

# stuf™

The Vital Information You Need, At Your Fingertips

# Missing Link



The Vital  
Information  
We Forgot To  
Tell You!

Making sure you have the right Stuf, whenever you need it, wherever you go.™

With everything that's been going on in the world this year, I can only imagine how busy you are, but I wanted to let you know how much I admire you for coming to visit our site. You didn't just **hope** that your family would **somehow** get through an emergency safely, but you actually took the time to make it happen. Millions of people never get that far!

So if you downloaded the information, you've probably created an emergency plan, you've gathered all of your family's vital information, you have everything in one place and you know where it is. Wonderful!

Now What?

It's the "Now What?" that really had me concerned.

Let me back up a minute. As you know, I'm not really in the habit of writing to our web family – all of you who have downloaded our material over the years. But something happened the other day that made me realize that something was missing in our material. Something vital. And when I realized it what it was, I knew I had to let you in on it – immediately.

Simply put – if you and your family don't have the information you need **with you** when an emergency strikes, all the emergency planning and information gathering you've done, will do you no good!

Don't get me wrong – I love all the tips in our guides. For example, having your "Grab It And Go Form" on a flash drive, containing all the information you need to survive a major emergency, ready to go. And 70 or 80% of the time, you would probably be at home if a major emergency struck.

But what about the other 20% or 30% of the time? **That's what had me concerned.**

The other day I took a few minutes out of my work day to run to the store. I had my company ID badge hanging from my belt loop and a debit card in my pocket.

As I crossed the five busy city streets on my way to the drug store, I began watching the drivers, most of whom were glued to their cell phones, and the cab drivers weaving in and out of traffic, without even looking, narrowly missing the pedestrians in their path. It was like a gigantic game of hopscotch! When I got back to the office I took an informal survey and found that all of my co-workers were just like me – grab a little money or a credit card and run to the store, run to lunch, run back – while all of our important ID, sits back at our desks.



The more I thought about it, I could visualize people all over the country in "walletless" situations:

- ◆ The guy running out for a second with a few bucks, to get a quart of milk.
- ◆ People out jogging or running carrying nothing but some water and an iPod.
- ◆ The Alzheimer patient who slips away from her caregiver and wanders down the street.
- ◆ The parents running out the door to pick up the kids, leaving their driver's license and other ID behind.
- ◆ The high-school or college student who doesn't "need" their student ID card to go out partying.

Yikes!

I know I don't have to fill **you** in on the statistics. You already know for instance that, every year over 1,000,000 people enter the ER unconscious or unable to provide vital information. And you know that on average, it takes hospitals over 6 hours to find a patient's vital information. And that's if the hospital has their name! If not? Believe me, you don't even want to think about it! Like I said, **something was missing in our materials.**

It's there, but kind of buried – so I want to fix that right now. There is a way – a very simple, very low cost way that you and your family can avoid something I call **vital info limbo**.

Since we head up both the Next of Kin Education Project and Stuf Productions, we've had the opportunity to review a lot of safety tools. Some are just okay, while others are barely serviceable. But there is one that stands way above all the others.



It's called a Shoewallet. Great name isn't it? It's made by Shoewallet Active Wear and it's a sturdy, lightweight wallet you take with you when you're On The Go. Shoewallets can carry cash, keys, your state ID, your vital information, credit cards, transit cards, Starbucks or gym membership cards, hotel keys – nearly anything you need when you don't have a purse, briefcase or simply can't carry a big fat wallet.

The twist is, they securely fasten to almost anything. You can fasten them to your running shoes if you're out jogging or at the gym, to a belt loop or your company ID badge if you're out walking, to an iPod or cell phone case, or you can just drop it in your pocket. When used on a shoe, they're so light that you can't feel them, even when they're full. And they're easy to remove.

The other thing we love about Shoewallets is that they provide an easy solution to two problems many families face -- how do you keep your kids safe and how do you keep loved ones with physical or mental challenges safe. For kids, they're great because you can strap one to their shoe with their ID and vital info, a few bucks and a key inside and the items will stay put until needed.

If you have an Alzheimer's patient or mentally challenged relative in your life, Shoewallets with ID and emergency medical information can be strapped to their shoes or fastened to their belts, giving them their freedom, and you peace of mind.

