



DANGEROUS GOODS PANEL (DGP)

TWENTY-SEVENTH MEETING

Montréal, 16 to 20 September 2019

Agenda Item 10: Other business

U.S. STAKEHOLDER ENGAGEMENT STRATEGY

(Presented by D. Pfund)

SUMMARY

This paper is to provide information on the United States (U.S.) Federal Aviation Administration's (FAA) Stakeholder Engagement strategy for managing the risks to aviation safety posed by the transportation of dangerous goods by air.

1. OVERVIEW

1.1 One of the four pillars of a Safety Management System (SMS) is Safety Promotion. Safety Promotion involves the communication and dissemination of safety information to both internal and external stakeholders. The *Safety Management Manual (SMM)* (Doc 9859) states that "It is the role of the State to implement the adequate safety promotion channels and media they believe will achieve best results in developing ... a safer civil aviation system within the State."

1.2 Every product that touches an aircraft represents the cumulative effort of multiple organizations in the supply chain (e.g, supplier, manufacturer, distributor, retailer and consumer). In this process, any single action can impact aviation safety. Everyone in the supply chain is responsible for aviation safety, and must do all that they can do to prevent risks that could exceed the capability of the aircraft to handle them. The U.S. Department of Transportation has been working to comprehensively enhance safety promotion outreach through multi-modal and aviation specific media. The Pipeline and Hazardous Materials Safety Administration (PHMSA) has led the multi-modal approach, and the Federal Aviation Administration (FAA) has led aviation specific efforts. In the previous year, the FAA Dangerous Goods Program has taken steps to revitalize the Safety Promotion strategy we utilized to engage external stakeholders. We still utilize safety data and analysis to identify concerns and risks, but we also evaluate each stakeholder engagement activity against its potential effectiveness on aviation safety considering its efficiency and the estimated allocation of resources required.

1.3 One key outcome of this process, was better understanding the critical role of the Dangerous Goods Program’s website and how it could have a greater impact in providing information and improving aviation safety. To accomplish this goal, we restructured the website to be task-based and audience focused. Content is broken down into three audience based sub-sites: OperateSafe (for operators), SafeCargo (for shippers), and PackSafe (for passengers). It was also modernized with a mobile friendly layout, streamlined design, and new branding. FAA invites you to explore our new website at: www.faa.gov/hazmat.

1.4 The website is highly focused on reducing and preventing undeclared dangerous goods from entering the air transportation system. Some features include:

- a) videos developed in collaboration with Amazon to help the public and Amazon sellers understand common household items that may be regulated as dangerous goods;
- b) an interactive timeline of notable aviation incidents and accidents where dangerous goods were onboard the aircraft;
- c) interactive packing tools and guidance for shippers, air carriers, and passengers; and
- d) revitalized safety awareness posters, dangerous goods resources, etc.

1.5 Since the introduction of the revitalized Dangerous Goods website, the amount of traffic to the website has increased ten times to over a million views per month.

1.6 Consistent branding and messaging is also included in the new strategy. All aspects of stakeholder engagement were evaluated to utilize the information and message across platforms (e.g. website, social media, imagery, conference displays, handouts, display items, etc.). So then we can take advantage of the FAA branding recognition while we establish the specific Dangerous Goods Program branding. Social media tools have also been embraced to build a following so that we can quickly and efficiently relay safety messages to the public, advertise an event or website, and provide new safety content.

1.7 Focusing on high-impact engagement events, activities, and collaboration is an on-going process in our stakeholder engagement strategy. Making sure our program is reaching the correct audience in large enough numbers to potentially drive change in aviation safety is the goal. Examples of this effort include our participation in the Consumer Electronics Show (CES) in Las Vegas, NV; USA, major USA E-Cigarette Conferences; the USA based Undeclared Working Group, and collaborating with Amazon on videos relating to dangerous goods and lithium batteries.

1.8 You can follow the latest FAA News at:

- <https://twitter.com/FAANews>
- <https://www.facebook.com/FAA/>
- <https://www.youtube.com/user/FAANews>
- <https://www.instagram.com/faa/>

APPENDIX

SAFETY PROMOTION CAMPAIGN WITH CONSISTENT BRANDING



  Learn the right way to package your HAZMAT shipment.	  Should it go in checked or carry-on? Find Out!	  Know your responsibility about reporting incidents.
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ASK US ABOUT

BATTERY SAFETY

Battery safety helps your product take off. #SafeCargo



faa.gov/go/safecargo

