Thirty First Pan America — Regional Aviation Safety Team Meeting (PA-RAST/31) of the Regional Aviation Safety Group — Pan America (RASG-PA)
South Florida, United States, 20 to 22 February 2018

Agenda Item 9: **Topics for the Good of the PA-RAST**

RASG-PA COMMUNICATION PLAN PROGRESS

(Presented by the Secretariat)

EXECUTIVE SUMMARY

This working paper presents the progress made in the Communication plan. In 2018, the RASG-PA reached a decade of work in the Pan-American region, during all these years; the work of the group in strengthening aviation safety has been significant.

The ESC in the 29th meeting held in Mexico City in October 2017, agreed on the preparation and implementation of the RASG-PA communication plan for the correct and efficient handling of information related to the work of the group. In follow up this agreement, the Secretariat identified six main areas for improvement in the management of the group with the implementation of the Communication Plan.

This plan addressed these areas; and provides a framework to manage and coordinate the wide variety of RASG-PA communications, seeking to improve the reach of the information and the impact that it has on all stakeholders.

Following the agreement of the ESC 29, the Secretariat has initiated in coordination with representatives of the RASG-PA member States and the industry, the development of the communication plan. This is a summary of the progress made of the document for knowledge of PARAST members.

Strategic Objectives:	• Safety • Air Navigation Capacity and Efficiency • Economic Development of Air Transport • Environmental Protection
References:	• RASG-PA Procedural Handbook • Global Aviation Safety Plan • Annex 19 - Safety Management

1.   Introduction

1.1   The Regional Aviation Safety Group- Pan America (RASG-PA) was established in November 2008 to be the focal point to ensure harmonization and coordination of safety efforts aimed at reducing aviation risks in the North American, Central American, Caribbean (NAM/CAR), and South American (SAM) Regions, and promote the implementation of resulting safety initiatives by all stakeholders.

1.2   The ESC in the 29th meeting held in Mexico City in October 2017, agreed on the preparation and implementation of the RASG-PA communication plan for the correct and efficient handling of information related to the work of the group in the Pan-American region. Following up this agreement, the Secretariat identified six main areas for improvement in the management of the group with the implementation of the Communication Plan:

i.   To increase the participation of the States of the NAM/CAR and SAM Regions: The attendance of the States representatives to RASGPA meetings and the participation in the workgroups has diminished during the last years. It is necessary to improve the communication with the States Authorities to encourage the involvement in the meetings and work of the teams.

ii.   Improvement in the results obtained from RASG-PA products and activities: Although a considerable number of products have been developed, such as circulars, information kits, bulletins and other tools for safety improvement; the Secretariat has identified some stakeholders whom these RASG-PA advances have not reached. It is necessary to improve the communication strategy to increase the impact of RASG-PA developments.

iii.   Improved communication with stakeholders for preparation and meeting development: It is essential to strengthen communication with internal and external stakeholders, before, during and after the RASG-PA meetings to enhance the results from these meetings.

iv.   Improvement in the tasks follow-up progress of the working groups: One of the primary roles of the Secretariat is the follow-up on the tasks progress, it is necessary to improve communication to strengthen the monitoring from the Secretariat to obtain better results in the task development.

v.   Establishment of a process to measure the stakeholder satisfaction and to receive feedback: The measurement of the satisfaction will allow the identification of areas of strength and areas for improvement.

vi.   Strengthening the image of the RASG-PA in the Pan-American Region: Through the use of existing electronic tools such as professional networks, and the participation of RASG-PA representatives in safety events and other activities to increase the exposure of the group to strengthen the image.

2. **Scope**

2.1   The communication plan covers:

a)   Stakeholder Management - identification of RASG-PA stakeholders, analysis of their communication requirements, and planning for their needs;

b)   Communication Planning - the communication and information needs of stakeholders. Who needs what information, when, in what format, by what means and how to receive input and feedback; and

c)   Information Distribution -how information will be distributed to all stakeholders.

2.2   Stakeholders

2.2.1   RASG-PA has a long list of stakeholders, both internally and externally, for the correct establishment of a communication strategy it is essential to identify all interested parties and the role that each one has and their relationships to creating and implementing a well-organized and targeted communication strategy. The Table I, shown at the **Appendix** of this IP, has a list of the key stakeholders identified in the plan.

