



**Twenty-Third Regional Aviation Safety Group — Pan America Executive Steering Committee  
Meeting (RASG-PA ESC/23)  
Miami, United States, 19 to 20 March 2015**

**Agenda Item 8: RASG-PA Communication Plan**

**RASG-PA COMMUNICATION PLAN**

(Presented by Flight Safety Foundation)

<b>EXECUTIVE SUMMARY</b>	
ALTA and FSF were tasked with developing a plan for disseminating information to the States 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>	The suggested actions are presented in Section 5.
<i>Strategic Objective:</i>	<ul style="list-style-type: none"><li>• Safety</li></ul>
<i>References:</i>	<ul style="list-style-type: none"><li>• RASG-PA ESC/18, ESC/17</li></ul>

**1. Introduction**

1.1 During previous RASG-PA ESC meetings, the ESC agreed that a strategic communication plan be drafted. Representatives from Flight Safety Foundation and the ALTA agreed to work on this plan.

**2. Discussion**

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

2.2 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 are difficult to measure.

2.3 There exists a need to more broadly and effectively communicate, both within the Pan America region and throughout other regions, the activities and safety enhancements initiatives undertaken by RASG-PA and the results of those efforts.

2.4 More effective and efficient communications will enhance the flow of safety-related information to stakeholders throughout the region, may foster cooperation within and between regions and will improve RASG-PA's visibility.

### **3. Proposal**

3.1 Redesign or update the RASG-PA pages on the ICAO website to make them more user-friendly so that documents, details on safety enhancements, upcoming meeting announcements and other information can be found more easily and with fewer clicks.

3.2 Work with the team at SKYbrary to post details on RASG-PA safety enhancement initiatives and important documents, such as the annual safety reports, on the SKYbrary portal. SKYbrary is an online repository of safety knowledge related to flight operations, air traffic management and aviation safety in general that soon will be under the joint management of EUROCONTROL and FSF.

3.3 Work with web experts from within ICAO on search engine optimization in order to drive traffic to the RASG-PA web pages.

3.4 Work with the editors of FSF's AeroSafety World to place regular articles on RASG-PA initiatives and accomplishments in the magazine's print and digital editions. The magazine is distributed to all FSF-member organizations and can easily be distributed more broadly in its digital format.

3.5 Develop and distribute a semi-annual electronic RASG-PA newsletter that will include links to RASG-PA's webpages, as well as to RASG-PA content on SKYbrary, in the digital version of AeroSafety World and on the FSF websites. The **Appendix** includes proposal for the semi-annual electronic RASG-PA newsletter.

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

### **4. Conclusion**

4.1 This working paper presents suggestions to be evaluated by the RASG-PA ESC. If approved, representatives from ALTA and FSF would meet to identify any resources needed and to begin the process of implementation.

**5. Suggested Actions**

5.1 This Meeting is invited to:

- a) Review and discuss the suggestions presented in Section 3 of this working paper and,
- b) Approve the recommendations and establish a timeline for its implementation.

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