



ICAO

Symposium on Assistance to Aircraft Accident Victims and their Families (AAAVF2021)

1 to 3 December 2021
Canary Islands, Spain

Hosted by



MINISTERIO
DE TRANSPORTES, MOVILIDAD
Y AGENDA URBANA



The Management of Data in an incident:

Putting Families First

Otibho Edeke-Agbareh
Humanitarian Services Manager



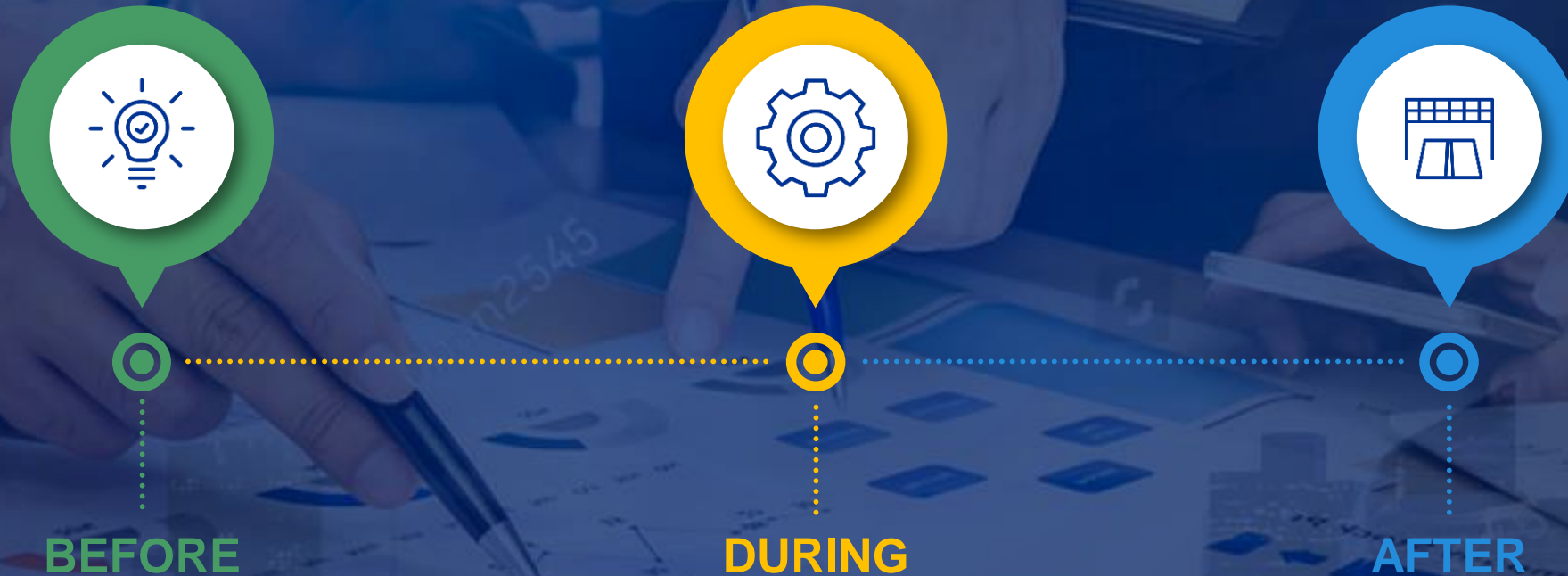
Where Does Data Management Begin?.....



