RASG-PA ESC/19 — WP/10
07/04/14

Nineteenth Meeting of the Regional Aviation Safety Group – Pan America (RASG-PA) Executive Steering Committee (RASG-PA ESC/19)
Lima, Peru, 8 to 9 April 2014

Agenda Item 7: **RASG-PA Strategic Communications Plan**

PROPOSAL FOR A RASG-PA STRATEGIC COMMUNICATIONS PLAN

(Presented by Brazil and Flight Safety Foundation)

<table>
<tr><td colspan="2" align="center">EXECUTIVE SUMMARY</td></tr>
<tr><td colspan="2">During the RASG-PA/ESC/18 Meeting, it was decided (RASG-PA/ESC/18/1) that the Group should develop a plan for disseminating information to States to ensure a consistent communication mechanism with stakeholders. The driving reason for such a plan is to enhance the knowledge of RASG-PA's outputs and create feedback means from States and industry on the level of safety enhancement implementation, including information on any aviation safety challenges being confronted.

This paper presents the consolidated proposal for the Strategic Communications Plan, as developed by Brazil and Flight Safety Foundation, with various contributions received during the PA-RAST/16 Team meeting.</td></tr>
<tr><td>Action:</td><td>Suggested action is presented in Section 3.</td></tr>
<tr><td><i>Strategic Objective:</i></td><td>• Safety</td></tr>
<tr><td><i>References:</i></td><td>• RASG-PA ESC/17 - WP/04 - RASG-PA Strategic Plan for Communication 2014 - 2016
• Decision RASG-PA/ESC/18/1: RASG-PA Strategic Communications Plan
• PA-RAST/16 - WP/02 - RASG-PA Communication Plan</td></tr>
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1. **Introduction**

1.1 During the RASG-PA ESC/17, the RASG-PA ESC agreed on the general guidelines for the development of a strategic plan for communication, as was presented in WP/4 of said meeting, held in San Jose, Costa Rica.

1.2   In collaboration between the Flight Safety Foundation and Brazil, a Working Paper (WP/02) was presented during the PA-RAST/16 meeting held in Panama City, last month. During that occasion, the team agreed on a first approach of a communication strategy, providing the main ideas to serve as the foundation for the initial version of RASG-PA's Communication Plan.

2.   Discussion

2.1   For reference, 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.

2.3   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. The communication strategy adopted certainly plays a key role on the Group's capabilities on measuring the effectiveness of its actions.

2.4   In a general sense, all Safety Enhancement "products" should have the targeted "audience" identified, as is the case of any information that needs to be broadcast. Stakeholders in this environment can be a regulator, a manufacturer, an operator, or other organization related directly or indirectly to the safety of operations. Such audience, in the case of relevant information produced by the Group, can be identified during DIP development, as exemplified in Figure 1.

Figure 1 – Communication Cycle
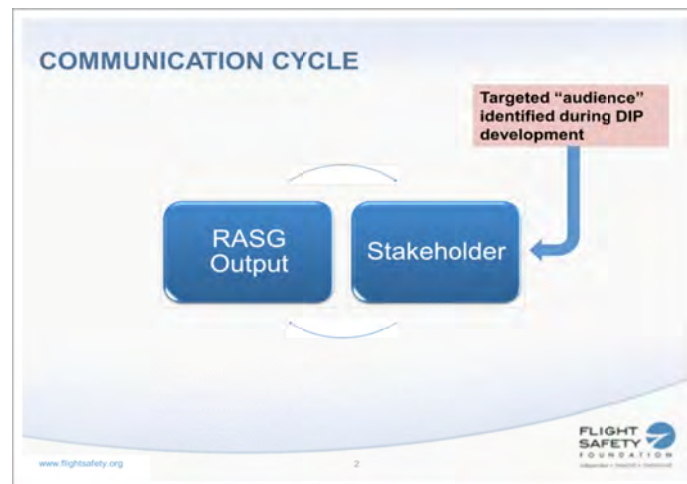
2.5   Currently, the Group has the following four methods of information dissemination:

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

2.6   At the PARAST/16 meetings it was suggested to propose to the ESC to identify means to enable the improvement of the RASG-PA site. This may include allocating funds or leveraging relationships with other organizations to enhance RASG-PA's communications process. Recognizing that the current efforts for communication need to be reviewed, the PA-RAST has developed a list of priorities, based on the first draft of the communication plan. In this sense, the Team recommended that the Group needs to focus on:

1.   Enhancing RASG-PA's website and establish a permanent update cycle;
2.   The establishment of a periodic newsletter and define the respective focal points to gather relevant information, to contribute to the newsletter in a defined schedule;
3.   Evaluating the possibility of using a known repository for further dissemination of information, for example, EUROCONTROL's Skybrary; and
4.   Defining criteria for selecting focal points (ambassadors) responsible for coordinating the production of information and its dissemination.

2.7   Regarding the newsletter, the PA-RAST also considered that ALTA, IATA and Flight Safety Foundation could provide the mailing lists or email RASG-PA communications as part of its exiting communications programs, since those organisations have their own periodic newsletters, and that ICAO could also provide a focal point to share and receive information from State's organizations.

3.   Suggested Action

3.1   The ESC is invited to discuss and consider taking the following actions:

a)   Approve the general roadmap for the Strategic Communications Plan as shown on paragraph 2.6 of the discussion above; and

b)   Allocate the corresponding resources to execute the required tasks to develop the final version of the Plan, based on the text of Appendix A to this Working Paper.

