Benefits to an airline of a fear of flying program

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Treatment of Fear of Flying

- Effective treatment programs help clients in three areas by
  - Gaining greater understanding of planes and flying
  - Developing new attitudes and personal coping skills
    - Generally using CBT techniques
    - Gradual exposure to planes and flying situation
  - Existing programs differ in their emphasis on
    Education or Psychological coping skills
  - Sponsored by airlines, but usually contracted to an
    outside group
Lapsed Programs

- Fear of flying programs were first developed in the 1970s with the major airlines in the USA.
- After de-regulation of the airline industry and economic turmoil post 9/11 they were suspended.

**USA**
- Pan Am - *Freedom from fear of flying* 1975 ~
- United - *Fear of flying clinic* - 1976 ~
  - A Ninety-Niners project San Francisco
- American Airlines - *AAir Born* - 1988 ~
- Northwest Airlines - *Wings* 1995 ~

**AUSTRALIA**
- Ansett ~ 1981-2001
### Treatment Programs Affiliated with an Airline

<table>
<thead>
<tr>
<th>AIRLINE</th>
<th>NAME</th>
<th>SERVICE PROVIDER</th>
<th>COUNTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virgin Atlantic</td>
<td>Flying without fear</td>
<td>Flying Without Fear Ltd, Paul Tizzard and Richard Conway</td>
<td>UK</td>
</tr>
<tr>
<td>British Airways</td>
<td>Fly without fear</td>
<td>Aviatours</td>
<td>UK</td>
</tr>
<tr>
<td>US Airways</td>
<td>Fearless flight - Cleared for takeoff</td>
<td>Captain Ron Neilsen</td>
<td>USA</td>
</tr>
<tr>
<td>Aer Lingus</td>
<td>Fearless flying program</td>
<td>Dr Maeve Byrne Crangle</td>
<td>Ireland</td>
</tr>
<tr>
<td>KLM</td>
<td>Fear of flying training</td>
<td>VALK Foundation (KLM, Schipol Airport, Leiden Univ, &amp; Transavia)</td>
<td>Netherlands</td>
</tr>
<tr>
<td>Austrian Airlines</td>
<td>Anti-fear of flying seminar</td>
<td>Airline - Dr Robert Wolger</td>
<td>Austria</td>
</tr>
<tr>
<td>Air France</td>
<td>Stress-free flying</td>
<td>Airline - Isabelle David</td>
<td>France</td>
</tr>
<tr>
<td>Lufthansa</td>
<td>Seminars for relaxed flying</td>
<td>Agentur Texter-Millot</td>
<td>Germany</td>
</tr>
<tr>
<td>Swiss</td>
<td>Fit to fly</td>
<td>Swiss Aviation Training</td>
<td>Switzerland</td>
</tr>
<tr>
<td>SAS</td>
<td>Overcome fear of flying</td>
<td>AviaSafe ab</td>
<td>Sweden</td>
</tr>
<tr>
<td>SAS Braathens</td>
<td>Flight phobia treatment program</td>
<td>Oivind Ekeberg, Univ of Oslo</td>
<td>Norway</td>
</tr>
<tr>
<td>Qantas</td>
<td>Fearless Flyers Course</td>
<td>Fearless Flyers Inc, Glenda Philpott and volunteers</td>
<td>Australia</td>
</tr>
<tr>
<td>Air New Zealand</td>
<td>Flying without fear</td>
<td>Grant Amos</td>
<td>New Zealand</td>
</tr>
</tbody>
</table>
## Non-affiliated Treatment Programs

<table>
<thead>
<tr>
<th>Service Program</th>
<th>Name</th>
<th>Service Provider</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent (using AirCanada)</td>
<td>Visionair Program</td>
<td>De Plour Research &amp; Training Centre</td>
<td>Canada</td>
</tr>
<tr>
<td>Independent</td>
<td>Freedom to Fly</td>
<td>Elaine Lijon Foreman</td>
<td>UK</td>
</tr>
<tr>
<td>Independent (using Alaska Airlines)</td>
<td>Fear of Flying Clinic</td>
<td>Jeanne McElhatton &amp; San Francisco</td>
<td>USA</td>
</tr>
<tr>
<td>Independent</td>
<td>Flight Without Fear</td>
<td>Colorado Ninety Nines Boulder</td>
<td>USA</td>
</tr>
<tr>
<td>Independent</td>
<td>Fear of Flying Clinic</td>
<td>Seattle Washington</td>
<td>USA</td>
</tr>
<tr>
<td>Independent</td>
<td>Flying in the Comfort Zone</td>
<td>Dr Michael P Tomaro &amp; General Mitchell International Airport, Milwaukee</td>
<td>USA</td>
</tr>
<tr>
<td>Independent (using Virgin Blue Airlines)</td>
<td>Fly with out fear</td>
<td>Dr Bryan Burke &amp; Macquarie University Anxiety Treatment Unit, Sydney</td>
<td>Australia</td>
</tr>
</tbody>
</table>
Airline Support for FOF Program

