PA-RAST/15 — WP/02
10/01/14

Fifteenth Pan America — Regional Aviation Safety Team Meeting (PA-RAST/15)
Ft. Lauderdale, Florida, United States, 23 to 24 January 2014

Agenda Item 8:   **RASG-PA Strategic Communication Plan**

RASG-PA STRATEGIC COMMUNICATION PLAN

(Presented by Flight Safety Foundation)

<table>
<tr><td colspan="2" align="center">EXECUTIVE SUMMARY</td></tr>
<tr><td colspan="2">During the RASG-PA ESC/17 meeting that was held in San Jose, Costa Rica, Brazil presented working paper 4 (WP/4) on a strategic plan for communication.

This working paper presents a recommended integration of the RASG-PA overall strategy with the communication plan presented by Brazil.</td></tr>
<tr><td>Action:</td><td>• Review and discuss the overall concept presented in this working paper;
• Discuss the RASG-PA workflow and communication process to identify areas for improvement;</td></tr>
<tr><td><i>Strategic Objective:</i></td><td>• Safety</td></tr>
<tr><td><i>References:</i></td><td>• RASG-PA ESC/16
• RASG-PA ESC/17
• RASG-PA ESC/17 – WP/04</td></tr>
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1.   Introduction

1.1   During the RASG-PA ESC/16 meeting in Lima, Peru, the RASG-PA ESC agreed to draft a strategic plan for Communication. The representative from Brazil agreed to draft the plan and this plan was presented as WP/4 at the RASG-PA ESC/17 meeting in San Jose, Costa Rica.

1.2   Several States and organizations agreed to assist with developing the plan.

1.3   The Flight Safety Foundation, in collaboration with the representatives from Brazil, have developed a draft document establishing the relationship of the Communication strategy with the overall work process of RASG-PA to ensure maximum effectiveness of its activities.

2. **Discussion**

2.1 Since 2008 the Regional Aviation Safety Group - Pan America (RASG-PA) has played an important role in supporting aviation safety in the region. The RASG-PA role of bringing together States and aviation industry to improve aviation safety was recognized by the Flight Safety Foundation (FSF) in 2012 with the Flight Safety Foundation-Boeing Lifetime Achievement Award.

2.2 During its existence RASG-PA has produced many events and products targeting the reduction of aviation accidents in the region. While the quality of RASG-PA activities is high, the level of implementation and actual improvements to aviation safety is difficult to measure.

2.3 Defining the RASG-PA cycle of activities and processes for communication is critical to ensure a data driven, quality based approach.

2.4 All Safety Enhancement "products" should have the targeted "audience" identified.

- Note differences in region's audience (English, Spanish, Portuguese)
- Civil Aviation Authorities, service providers, etc.
- All CAA's in the RASG-PA regions should appoint a communication coordinator. All service providers should appoint a communication coordinator.
- Leading organizations can serve as "ambassadors" to carry the message and drive participation.
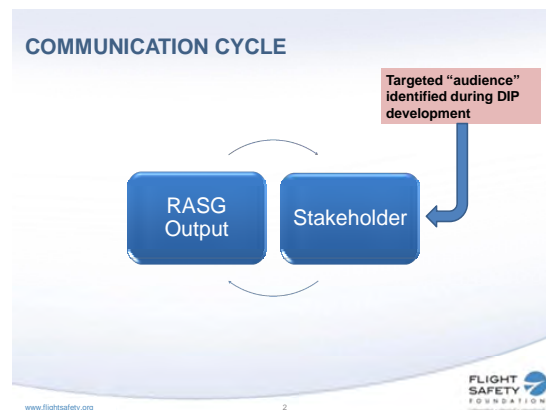

2.5 A record of actions taken by stakeholders is needed to understand the level of implementation.

- It is important to query stakeholders so that we may understand if the guidance has been implemented.
- If it has, what has been the experience of the organization?
- If it has not, why?
  - Too costly?
  - Cannot be implemented in that operational or legal environment?
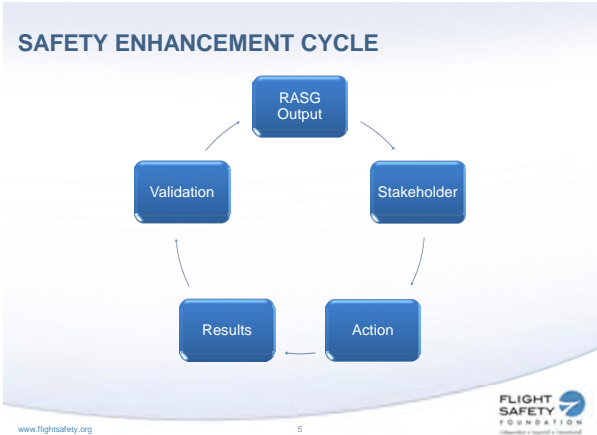 - No buy in from stakeholders?
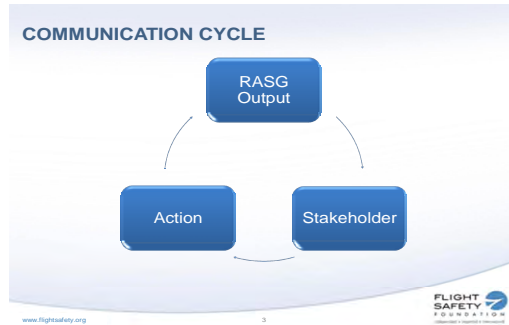
2.6   What are the results of implementation?

