

# PARK LIFESTYLE

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## Contact4Me

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In September 2006 Sue and Steven Salik had a life changing moment. Their youngest daughter was caught up in the 7/7 terrorist attacks at King's Cross. Luckily she was in the last carriage of the train and although it filled with smoke she was able to walk to safety with other commuters through the tunnel.

This event made Sue realise that although their daughter had credit card information on her, there was nothing to tell the emergency services who to contact if she was injured and couldn't speak for herself.

This was the catalyst they needed to work out a solution which would also help other people but it wasn't the only trigger. Sue's mother had developed dementia and she was worried that she could become disorientated when out and about, and no-one would know who to call for help.

This led Sue and Steven to come up with Contact4Me card system to help others in similar situations. It connects the emergency services with key contact information which could make a real difference if problems arise, getting hold of loved ones if needed and also letting them know they are safe.



They developed their idea into an ID membership scheme which is now available across the UK to others and using a variety of options. In addition to contact details for loved ones, the system also potentially gives the emergency services access to details about medical conditions, illnesses and allergies which could mean the difference between life and death in some instances.

Sue says it gives people additional independence and freedom they might not otherwise have. "One of our members is a fit man who runs and walks alone. He realised that if something happened no-one would know who he was or who to call so he joined. Just a few months later he had major heart surgery which just illustrated how important it was, despite the fact that he had thought himself fit and well before. He now runs with his Contact4Me card in his tracksuit trousers and that's peace of mind for everyone!"

The system is available for walkers, anyone with children, elderly parents or relatives or anyone who lives alone or has an illness which could cause a problem. Although in theory modern communication methods have made contacting people easier speed-dialling means not all numbers are in our memory banks anymore so it's very relevant. The first year's registration and welcome pack is £16 and this goes down to just £1 a month the following year.

To join: Call 0870 889 2299 or register online at [www.contact4me.com](http://www.contact4me.com)

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