



**Thirtieth Regional Aviation Safety Group — Pan America Executive Steering Committee Meeting
(RASG-PA ESC/30)**

Baltimore, United States, 22 to 23 March 2018

Agenda Item 7:

RASG-PA Communication Plan

RASGPA COMMUNICATION PLAN PROGRESS

(Presented by Secretariat)

EXECUTIVE SUMMARY

This working paper presents the progress made in the RASG-PA Communication plan in follow up the agreement of the ESC 29th meeting of October 2017, regarding the preparation and implementation of the RASG-PA communication plan for the correct and efficient handling of information.

The communication plan provides a framework to manage and coordinate the wide variety of RASG-PA information as part of the permanent activities for strengthening aviation safety in the Pan-American region. The communication plan covers who will receive the communications, how will be delivered, what information, who communicates, and the frequency. This document seeks to improve the reach of the information and the impact that it has on all stakeholder.

Following the agreement of the ESC 29, the Secretariat has initiated in coordination with representatives of the RASG-PA, the development of the communication plan. This working paper presents a summary of the progress made of the document for knowledge of ESC.

*Strategic
Objectives:*

- Safety
- Air Navigation Capacity and Efficiency

References:

- RASG-PA Procedural Handbook, 4th Edition
- ICAO Global Aviation Safety Plan (GASP)
- Annex 19 - *Safety Management*

1. Introduction

1.1 In the ESC 29th meeting held in Mexico City in October 2017, it was agreed on the preparation and implementation of the RASG-PA communication plan for the correct and efficient handling of information related to the work of the group in the Pan-American region. In follow up this agreement, the Secretariat initiated the development of the first draft of the document and identified six main areas for improvement with the implementation of the Communication Plan:

- i. To increase the participation of the States of the NAM/CAR and SAM Regions: The attendance of the States representatives to RASGPA meetings and the participation in the workgroups has diminished during the last years. It is necessary to improve the communication with the States Authorities to encourage the involvement in the meetings and work of the teams.
- ii. Improvement in the results obtained from RASG-PA products and activities: Although a considerable number of products have been developed, such as circulars, information kits, bulletin and other tools for safety improvement; the Secretariat has identified some stakeholders whom these RASGPA advances have not reached. It is necessary to improve the communication strategy to increase the impact of RASG-PA developments.
- iii. Improved communication with stakeholders for preparation and meeting development: It is essential to strengthen communication with internal and external stakeholders, before, during and after the RASG-PA meetings to enhance the results from these reunions.
- iv. Improvement in the tasks follow-up progress of the working groups: One of the primary roles of the Secretariat is the follow-up to the tasks progress, it is necessary to improve communication to strengthen the monitoring from the Secretariat to obtain better results in the task development.
- v. Establishment of a process to measure the stakeholder satisfaction and to receive feedback that will allow the identification of areas of strength and areas for improvement.
- vi. Strengthening the image of the RASG-PA in the Pan-American Region: Through the use of existing electronic tools such as professional networks, and the participation of RASG-PA representatives in safety events and other activities to increase the exposure of the group to strengthen the image.

2. The Plan

2.1 Scope: The communications plan cover:

Stakeholder Management - identification of RASG-PA stakeholders, analysis of their communication requirements, and planning for their needs.

Communication Planning - the communication and information needs of stakeholders. Who needs what information, when, in what format, by what means and how to receive input and feedback.

Information Distribution -how information will be distributed to all stakeholders.

2.2 Stakeholders

RASG-PA has a long list of stakeholders both internally and externally; the communication plan identifies all interested parties and the role and the relationships to implement a well-organized and targeted communication strategy. The communication plan includes a matrix of the RASG-PA key stakeholders. Table I, **Appendix**.

2.3 Feedback and Satisfaction surveys

The communication plan proposes the establishment of a feedback monitoring mechanisms to ensure and measure the ongoing effectiveness of RASG-PA. By monitoring and responding to feedback regularly, the group can continue addressing the needs and concerns of key stakeholders.

It is essential to establish a process to measure the satisfaction of stakeholders; this measurement will allow identifying areas for improvement. Once a year the Secretariat will conduct a satisfaction survey, the results will be presented at the first ESC meeting where the respective actions will be agreed depending on the results obtained in the evaluation.

2.4 Communication Matrix

The communication matrix is one of the main elements included in the communication plan, which identifies the audience, the type of communication, the frequency, responsible and the method for delivering the information. The communication Matrix is included in Table II, Appendix I.

3. **Progress**

3.1 The secretariat has prepared the first draft of the communications plan, designed to be used under a project approach methodology using the PRINCE 2 principles. The first draft includes all the essential elements to establish an effective communication strategy through the use of new technologies for information sharing.

3.2 The first draft of the communications plan was sent to the work team for analysis. At the end of the period it was received comments from:

- a) Brazil
- b) Transport Canada
- c) FAA

3.3 The Secretariat is processing all the recommendation to carry out the virtual discussions for the analysis and inclusion in the final document. As established in ESC 29, the presentation for approval of the final text will be during ESC 31.