- The RASG-PA communication committee (PARAST) should seek feedback on implemented or accepted RASG outputs.
- What are the measurable results?
  - Can metrics be generated to measure impact of implementation?
  - Example: RASG output was guidance on preventing unstable approaches. IATA/ALTA carriers are willing to share FDA data. A reduction on unstable approaches can be verified and monitored.
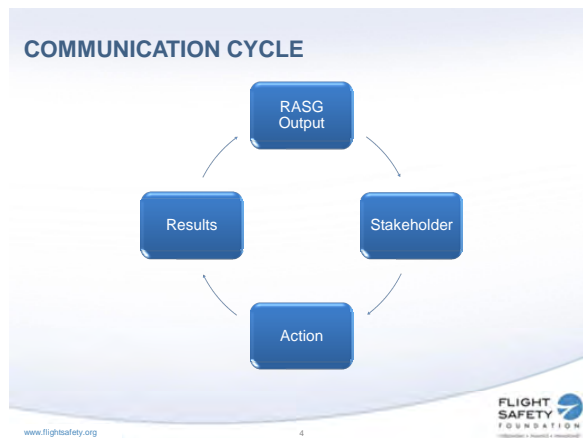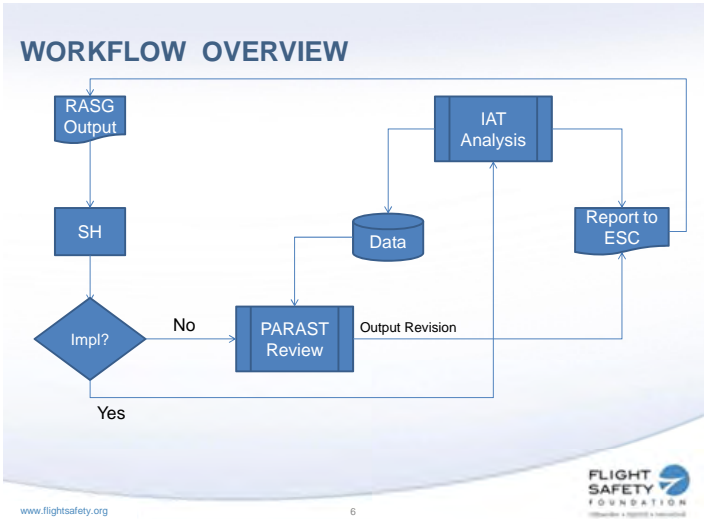

2.7   Results have to be validated.

- Where there actual changes to the system?
- What is the intended result?
- What metrics can be used to measure the effects of changes to the system?
- IAT to track metrics and provide feedback to RASG.
  - Are the effects positive?
  - If not what changes are needed?
  - If yes, monitor.

SAFETY ENHANCEMENT CYCLE

RASG Output

Validation

Stakeholder

Results

Action

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2.8   The workflow of the RASG is defined below.

- When a stakeholder (SH) receives a RASG output the communication process can capture information from stakeholders about implementation.
- When wide implementation of an RASG output is not evident, the PARAST should review the output and recommend revisions to the ESC to meet the intent of the output.
- The revised output is communicated by the RASG to stakeholders.

2.8.1   Data is collected and analyzed by the IAT to verify effectiveness of mitigations.

WORKFLOW OVERVIEW

RASG Output

IAT Analysis

SH

Data

Report to ESC

Impl?   No   PARAST Review   Output Revision

Yes

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3.   Conclusion

3.1   Defining and documenting the integrated RASG-PA workflow and communication process will provide the best opportunity for increased efficiency and effectiveness.

4. **Suggested Action**

4.1 The Meeting is invited to:

  a) review and discuss the overall concept presented in this working paper; and

  b) discuss the RASG-PA workflow and communication process to identify areas for improvement;

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