DGP-WG/14-IP/6 20/10/14



DANGEROUS GOODS PANEL (DGP) MEETING OF THE WORKING GROUP OF THE WHOLE

Rio de Janeiro, Brazil, 20 to 24 October 2014

Agenda Item 5: Review of provisions for the safe transport of lithium batteries

5.3: Development of guidance material to assist States with oversight and awareness programmes related to the safe transport of dangerous goods, with an emphasis on lithium batteries

OUTREACH COMMUNICATIONS – PASSENGER AWARENESS CAMPAIGN

(Presented by B. Firkins)

SUMMARY

The Civil Aviation Safety Authority of Australia has been working over the past few years to provide better guidance to passengers on dangerous goods that can and cannot be taken in their luggage.

This has recently resulted in the development of an App, available for Apple and Android products, and able to be downloaded from the Apple iTunes store and the Google Play Store.

A social media twitter campaign, using a top ten countdown; counting down daily, was also developed to raise awareness and promote interest.

Similar "Top ten least wanted" posters have been developed.

These new initiatives also combine with CASA's past activities including passenger bag tags and information brochures on dangerous goods generally and lithium batteries in particular.

Action by the DGP-WG: The DGP-WG is invited to note CASA's developments in raising passenger awareness of dangerous goods.

1. **INTRODUCTION**

1.1 The Civil Aviation Safety Authority of Australia has been working over the past few years to provide better guidance to passengers on dangerous goods that can and cannot be taken in their luggage.

1.2 This has resulted in the development of an App, available for Apple and Android products, and able to be downloaded from the Apple iTunes store and the Google Play Store.

1.3 The App is titled "*Can I pack that?* - Dangerous Goods App" and can be accessed via <u>http://www.casa.gov.au/dgapp</u>. A web based version, to be maintained on the CASA web-site will become available and both the App and web version will continue to be refined.

1.4 The App will be launched in Australia during Cargo Safety Week, which is being held during October 2014.

1.5 In order to raise passenger and public awareness of the App, a social media campaign, using a daily tweet for a top ten countdown, has been developed. The tweets have been based on feedback from industry and regulators on the top ten trending items where dangerous goods are problematic. It was envisaged that the countdown to number 1, should assist in generating media interest. The twitter feed can be viewed at https://twitter.com/CASABriefing These have been replicated at Appendix A to this working paper.

1.6In a similar vein, a U-tube video regarding passengers travelling with lithium batterieswasproducedandisavailableathttps://www.youtube.com/watch?v=jvxS3-0QzT4&list=UU3ytY1MCWiwMiSy0414izow

1.7 Additionally, the Safety Promotion team also developed a serious of "Top ten Least Wanted" posters, for display at airports. An example is at Appendix B to this working paper.

2. **ACTION BY THE DGP-WG**

2.1 The DGP-WG is invited to:note CASA's developments in raising passenger awareness of dangerous goods and to provide feedback; including whether additional guidance be provided to States in the Supplement.

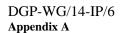
DGP-WG/14-IP/6 Appendix A

APPENDIX A

A TOP TEN COUNTDOWN

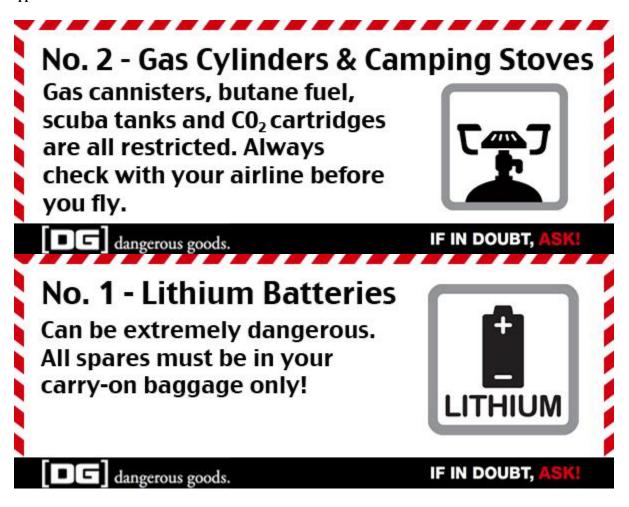








A-3



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DGP-WG/14-IP/6 Appendix B

APPENDIX B

NO. 2 LEAST WANTED