For older people, they're terrific because they provide everything a person would need for the store, the doctor or for outings, without having to worry about protecting a highly visible purse or wallet. With a Shoewallet, if someone you love is in a situation where he can't speak for himself, you'll be certain that the vital information you want emergency personnel to see, will be instantly communicated.

So how much are they? Shoewallets are \$9.95 each. Standard shipping and handling is \$2.95 – and if you order by 3pm EST they'll ship it to you the same day. They'll also give you a 60 day, no questions asked, money back guarantee. To purchase Shoewallets for your family, [click here](#).

### How Good Is Your Family At Communication?

Yes they can talk on the phone for hours at a time and IM (instant message) until their fingers fall off. But do they have what they need, with them at all times, to do the speaking for them in an emergency?

Remember the old Medic Alert bracelets? Doctors became so accustomed to spotting that silver bracelet on a patient's arm that alerts them to allergies or chronic diseases, that any time entire generations of kids, had a medical problem, they got a bracelet strapped to their arm whether they liked it or not. They haven't changed since the '70s and you know why? Because they work!

The problem is, just alerting a hospital to a disease or an allergy doesn't tell the whole story about a patient. That's what we're about to do.

Think about your spouse's daily routine for a moment. Does she always take a purse with her, or a backpack? Does he go running every day with nothing but shorts and an iPod? Does your he or she always carry a wallet, or almost never?

Our first step is to make sure that your family members always have something on them that will alert a hospital who to call or where to find their medical history and emergency contacts. The simplest way to do it is with a Wallet Card. We've included them along with your Grab it and Go Form. You can either type them out and print them, or print them and fill them in by hand. You can even laminate them if you want. The first side is for his name, birth year/blood type, physician and emergency contact names/numbers and allergies. On the bottom line is "See ICE Info in:" We'll get to that in the next section. On the reverse are the details of your family's emergency plan.

You can use these cards for every member of the family. The plan can detail a local meeting place, in case of a local disaster, as well as an alternate out of area location.

### **Making Your Cell Phone Speak**

You've been talking to your cell phone long enough. It's time that it starts talking back – and in a way that can help save your family's lives.

During Hurricane Katrina, the Tsunami and other disasters the last few years, someone came up with the idea of using ICE, which means In Case Of Emergency, to list your emergency contacts on your cell phone. The idea quickly spread around the world, and most hospitals now look on unconscious patient's cell phones to see if they have ICE contacts listed.

We want to take this one step farther and give hospitals or emergency personnel the information they need right in that one contact.

Sit down with each member of your family and decide who their two main emergency contacts are going to be. Depending on your cell phone model, you should be able to put quite a bit of information right in that one contact.

The contact name of course will be ICE, but you can put the contact's first name and relationship, (for example Cynthia – Mom) in the company name field, so a doctor reading it, would know that this contact is the patient's mother.

Play around with the other fields until you fill in all the information you possibly can. For example:

- Main phone number
- Cell number
- Work number
- Email Address
- IM, Twitter and Facebook address (we'll get to that in a moment)
- A URL link to full emergency contact information

If the emergency/medical portion of your family member's Grab it and Go forms are on a secured family web site online, you can even put the location where it can be downloaded, right in that contact.

For a second contact person, type in a second entry with the name ICE2.

As you probably noticed, on the Wallet Card you'll see a section called "See ICE Info In: my cell phone".


If your information is in your cell phone, leave it as is. If it can be found in a different location, type that in, instead.

Now emergency personnel treating you or your family will know precisely where to find your emergency information.



**My owner's name is Jane Smith, here are her emergency numbers**

# The Answer Series™ by nokep.org

Because Life doesn't come with a  Pause Button

## Workbooks & Action Plans

How do I keep my Family safe in a sudden emergency? How do I protect my College Student when she's away from home? How can I make sure my Patient's loved ones arrive when they're needed most? How do I keep all my things safe during a disaster? There's a storm coming and I have to evacuate – what should I do?