2.3   Communication channels

2.3.1   Communication channels are the "delivery mechanism" for information sharing and receiving feedback from stakeholders. The communication channels are in Table II in the Appendix of this IP.

2.3.2   Electronic Communication is one of the most critical means used by the RASG-PA; however, it is necessary to manage these channels adequately. The establishment of a process to review and update the information on the website is vital to improving communication; also, to incorporate other means such as social or professional networks to enhance the distribution of information.

2.4   Feedback

2.4.1   Feedback is essential to ensure and measure the on-going effectiveness of RASG-PA. By monitoring and responding to feedback regularly, the group can continue to address the needs and concerns of key stakeholders. Feedback monitoring mechanisms will include:

a)   Direct feedback – Telephone communications will provide an expedite opportunity for the   audience to give feedback directly to the secretariat; and

b)   Formal feedback – Formal communication by email or other means may be directed to the Secretariat, who will manage this information at the appropriated RASG-PA levels.

2.5   *Satisfaction surveys*

2.5.1   It is essential to establish a process to measure the satisfaction of stakeholders; this measurement will allow identifying areas for improvement. Once a year, the Secretariat will conduct a satisfaction survey; the results will be presented at the first ESC meeting, where the respective actions will be agreed depending on the results obtained in the evaluation.

2.6   *Key elements and timing*

2.6.1   Some communication elements are vital for the correct functioning of the group and the adequate dissemination of RASG-PA activities. A list of communication elements are in Table III, in the Appendix of this IP.

2.7   *Communication Matrix*

2.7.1   The communication matrix considers all the elements of the above sections and identifies the audience, the type of communication, the frequency, responsible and the method for delivering the information. The communication Matrix is included in Table IV, in the Appendix of this IP.

3.   Conclusion

3.1   The communication plan will provide a framework to manage and coordinate the wide variety of RASG-PA communications as part of the activities for strengthening aviation safety in the Pan-American Region. This document seeks to improve the reach of the information and the impact that it has on all stakeholders, including the use of a variety of communication channels to reach expeditiously all aviation safety interested parties.

— — — — — — — — — — —

APPENDIX

Table I - Stakeholders

Stakeholder	Comments
ACI	
AIRBUS	
ALTA	
ATR	
Boeing	
CANSO	
CASSOS	
ECCAA	
EMBRAER	
ESC Members	
Flight Safety Foundation	
IATA	
IFATCA	
ANSP	
ICAO	Including but not limited to: Secretariat ICAO Council Regional Directors PIRGS
States Aviation Authorities	
Other Aviation Organization	
General Public	

Table II – Communication Channels

Channel	Comments
Web site	
Electronic documents	
Paper documents	
Emails	
Networks	
Telephone	
Presentations	
Annual Reports	
Face to Face meetings	
Telecom	

Table III - Key elements and timing

Element	Issue or review date	Comments
RASG-PA Activity Plan	Issue no later than the end of September of every year.	
Annual Safety Report	Issue no later than the first week of November of every year.	
RASG-PA Procedural Handbook	Reviewed every two years	
RASG-PA Plenary Meetings invitation	Issue at least 90 days before the meeting.	
RASG-PA Plenary Meetings	Face to face meeting	
RASG-PA Plenary Meetings reports	Issue within 30 days after the meeting.	
Executive Steering Committee (ESC) Meetings invitation	Issue at least 90 days before the meeting	
Executive Steering Committee (ESC) Meetings	Face to face meeting	
Executive Steering Committee (ESC) Reports	Issue within 30 days after the meeting	
PA-RAST Meetings invitation	Issue at least 90 days before the meeting	
PA-RAST Telecom	As required	
PA-RAST Meetings	Four Face to face meeting during the year	
PA-RAST Summary of Discussions	Issue within 30 days after the meeting	
Information Analysis Team (IAT) Meetings invitation	Issue at least 90 days before the meeting	PA-RAST Meetings invitation
Information Analysis Team (IAT) Telecom	As required	PA-RAST Telecom
Information Analysis Team (IAT) Meetings	Face to face meeting	PA-RAST Meetings
Information Analysis Team Meetings Summary of Discussions	Issue within 30 days after the meeting	WP/IP with the issues to be include in the Agenda
WP/IP for Meetings	Received by the Secretariat at least 20 days before the meeting, and uploaded to the website 15 days before the meeting	
RASG-PA Safety Advisory (RSA)	As required	
Network Posts	Monthly	

