [bomb attacks](#) in [London](#) on [July 7, 2005](#).

Interviewed on [July 12, 2005](#) on the [BBC Radio 4 Today programme](#), Brotchie said:

"I was reflecting on some difficult calls I've attended, where people were unable to speak to me through injury or illness and we were unable to find out who they were. I discovered that many people, obviously, carry mobile phones and we were using them to discover who they were. It occurred to me that if we had a uniform approach to searching inside a mobile phone for an emergency contact then that would make it easier for everyone."

Brotchie also urged [mobile phone](#) manufacturers to support the campaign by adding an ICE heading to phone number lists of all new mobile phones.

In the summer of 2005, ICE-ER, LLC began distributing on its website (www.icesticker.com) a sticker that serves as a visual alert that an individual has established a communication protocol.^[2]