



**Twenty - Ninth Regional Aviation Safety Group — Pan America Executive Steering Committee Meeting  
(RASG-PA ESC/29)**

ICAO NACC Regional Office, Mexico City, Mexico, 29 - 30 November 2017

**Agenda Item 7: RASG-PA Communication Plan**

**RASG-PA COMMUNICATION PLAN**

(Presented by Flight Safety Foundation)

**EXECUTIVE SUMMARY**

This working paper presents to the RASG-PA ESC/29 meeting, the RASG-PA Communication Plan integrated with the RASG - PA Strategic Plan to disseminate information to the States and stakeholders to ensure consistent and direct communications with the objective of enhancing communication regarding RASG-PA outputs or requests to States and industry.

<b>Action:</b>	Suggested Action is presented in Section 3.
<i>Strategic Objectives:</i>	<ul style="list-style-type: none"> <li>• Safety</li> </ul>

**1. Introduction**

1.1 That RASG-PA developed a Communication Plan integrated with the RASG- PA Strategic Plan to disseminate information to the States and stakeholders to ensure consistent and direct communications with the objective of enhancing communication regarding RASG-PA outputs or requests to States and industry.

**2. Deliverables**

- 1) Update the RASG-PA web page on the ICAO website.
- 2) Post RASG-PA safety enhancement initiatives, the annual safety reports, etc., in SKYbrary.
- 3) Work with web experts from ICAO on search engine optimization in order to drive traffic to the RASG-PA web page.
- 4) Work with the editors of FSF’s AeroSafety World to place articles on RASG-PA initiatives and accomplishments in the magazine.
- 5) Develop and distribute a semi-annual electronic RASG- PA newsletter.

- 6) Use social media for the information distribution on RASG-PA activities and publish the accomplishments and to engage stakeholders on pertinent safety issues by creating curated RASG-PA Twitter, LinkedIn and Facebook accounts.

2.1 At RASG-PA-ESC/27 there was a lengthy discussion on the communication plan that went beyond the noted actions above. There was agreement to form a communication strategy group to formulate that strategy and particularly to include new forms of outreach. No notes could be found in the meeting results on who agreed to join the group and who would lead the effort.

2.2 The RASG-PA – ESC/27 discussion on this topic may have included adding to the list of deliverables with a RASG-PA safety seminar to be accomplished every year and States to carry out actions to promote RASG-PA such as placing the ICAO RASG-PA link in their own websites and other potential actions.

### **3. Suggested Action**

- 3.1 The Meeting is invited to redesignate the members of this group and establish the lead.