

# An idea with a message

After the bombs, this family vowed to protect others from what they went through

## WHEN THE 7/7 TERRORIST ATTACK

struck London four-and-a-half years ago Trish Malik\*, 28, was one of the lucky ones: she had been sitting in the last carriage of the King's Cross train and managed to walk, uninjured, to safety. But the incident deeply affected her mother Sue, 61.

"It hit me a couple of days later," says Sue. "What if Trish had been lying in hospital and we didn't know? It could have taken days for the emergency services to contact us." The thought stayed with Sue and within weeks she and her husband Steven, a retired optician, had come up with a service called

\* NAME HAS BEEN CHANGED

Contact4Me founders Sue and Steven



In an emergency please Contact4Me  
UK 0870 389 2299  
Int'l +44 870 389 2299  
login: www.contact4me.com  
Quote my personal number:  
**00000-111**



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Contact4Me. Members carry a card with a phone number that links to a database of contact details for ten friends, relatives, neighbours and GP, so that they can be notified in emergencies.

Sue left her job as an information officer to start the service in September 2006. It's classed as a "social enterprise"—a business driven by social needs. Members pay £12 a year and any profit is ploughed back into the scheme; the couple used their savings to start it and Sue has yet to pay herself a wage.

After meetings with the Metropolitan Police, Contact4Me is now listed with their Disaster Victim Identification Unit as a port of call in case of a major incident. But it's used by all kinds of people at risk: backpackers, surfers, those with epilepsy and early-onset dementia—and Sue and Steven's three daughters.

For more information, log on to [contact4me.com](http://contact4me.com)

**Helen Gent**