



Sixteenth Pan America — Regional Aviation Safety Team Meeting (PA-RAST/16)
Panama City, Panama, 28 to 29 March 2014

Agenda Item 7: RASG-PA Strategic Communication Plan

RASG-PA COMMUNICATION PLAN

(Presented by Flight Safety Foundation and Brazil)

EXECUTIVE SUMMARY	
<p>During the RASG-PA ESC/17 meeting that was held in San Jose, Costa Rica, Brazil presented Working Paper 4 (WP/4) on a strategic plan for communication.</p> <p>On the RASG-PA ESC/18 it was decided that two documents shall be written: Strategic Plan and Communication Plan</p> <p>This working paper presents ideas to be evaluated, supporting the creation of RASG-PA Communication Plan.</p>	
Action:	The suggested actions are presented in Section 5.
<i>Strategic Objective:</i>	<ul style="list-style-type: none"> • Safety
<i>References:</i>	<ul style="list-style-type: none"> • RASG-PA ESC/16 • RASG-PA ESC/17 • RASG-PA ESC/17 – WP/04 • RASG-PA ESC/18 •

1. Introduction

1.1 During the RASG-PA ESC/16 meeting in Lima, Peru, the RASG-PA ESC agreed to draft a strategic plan for Communication. The representative from Brazil agreed to draft the plan and this plan was presented as WP/4 at the RASG-PA ESC/17 meeting in San Jose, Costa Rica.

1.2 The Flight Safety Foundation, in collaboration with the representatives from Brazil, developed this Working Paper providing the main ideas for RASG-PA Communication Plan to be evaluated by the team.

2. Discussion

2.1. Since 2008, the Regional Aviation Safety Group - Pan America (RASG-PA) has played an important role in supporting aviation safety in the region, coordinating several initiatives, projects and safety enhancements.

2.2 The RASG-PA role of bringing together States and aviation industry to improve aviation safety was recognised by the Flight Safety Foundation (FSF) in 2012 with the Flight Safety Foundation-Boeing Lifetime Achievement Award.

2.3 During its existence RASG-PA has produced many events and products targeting the reduction of aviation accidents in the region. While the quality of RASG-PA activities is high, the level of implementation and actual improvements to aviation safety is difficult to measure.

2.4 All Safety Enhancement “products” should have the targeted “audience” identified.

- Stakeholders in this environment can be: a regulator, a manufacturer, an operator, or other organization.

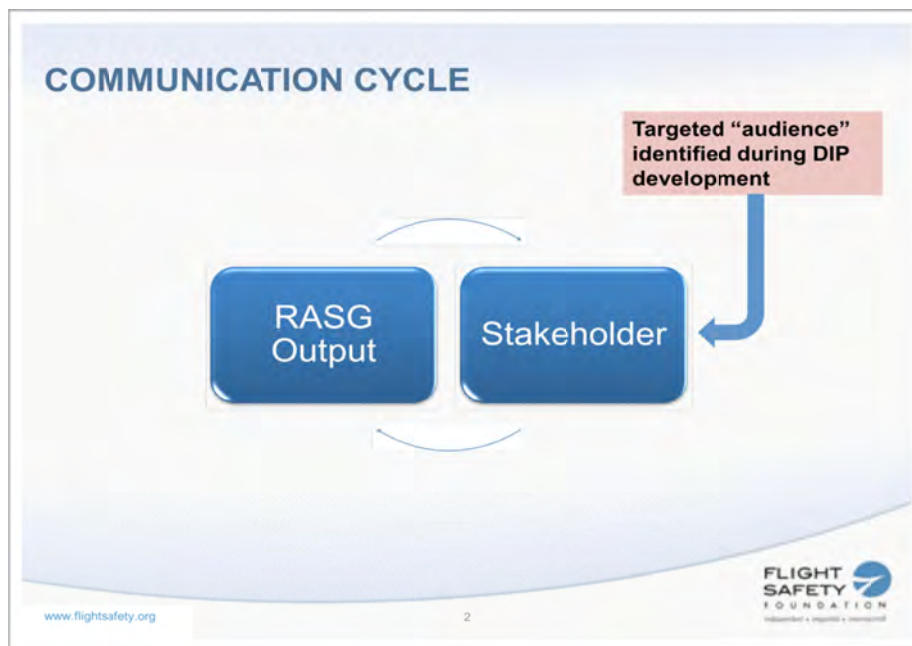


Figure 1 - Communication Cycle

2.5 Currently, there are the following methods of information dissemination:

- RASG-PA meetings reports (internet);
- RASG-PA plenary meeting (once a year);
- RASG-PA seminars; and
- Safety Summit Panels (once a year).

2.6 On the research made for this meeting and also added on the **Appendix**, the last update in the website documentation, other than past meetings, was done in 2012.

3. Proposal

3.1 Since most of the material was left without an update since 2012, the recommendation is to establish the update routine and a review cycle of the website.

3.2 Another recommendation is on the website itself. It could be transformed as the repository of RASG-PA information. A great example is the Skybrary portal, created by Eurocontrol, in cooperation with Flight Safety Foundation, ICAO, CAST, Safety Management International Collaboration Group (SM-ICG) and other bodies. See more at <http://www.skybrary.aero>. An option to be evaluated is to join Skybrary as another partner and information provider as CAST.

3.3 Another suggestion is to have a monthly newsletter to be sent to the main stakeholders. The newsletter can hold a summary of the month and the next month activities. RASG-PA ESC members can be assigned to a newsletter following a schedule.

3.4 ALTA and IATA could provide the mailing list, since both organisations have their own newsletter sent continuously.

3.5 After the PA-RAST decision on the suggesting ideas, FSF and Brazil can draft RASG-PA Communication Plan and send it for comments and suggestions.

4. Conclusion

4.1 This Working Paper presents a suggestion to be evaluated regarding RASG-PA Communication Plan. If the proposal were approved, Flight Safety Foundation and Brazil could draft RASG-PA Communication Plan to be sent for comments and suggestions.

5. Suggested Actions

5.1 The meeting is invited to:

- a) Review and discuss the suggestions presented section 3 of this working paper;
and
- b) Authorise the elaboration of the RASG-PA Communication Plan to be sent for comments prior its release.

APPENDIX
RASG-PA WEBSITE ANALYSES

1. Website address: <http://www.rasg-pa.org>
2. Website title: RASG-PA
3. Type: html
4. Author – ICAO
5. Webmaster email: webmasternacc@icao.int
6. Last updated found – 2012
7. Newsletter – June 2012
8. Breaking news – October 2012
9. Is there any break links – yes

List of break links:

- a) The GASP icon direct the user to the first edition of the GASP not the current one.
 - b) The ICAO NACC website don't open.
10. Layout is actual and attractive: no

Suggestion: review the layout and split the themes into: about, news, meetings, library and contact **us**.

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