

"HAVE YOU ICE'D YOUR PHONE?"

In September 2009, the NFEC and the SCDF launched the ICE (In Case of Emergency) Outreach Programme. This kicked off the month-long ICE campaign which encourages mobile phone users to store their emergency contacts with the prefix ICE (e.g. ICE-Husband). Such a uniform information storing approach will enable emergency responders to rapidly identify and contact the victim's next-of-kin, in the event of an emergency.

This ICE concept gained momentum overseas after the July 2005 London bombings, which highlighted the difficulties of emergency responders to locate the relatives of unidentified victims.

ROVING ICE BOOTHS

In September 2009, roving ICE promotion booths were stationed at strategic locations in Singapore, such as Raffles Place MRT station, Ngee Ann City, Tampines Mall and Jurong Point. The ICE promotion booths were also displayed during Emergency Preparedness Day events to facilitate the mass distribution of ICE brochures and to popularize the ICE concept.



Mr Alan Loh, Chairman NFEC (1st from right), Comr Peter Lim, Commissioner SCDF (2nd from right) and representatives from sponsors Singtel, Starhub and City Gas at the launch of the ICE Outreach Programme.

ICE STICKERS

Leveraging on the high mobile phone penetration rate in Singapore, ICE Stickers were given out at these road shows to reinforce the message. Pasting these stickers on the reverse side of mobile phones will indicate to emergency responders that emergency contacts are available for swift retrieval.



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"I.C.E" refers to "In Case of Emergency" phone numbers of your next-of-kin to be contacted in an emergency. "I.C.E" numbers stored in your mobile phone will enable emergency responders such as Paramedics, Firefighters or Police officers to quickly identify and contact your next-of-kin should a mishap happens.

Mobile phone owners are urged to put the acronym "I.C.E" followed by the contacts of the person they would like to designate as their Next-of-Kin in the address book of their mobile phones.

Step 1: Select phonebook in mobile phone

Step 2: Create / Add New Contact

Step 3: Key in ICE - Father (for example)

Step 4: Key in contact number.

Step 5: Save entry