Table IV – Communication Matrix

ID	Item	Target Audience	Description/Purpose	Frequency	Responsible	Channel	Authority to release	Comments
1	RASG-PA Plenary Meetings invitation	All stakeholders	To invite stakeholders to the meeting.	Issue at least 90 days before the meeting	Secretariat	Website email	Secretariat	
2	WP/IP for RASG-PA Plenary Meetings	All stakeholders	WP/IP with the issues to be include in the meeting Agenda.	Received by the Secretariat at least 20 days before the meeting, and uploaded to the website 15 days before the meeting.	Secretariat	Website email	Secretariat	
3	RASG-PA Plenary Meetings	All stakeholders	To address the issues included in the Agenda	Every two years.	Secretariat	Face to face	Secretariat	
4	RASG-PA Plenary Meetings reports	All stakeholders	Update stakeholders on progress	Every two years.	Secretariat	Website email	Secretariat	
5	Executive Steering Committee ESC Meetings invitation	All RASG-PA internal stakeholders	To invite RASG-PA internal stakeholders to the meeting.	Issue at least 90 days before the meeting	Secretariat	Website email	Secretariat	

ID	Item	Target Audience	Description/Purpose	Frequency	Responsible	Channel	Authority to release	Comments
6	WP/IP for Executive Steering Committee ESC Meetings	All RASG-PA internal stakeholders	WP/IP with the issues to be include in the Agenda	Received by the Secretariat at least 20 days before the meeting, and uploaded to the website 15 days before the meeting.	Secretariat	Website email	Secretariat	
7	Executive Steering Committee ESC Meetings	All RASG-PA internal stakeholders	To address the issues included in the Agenda	Twice a year.	Secretariat	Face to face	Secretariat	
8	Executive Steering Committee (ESC) Reports	All RASG-PA internal stakeholders	Update RASG-PA internal stakeholders on progress	After ESC Meeting	Secretariat	email	Secretariat	
9	PA-RAST Meetings invitation	All stakeholders	To invite stakeholders to the meeting.	Issue at least 90 days before the meeting	Secretariat	Website email	Secretariat	

ID	Item	Target Audience	Description/Purpose	Frequency	Responsible	Channel	Authority to release	Comments
10	WP/IP for PA-RAST Meetings	All stakeholders	WP/IP with the issues to be include in the Agenda	Received by the Secretariat at least 20 days before the meeting, and uploaded to the website 15 days before the meeting.	Secretariat	Website email	Secretariat	
11	PA-RAST Meetings	All stakeholders	To address the issues included in the Agenda	Four meetings during the year.	Secretariat	Face to face	Secretariat	
12	PA-RAST Summary of Discussions	All stake holders	To Update stakeholders on task progress and other significant issues	After PARAST Meeting	Secretariat	Website email	Secretariat	
13	Information Analysis Team Meetings Summary of Discussions	All stake holders	To Update stakeholders on task progress and other significant issues		Secretariat	Website email	Secretariat	

ID	Item	Target Audience	Description/Purpose	Frequency	Responsible	Channel	Authority to release	Comments
14	RASG-PA Safety Advisory (RSA)	All stake holders	To present to stakeholders safety information on technical matters analyzed within the RASG-PA.	As required	Secretariat	Website Email Networks	Secretariat	The secretariat will be responsible for annually evaluating the validity of the document and discarding it or identifying it appropriately if it is outdated.
15	RASG-PA Procedural Handbook	All Stakeholders	Establishes the RASG-PA procedures				Secretariat	
16	Network Posts	All stake holders	To share safety information	Monthly	Secretariat	Networks	Secretariat	
17	Feedback	All stake holders	Receive information or inputs regarding RASG-PA activities	As required	Secretariat	Email Telephone Mail Networks	Secretariat	
18	Satisfaction surveys	All stake holders	To assess stakeholder satisfaction related to the activity of RASG-PA	Yearly	Secretariat	Email	Secretariat	

— END —