### ***Don't Lose All Your Stuff In A Hurricane!***

If a hurricane, earthquake, or tornado struck right now, would you be ready? If you're like most people, the answer is NO! "Don't Lose Your Stuff In A Hurricane" is a step by step plan that shows you how to gather and secure all your vital information, the people and the things you love and keep them safe in a major emergency or and natural disaster. It **includes action plans, checklists, Grab It & Go Forms & Wallet Cards for each member of the family.** "Don't Lose All Your Stuff In A Hurricane" is quick, easy and will have you up and running in one afternoon. Available in:

[Spiral Bound Print Version](#)   [CD Version](#)   [Free Instant PDF Download](#)   [Read More About It](#)



### ***Ready In 10!***

"Ready In 10" picks up where our first book, "Don't Lose All Your Stuff in A Hurricane!" left off. The Hurricane book shows you **why** your family needs to be prepared and gives you the **resources** to get started. "Ready In 10" tells you **how to do it.** With this workbook, you'll receive all the action plans, checklists, Grab It & Go Forms & Wallet Cards you need to be **ready to deal with any disaster or emergency in 10 minutes or less.** Available in:

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### ***Don't Lose All Your Stuff (or your Kid) At College! – Parent & Student Editions***

Most parents assume college is just an offshoot of high school. They think the moment their college student so much as trips and breaks a wrist he'll be whisked off to the office, where his emergency medical card will be pulled from the file, and will accompany him, to the nearest emergency room for immediate treatment. Unfortunately nothing could be further than the truth. With "Don't Lose All Your Stuff At College", you'll learn what your college student needs to stay safe in nearly any situation. You'll also receive **comprehensive Grab it and Go Forms to capture your student's vital documents, medical background, emergency contacts and full dorm inventory, emergency contacts** – all the vital information she could ever need right at her or her fingertips, 24/7. It's quick, it's easy and you can be up and running in one afternoon! Available in:

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### ***Creating A Next of Kin Notification Program***

What if you could locate your patient's next of kin and medical history quickly and easily? What if there was as a simple plan you could use to reduce liability and increase patient safety in Seven Steps? What if you could seamlessly implement the process in your facility in 90 days or less? Now you can! In "Creating a Next of Kin Notification Program", you'll receive the tools your facility needs to locate an unconscious patient's emergency contact information, perform next of kin notifications and obtain informed consent, quickly and easily. With easy to follow benchmarks, the program has everything that hospitals need to train trauma team members to perform next of kin notifications quickly and easily in every situation, **and everything you need to create your own Notification Program.** It's quick, easy & you can be up and running within 90 days! Available in:

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# Presented courtesy of Stuf Productions

For free resources and products to help you keep your family, college student and hospital patients safer in nearly any kind of emergency, visit our website, today, [www.nokep.org](http://www.nokep.org).



## THE ANSWER SERIES

Ready to kick you and your family's, college student's or patient's safety up a notch? Check out the Answer Series, where you'll find workbooks and full action plans like "Don't Lose All Your Stuff in a Hurricane!" They're available in a spiral bound workbook, on CD or for a limited time, you can download a free eWorkbook from our website.



## FREE DOWNLOADABLE GUIDES

Be sure to grab your free downloads for information on surviving hurricanes, tornadoes, earthquakes, floods, dorm checklists and other disasters. And for those health care workers out there, you'll also find books like the Seven Steps to Successful NOK notification.



## ARTICLES

Here you'll find articles on subjects including: Keeping your Family and College Student safe in nearly any situation, Patient Safety, Enhancing Communication and Quick & Easy Next of Kin Notification



## VIDEOS

Here you'll find videos on subjects including Hurricane, Tornado and Evacuation planning and preparation and Leeza Gibbons speaking on behalf of our Next of Kin Law.



## BLOGS

[Family Safety Blog](#)

[College Student Safety Blog](#)

[Notification/Patient Safety Blog](#)



## MEDIA

Here you'll find media coverage on The Next of Kin Education Project, Stuf & our legislative efforts including the Next of Kin Laws



## Ready In 10

Introducing Ready In 10! How would you like to be ready for any kind of emergency, disaster or evacuation in 10 minutes or less? No sweat. Watch our website for details on our newest Workbook & Action Program – Ready In 10!