

This 'Bottle' Can Save Lives

More than 90,000 vulnerable people all over Ireland, feel safer to-day thanks to an innovative programme promoted by Lions Clubs. "Message in a Bottle" information scheme is a simple idea designed to encourage people to keep their personal and medical details on a standard form and in a common location – the household fridge.



Speaking at a ceremony at Kilbarrack Fire Station in Dublin, to mark 'Message in a Bottle Day', Michael Cline, Lions Clubs project leader said that members of the 110 Lions Clubs in Ireland are planning to distribute an additional 40,000 bottles over the coming months with the assistance of Fire and Ambulance services and many voluntary organisations such as 'Meals on Wheels' and Senior Citizen Groups. 'The system provides Emergency Services with comprehensive information on medication prescribed for a patient, which can be invaluable during initial treatment and which can also be transmitted to a hospital before a patient arrives', Michael Cline said. 'In an emergency, every second counts and gaining access to critical medical data can save lives'.

Since the scheme was launched in Ireland four years ago Lions Club members have distributed more than 90,000 bottles. Janssen, a pharma company in Carrigaline Co Cork who sponsored the project in their area, won first prize in the "Chambers of Ireland Awards" for a Community based projects supported by a Multinational Company.

The small distinctive plastic containers which are distributed by Lions Clubs, Fire Brigade, Community Gardai, Pharmacies and Senior Citizen groups contain a printed form and three labels. The recipient fills in the form with their medical details, allergies, next of kin contact details. Any pets in the family can also be included. They then put the completed form into the bottle. The bottle is then placed in the fridge and one of the labels placed on the outside of the fridge door. The other label is placed on the inside of the front entrance door of the home, by the lock. One can also be placed on the inside of their back door.

If a person is taken ill while alone in the house and is unable to communicate, the Emergency Services and First Responders, on seeing the labels, are alerted to go straight to the fridge, saving valuable minutes assessing the patient's details.

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[Click for MiaB resources \(Posters, handouts, promotional videos etc.\)](#)

and

[Delivering MiaB \(Video\)](#)

To download this video[Click here](#)

Further information on Message in a Bottle from

Michael Cline at

086 8141214 michaelcactdub@eircom.net

or

Frank Corr, District PR Co-Ordinator Lions International at

0868274710 fcorr100@gmail.com