The worst has happened



3 Areas of Crisis & Data Management

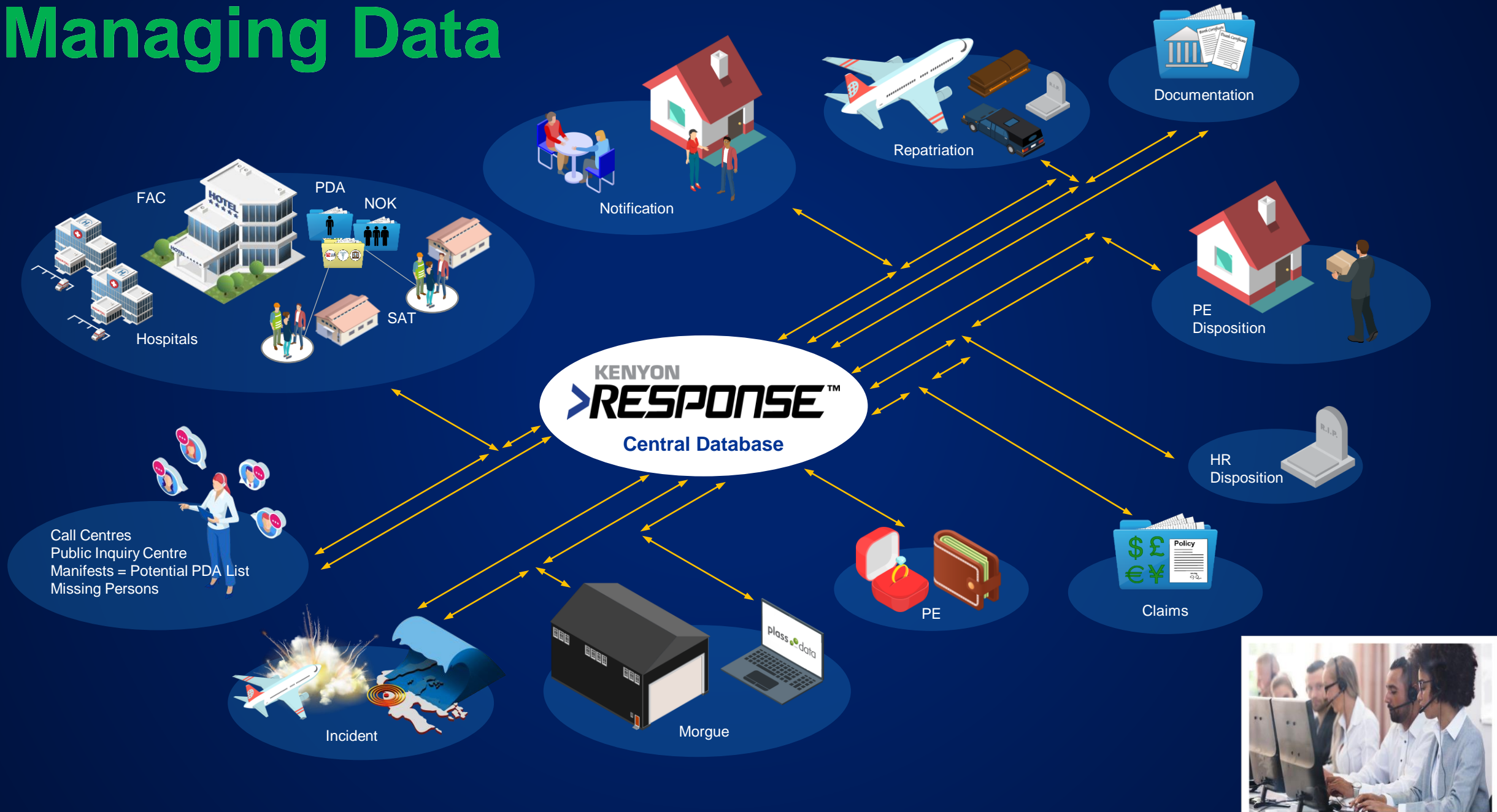


1.

Before an Incident



Managing Data





2.

During an Incident



Restrict access to all relevant lists and records to key personnel at the earliest opportunity, so the airline maintains control.

What records should be frozen?



Joint Family Support Operations Centre JFSOC

Where participating organisations are brought together to monitor, plan, coordinate and execute a response operation maximizing the utilisation of all available resources.

Organisations Include:



Location determined on a basis of:

- available space
- local government buildings
- mobile command posts
- location & severity of disaster



Other organizations may include:

Department of State
Department of Justice
Federal Emergency Management Agency
Department of Defense
Foreign consulates

Ideally at the FAC



Public Relations



Communicating
internally about response

Providing **Social Media** updates

Providing **Media Interviews**

DON'T FORGET

Golden Minute & Citizen Journalists means news travels faster than ever before!

Communicating
externally to
families, media
and public

Media Call Centre & Monitoring
Media Trends

Ensure your Initial
Press Statements
are released in a
timely manner

Preparing **press statements**

Reviewing marketing campaigns,
emails, and loyalty schemes

Ensuring your **dark site** has
been mobilised



Virtual Secure Spaces for Family Assistance

Clear communication is critical for **meeting times** and **joining instructions** to family members.