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APPENDIX A

REGIONAL AVIATION SAFETY GROUP

PAN AMERICA

COMMUNICATION PLAN

DRAFT

REGIONAL AVIATION SAFETY GROUP - PAN AMERICAN (RASG-PA)

COMMUNICATION PLAN

Message from the Authority Co-Chairman

Message from the Industry Co-Chairman

SUMMARY

EXECUTIVE SUMMARY

Since 2008 the Regional Aviation Safety Group Pan American - RASG-PA has played an important role in support safety in the Region. This work between States and Aviation Industry had been recognized by Flight Safety Foundation in 2012 when was awarded the FSF - Boeing Lifetime Safety Award.

Now is time to consolidate RASG-PA Communication Plan in order to reach other States and civil aviation industry, demonstrating our activities and safety products.

COMMUNICATION AS A TOOL TO ENHANCE SAFETY

Effective communication is a key component of the safety enhancement cycle. The role of communications in this cycle can be depicted as the "arrows" in the diagram below.
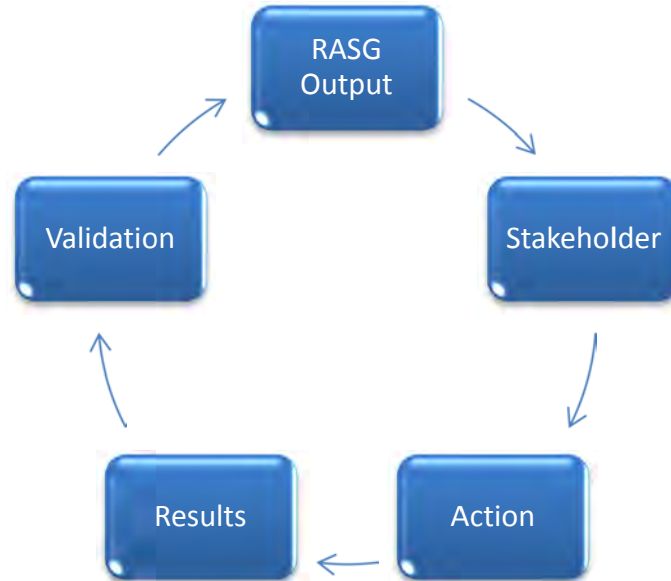
For RASG-PA outputs to be effective information must first be transferred to the person or organization (stake holder) so that implementation (action) can have the intended effect in the aviation system. This is a function of "outbound communications".

In addition, this type communication is an important tool to spread awareness of the existence of RASG-PA itself and encourage participation by additional states and members of industry. It is also used to promote enhanced awareness of the aviation safety issues themselves.

Information from stakeholders regarding implementation and local results of safety enhancements is necessary for RASG-PA to effectively validate overall effectiveness. This is a function of "inbound communications". This information can also serve to alert members of RASG-PA of emerging issues and unintended consequences of changes to the overall system.

The foundation for successful communication is the effective use of available tools such as electronic and printed media to transfer information. Because the first step in successful communications is delivery of information to stakeholders this working paper will focus on the media and methodology for "outbound communications".

MEDIA SELECTION

One of the key decisions is what media to be used to disseminate RASG-PA information. The table 1 highlights the main media selected by the Group.

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Table 1 – media strengths and weaknesses

Media	Strengths	Weaknesses
Internet webpages	• Dynamic attention getting media, combining visual, sound and animated stimulus • Strong potential Impact & High market coverage • Good at demonstrating products	• Need to be updated • Poor at communicating lengthy technical information
Newsletter	• Targeting is possible through profiling readership • Good level of market coverage	• Static media, not suitable for product demonstration • Possibility of an individual advert being lost on a page of adverts • Short life-span, i.e. today's newspapers become Tomorrows rubbish
Social	• Mass use of radio by	• Audio communication

Media	audience, particularly in cars on the way to work and home • High geographic and demographic reach • Targeting is possible through selection of channel and program	only • Now you hear it, Now you don't • Lower attention levels than television from the audience
Printed document	• High quality reproduction, of colour images • Targeting is possible through specialist publications • Coffee table effect – advert can be referred back to • Good pass on readership	• Static media, not suitable for product demonstration • Control of the position in gof adverts is often under the control of magazine editor, rather than the sponsor • Lengthy lead-time between advert being placed and magazine being published
Other meetings anoucement	• Good • Low levels of competition, in terms of advertising clutter	• Limited audience selectivity / targeting possible • Static media, not suitable for product demonstrations • Difficult to monitor effectiveness • Potential for damage, via weather and graffiti

In a first round to tackle the communications of the Group, a priority list follows:

1. Enhancing RASG-PA's website;
2. Establishment of a periodic newsletter;

3. Using a known repository for dissemination (Skybrary);
4. Electing focal points (ambassadors) responsible for coordinating the information agenda.

MEDIA RESPONSIBLE

TDB

MEDIA CONTENT PROVIDER

TBD

COMMUNICATION ACTIVITIES

Leveraging of the talent, technology, and resources to effectively communicate will eventually mean defining general activities by RASG-PA. Some activities which are offered for discussion are:

a) ~~Weekly or m~~ Monthly newsletter (email) - a summary of our main activities and special material provided from States and Industry;
b) Review the RASG-PA website - it needs to be more friendly;
c) Definition of a central repository for communications (Skybrary);
d) Strong dissemination of our activities in all Pan American Region Meetings; and
e) Definition of "ambassadors" (volunteers) for each task.

— END —