3.4 In the PA-RAST 31 was included in the Agenda a working paper presenting the first draft of the communication plan.

4. Conclusion

4.1 The communication plan will provide a framework to manage and coordinate the wide variety of RASG-PA communications, improving the reach of the information and the impact that it has on all stakeholder.

5. Suggested actions

5.1 The meeting is invited to:

- a) Take note of the information presented regarding the progress in the Communication Plan; and
- b) support the development of the communication plan so it can be presented for approval at the ESC 31.

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APPENDIX**Table I - Stakeholders**

Stakeholder	Comments
ACI	
AIRBUS	
ALTA	
ATR	
Boeing	
CANSO	
CASSOS	
ECCAA	
EMBRAER	
ESC Members	
Flight Safety Foundation	
IATA	
IFATCA	
ANSP	
ICAO	Including but not limited to: Secretariat ICAO Council Regional Directors PIRGS
States Aviation Authorities	
Other Aviation Organization	
General Public	

Table II – Communication Matrix

ID	Item	Target Audience	Description/Purpose	Frequency	Responsible	Channel	Authority to release	Comments
1	RASG-PA Plenary Meetings invitation	All stakeholders	To invite stakeholders to the meeting.	Issue at least 90 days before the meeting	Secretariat	Website email	Secretariat	
2	WP/IP for RASG-PA Plenary Meetings	All stakeholders	WP/IP with the issues to be include in the meeting Agenda.	Received by the Secretariat at least 20 days before the meeting, and uploaded to the website 15 days before the meeting.	Secretariat	Website email	Secretariat	
3	RASG-PA Plenary Meetings	All stakeholders	To address the issues included in the Agenda	Every two years.	Secretariat	Face to face	Secretariat	
4	RASG-PA Plenary Meetings reports	All stakeholders	Update stakeholders on progress	Every two years.	Secretariat	Website email	Secretariat	
5	Executive Steering Committee ESC Meetings invitation	All RASG-PA internal stakeholders	To invite RASG-PA internal stakeholders to the meeting.	Issue at least 90 days before the meeting	Secretariat	Website email	Secretariat	

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ID	Item	Target Audience	Description/Purpose	Frequency	Responsible	Channel	Authority to release	Comments
6	WP/IP for Executive Steering Committee ESC Meetings	All RASG-PA internal stakeholders	WP/IP with the issues to be include in the Agenda	Received by the Secretariat at least 20 days before the meeting, and uploaded to the website 15 days before the meeting.	Secretariat	Website email	Secretariat	
7	Executive Steering Committee (ESC) Meetings	All RASG-PA internal stakeholders	To address the issues included in the Agenda	Twice a year.	Secretariat	Face to face	Secretariat	
8	Executive Steering Committee (ESC) Reports	All RASG-PA internal stakeholders	Update RASG-PA internal stakeholders on progress	After ESC Meeting	Secretariat	email	Secretariat	
9	PA-RAST Meetings invitation	All stakeholders	To invite stakeholders to the meeting.	Issue at least 90 days before the meeting	Secretariat	Website email	Secretariat	

ID	Item	Target Audience	Description/Purpose	Frequency	Responsible	Channel	Authority to release	Comments
10	WP/IP for PA-RAST Meetings	All stakeholders	WP/IP with the issues to be include in the Agenda	Received by the Secretariat at least 20 days before the meeting, and uploaded to the website 15 days before the meeting.	Secretariat	Website email	Secretariat	
11	PA-RAST Meetings	All stakeholders	To address the issues included in the Agenda	Four meetings during the year.	Secretariat	Face to face	Secretariat	
12	PA-RAST Summary of Discussions	All stake holders	To Update stakeholders on task progress and other significant issues	After PARAST Meeting	Secretariat	Website email	Secretariat	
13	Information Analysis Team Meetings Summary of Discussions	All stake holders	To Update stakeholders on task progress and other significant issues		Secretariat	Website email	Secretariat	

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ID	Item	Target Audience	Description/Purpose	Frequency	Responsible	Channel	Authority to release	Comments
14	RASG-PA Safety Advisory (RSA)	All stake holders	To present to stakeholders safety information on technical matters analyzed within the RASG-PA.	As required	Secretariat	Website Email Networks	Secretariat	The secretariat will be responsible for annually evaluating the validity of the document and discarding it or identifying it appropriately if it is outdated.
15	RASG-PA Procedural Handbook	All Stakeholders	Establishes the RASG-PA procedures				Secretariat	
16	Network Posts	All stake holders	To share safety information	Monthly	Secretariat	Networks	Secretariat	
17	Feedback	All stake holders	Receive information or inputs regarding RASG-PA activities	As required	Secretariat	Email Telephone Mail Networks	Secretariat	
18	Satisfaction surveys	All stake holders	To assess stakeholder satisfaction related to the activity of RASG-PA	Yearly	Secretariat	Email	Secretariat	

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