- 1. Factual information to help participant’s better understand the unknowns of flying
  - Presentations by Pilot
  - Presentations by Cabin Crew
  - Tour of Maintenance Facility
Airline Support for FOF Program

2. Things to help participants face their feared situation
   - Tour of an Aircraft at the Terminal - tarmac and onboard
   - Experience in a Cockpit or Cabin Simulator
   - Discount Fares for Practice Flights
   - Visit to Air Traffic Control
Benefits to an Airline of a FOF Program

- Gain potential customers
  - approximately one third of the population are affected to some degree
  - Multiplier effect - not only individual but family & friends prevented from flying

- Contributes to
  - Operational efficiency
    - Helps reduce the need to off-load panicky passengers, or return to gate
      - Delayed departures - need to locate/off-load luggage
      - Added costs from gate charges, load extra fuel, etc
      - Guest inconvenience - reputational damage
Benefits to an Airline of a FOF Program

- Promotes a caring corporate image
  - Honestly acknowledging that some passengers are apprehensive or worse about flying
Benefits to an Airline of a FOF Program

Montreal, June, 2007
Benefits to an Airline of a FOF Program

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Seminars for relaxed flying

Symptoms of fear of flying
- What can cause such fear
- What you can do about it

Symptoms for relaxed flying

These days it's almost impossible not to travel by air. That applies whether you want to make business contacts or simply discover the world.

So that you can relax in a relaxed frame of mind, we show you here all the causes and symptoms of fear of flying can be and what you yourself can do to fly relaxed. We also present to you, a tried and tested seminar to overcome fear of flying.

Symptoms of fear of flying

According to surveys by the German Institute for Public Opinion Research, about 15 percent of the German population suffer from fear of flying, and about 50 percent feel uneasy when they fly. This anxiety can begin some weeks before the departure date.

Depending on the extent of their fear, sufferers can have the following symptoms:
- Restlessness
- Heart palpitations
- Dizziness
- Loss of appetite
- A sense of nausea

What can cause such fear

People who fear flying are mostly those who suffer from claustrophobia, fear of contact with other people or fear of hospitals, or from a general fear of loss of security and control over a situation. These causes have an added effect, the sufferers when they fly, and generate a feeling of being helpless in a strange environment at a high altitude.

But you don’t need to put up with anxiety, panic and a palpitations heart. There are ways by which you can challenge and overcome your fear of flying.

What you can do about it

Try to be as relaxed as possible before taking your flight
- Ask a relative or friend to fly with you
- Get to the airport in good time - that will help you to become familiar with the atmosphere and situation
- Ask one of our flight attendants to tell you about the aircraft and the journey. That will help you to overcome any feeling of insecurity
- Occupy your mind during the flight by reading an interesting book, talking to your neighbour, or listening to music and so on.

Try to relax during your flight and enjoy our great cabin service. Two simple exercises will help you to relax:
- Focus all the muscles of your body at the same time and stay that way for some seconds. Then relax abruptly and let your muscles hang loose. You can then enjoy your feeling of relaxation and repeat the exercise if you need to.

Benefits to an Airline of a FOF Program

- Generates customer loyalty
  - ‘recovered’ clients fly the airline they trust
- Quality of service and staff training
  - Enables cabin staff to deal more effectively with anxious flyers
  - Early intervention may help allay anxiety and escalation
- Safety and security -
  - FOF/anxiety often underlies disruptive or aggressive behaviour in the air
  - Panicking passengers may be mistaken as a security risk
THIRD INTERNATIONAL FEAR OF FLYING CONFERENCE

Working together

To get more people flying

Benefits to an Airline of a FOF Program

Montreal, June, 2007