

How to Bring ICE to Your Community

1. Research the ICE program (start with ice4safety.com & ice4safety.blogspot.com & ems-options.com) Search the websites and blogs for ideas.
2. Engage a sponsoring group (Lions, Kiwanis, Scouts, Rotary Club, high school or college civics class, faith group, etc) to take on the ICE project. You might also work with businesses in your community to collaborate in some way with these groups and local first responders.
3. Contact your local police, fire dept or ambulance service. Demonstrate to them how citizens using ICE can not only make their jobs easier but by promoting ICE their organizations can improve their community relations and increase interaction with the communities they serve – in a very positive way.
4. Present your ICE plan and get support from your community's first responders.. Ensure that they will train their members to recognize ICE.
5. Fundraise to pay for ICE cards and related brochures and posters. Sponsors may appreciate having their logo on the ICE cards and literature you distribute.
6. To create cards and brochures:
 - Contact ice4safety.com to order ICE cards and/or view other ICE materials. You can order printed ICE cards which can be customized to suit your community project.
 - Use the free template from the VPD to design your brochure or download other brochures from ice4safety.com
 - Use the free template provided by the City of Vancouver for the posters or select one of the other samples on the [ice4safety](http://ice4safety.com) website. These can be adapted to suit your project.
7. Launch your ICE project with the local media (community papers, radio, and TV). Give the media a simple description of ICE and a compelling statement of how it will benefit your community. You may also request that radio or TV run a PSA(public service announcement) promoting your ICE campaign in addition to the initial coverage.
8. Contact local schools for permission to distribute ICE cards for students. Present your campaign to parent groups and school administrators to enlist their support.
9. Distribution to the general public: There are a great number of possibilities for ICE card distribution. Select those that work best for your group and your community. Possibilities for distribution include: through Community Policing Centres, school parent groups, libraries, fire halls, police stations, municipal buildings and community centres, medical offices,



churches and cooperating businesses. Community groups may promote the ICE cards at public events. Local politicians can also distribute cards to their constituents, and include ICE information in their periodic newsletters and messages to the community.

10. For Community events Booths bearing the ICE Banner attract attention. Your group can borrow an ICE Banner from ice4safety.com for your event (free – you just pay the postage) or buy a banner for multiple event use.
11. ICE Sustainability: In order for ANY program to work over the long term it needs to be integrated into the planning and training programs used by the community.

- Designate a yearly ICE Day or do a continuous ICE Project during Preparedness Month (May in Canada)
- Once your municipality and first responders have bought into the iCE program, ensure that the ICE symbol and information is posted on their websites as well as your group's website.
- PSAs on local media remind people about ICE
- Include ICE info and card distribution at a wide range of community events.