Record calls for those who cannot attend, **save to family website**



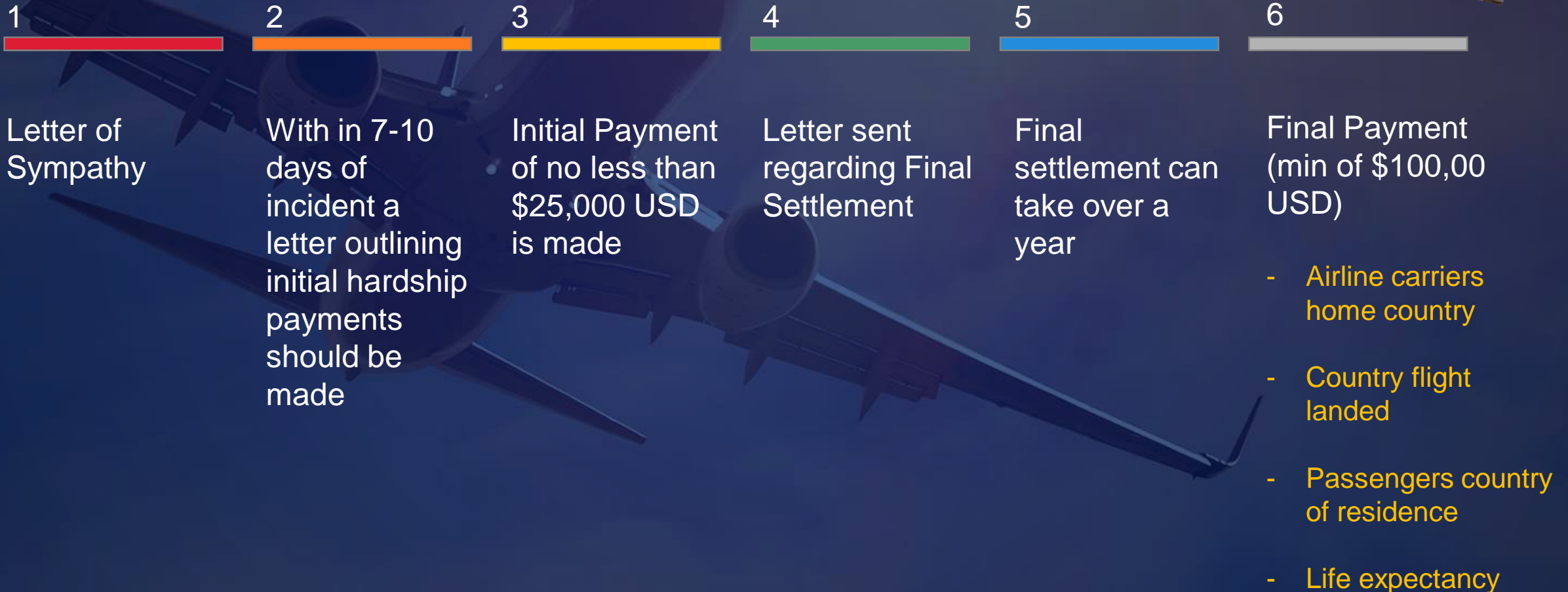
Ensure families can **access platform** and **provide troubleshoot support**



Issue **Buccal swabs** for DNA collection, explain the process and complete **Ante Mortem interview online**



The Families Journey to Compensation



3.

After an Incident



Business Continuity and communication

Marketing campaigns were developed in different circumstances than you are now in.

The market, your customers, stakeholders, partners etc have a different awareness and expectations of you.

Marketing Review:
Ensure activities are still
appropriate or convey messages
that **fit with the new reality**





Final Thoughts



Things to think about

- To have guidance on how to integrate effective data management systems and practices into preparedness and Incidents Response situations
- For IT Teams and experts to form part of safety based solutions in the protections of data
- For families and survivors to be empowered and involved in the decision making process when information pertaining to their loved ones are released
- For the establishment of a code of conduct for the management of Data and social media following an incident
- For consensus on an data management system that can be used across stakeholders to record, receive and share information during a response



Compassion



“All I have to do in this business of airline emergency response is to ask: How would I want to be treated. More importantly, how would I want my loved one treated”

Jim Hall, Former CEO
US National Transport Safety Board.





**Thank You For Listening
Any Questions?**

