

# Lessons from 7/7

How the London bombings led Sue Salik to launch a new service to help people in emergencies

**W**hen Sue Salik's daughter was caught up in the horror of the July 7 bombings in London two years ago it led her to launch a new service that makes it easier to contact people in emergencies. Thankfully, Sue's daughter, who was in one of the last carriages of the Kings Cross train blown up by a suicide bomber, escaped unhurt, although the carriage she was in filled with smoke and she had to be led to safety along with hundreds of others through the dark and chaotic labyrinthine underground tunnels. But after the immediate impact of the tragedy had sunk in Sue realised that her daughter had not had any identification on her that would have led to her family or friends being contacted had she been injured or worse. So she has now set up a service called Contact4Me which she is running from her home in Hadley Wood.

The idea behind it is simple: for a small annual fee you enter on a database details of people who can be contacted should you be found in an emergency situation. As a member of Contact4Me you will receive a registration pack with a selection of products which each have a unique membership number, identifying you,

## WHY IT'S IMPORTANT

\* It takes an average of five to six hours and sometimes days for family members to be contacted in an emergency. Contact4Me can make contact in minutes.

\* The Golden Hour is the term used to describe the first hour following a medical emergency when time is critical to the survival chances of a patient. The Contact4Me database provides instant access to all medical alerts.



Top: Sue Salik and, right some of the Contact4Me products

make contacting people easier, Sue believes recent technological advances actually make the Contact4Me service even more invaluable. She explained: "People don't tend to remember phone numbers much these days - we just have everyone on speed dial on our mobiles - I can never remember my own children's numbers, for example. "People tend to think things are not going to happen to them, but incidents can happen to any of us. "It really is simple to join - and it costs less than a cup of Starbucks coffee per month!" Contact4Me also allows you to update your contact information at any time and up to 10 numbers per member can be stored, as well as medical alerts so that the emergency services can be told if you have a particular medical condition, so it really does cover all eventualities.



which you can carry with you. These include a key fob, two membership cards, a tax disc holder for your car and a weather-proof sticker. Each of these prominently displays the telephone number of the Contact4Me call centre as well as your own unique membership number. Any member of the emergency services (or member of the public) who finds you in an emergency situation is then able to contact the call centre and give your membership number. A call is put through by the trained call centre staff to the first name on your contact list and that person is then connected directly to the emergency services member on the scene so they can be alerted to the situation. The service is intended to dramatically reduce the time taken to contact the next of kin, friends or family of someone who needs help. As well as in times of major disasters, Sue believes her service will be invaluable to anyone who is involved in a motoring accident, to anyone who has children, people with elderly parents or relatives who live alone, or those with a relative who suffers from an unstable illness such as diabetes, epilepsy or Alzheimer's. And although modern communications in theory

## HOW TO JOIN

Visit [www.contact4me.com](http://www.contact4me.com)  
Call 0870 389 2299 for a leaflet and application form, or leave a message and someone will call you back to take your registration over the phone. Single membership costs £16 for the first year and £12 for subsequent years. 1st additional person £12 for the first year and £8 for subsequent years. Each additional person £8 for the first year, £5 for each subsequent year.