



STAFF REPORT INFORMATION ONLY

In Case of Emergency (ICE) for cell phones

Date:	June 18, 2007
To:	Community Development & Recreation Committee
From:	Chief and General Manager, Toronto EMS
Wards:	All
Reference Number:	

SUMMARY

At its meeting of June 5, 2007 the Community Development & Recreation Committee had before it a letter and recommendation from Councillor Ootes for the Chiefs of the three emergency services to collaborate and report on how the ICE program can be communicated and promoted to the public in an efficient and economical way.

ICE is a simple program that educates people to store an emergency contact phone number under the common name - ICE. In the event of an emergency, responders can quickly access the patient's emergency contact information. Toronto Emergency Medical Services (TEMS) has initiated ICE using its own multimedia services and public education initiatives. In the future, TEMS will coordinate with Toronto Fire Services and the Toronto Police Service to widen the scope of the ICE program including working with cellular service providers and other stakeholders.

The ICE program fits well with other TEMS education programs such as balcony safety and complements programs such as Cardiac Safe City.

Financial Impact

There are no financial impacts beyond what has already been approved in the current year's budget.

DECISION HISTORY

<http://www.toronto.ca/legdocs/mmis/2007/cd/bgrd/backgroundfile-3971.pdf>

ISSUE BACKGROUND

The ICE program was conceived by a paramedic who saw the potential in using the patient's own cell phone to contact next of kin. This could be accomplished if such phone numbers were simply stored under a common name that first responders could identify with. The concept for ICE was born.

COMMENTS

TEMS provides public education in many areas to keep citizens safe and free from preventable injuries. Programs such as Cardiac Safe City, Balcony Safety and Public Access Defibrillator (PAD) would be complemented by the ICE program because next of kin could be notified sooner and in some cases, medication/medical history could be provided. In addition, language barriers could be overcome if the cell phone was programmed to an individual that spoke English.

The ICE program offers many benefits to TEMS and fits well with our public education initiatives. As a first step, TEMS began by implementing the ICE brand on the division's website and will continue to roll out the program over time using existing resources. In addition, TEMS will work with Toronto Police Services and Toronto Fire Services to provide co-ordination with a report back to the November 5, 2007 meeting of the Community Development & Recreation Committee.

CONTACT

Mike Neill,
Acting Deputy Chief/Director
416 392-3700

SIGNATURE

Bruce K. Farr,
Chief/General Manager
Toronto EMS