



Safety Promotion

Our role is "To provide useful information that engages people in positive conversations about safety so that the aviation community can deliver the safety capacity needed to ensure safe operations"

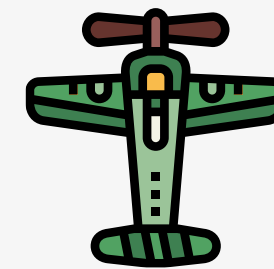
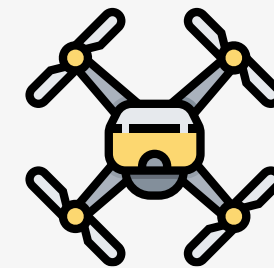
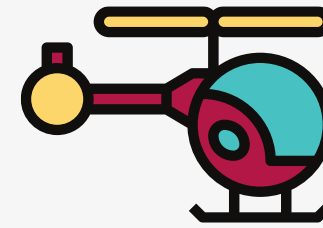
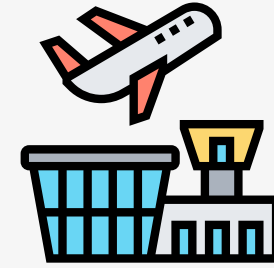
Communicating safety differently to start positive conversations

Always

Key Safety Promotion Activities

- EPAS Safety Promotion Tasks
- Support industry with the implementation of new rules (GRF, EBT, Fuel etc)
- Accident recommendations and lessons learned

4 Domains



3 Brands

**together
4safety**

**conversation
aviation**

**AVIATORS
CLUB**



What is Safety Promotion?

1 Audience

Understanding the needs of the audience, the problem they have to solve and define the transformation.
What do we need them to "Know, Feel and Do"



2 Content Creation

Creating a range of content that is clear, engaging and interesting



3 Outreach

Use social media, email marketing and outreach so people find it



4 Review Success

Make sure it worked
Be the guide and not the hero - think Obi Wan Kenobi



The Safety Map

Purpose

Safety as the ability to create and maintain the capacity to enable effective operations
- as organisations, leaders/ managers and individuals.



Be Ready

Defining and living by the values that create the trust needed to support positive safety conversations.

Mindset



Having enough competent people who are operationally ready and fit for duty.

People



Ensuring that aircraft are ready and that you have the right tools, equipment and infrastructure in place

Resources



Stay Safe

Compliance



Encouraging people to do things the right way by following the relevant rules, procedures and practices.

Risks



Knowing your risks and mitigating them effectively as part of a resilient management system.

Learning







Inspire organisations and teams to talk about safety and then having a positive approach to learning and solving problems.

Recent Examples

CONVERSATION AVIATION

#01 2023

STARTING POSITIVE CONVERSATIONS ABOUT SAFETY





DON'T GET JAMMED

REPORT, RISK ASSESS, TAKE ACTION

Reporting

- Report any observed interruption or degraded performance of GNSS equipment or related avionics via a special air report (AIREP) to air traffic control (ATC).
- Once you land, report full details of what happened through your organisation's occurrence reporting system.

Risk Assess

- Depending on your route and level of reliance on GNSS based systems, assess the risk jamming might pose to your flight.
- Consider the availability of alternative, conventional arrival and approach procedures.
- Think about the impact that any operational limitations caused by dispatch the aircraft with inoperative radio navigation systems in accordance with the Minimum Equipment List.

Take Action

- Be aware of possible GNSS jamming and/or spoofing.
- Verify the aircraft position by means of conventional navigation aids when flights are operated in proximity to the affected areas.
- Check that the navigation aids critical to the operation for the intended route and approach are available and;
- Be ready to revert to a conventional arrival procedure where appropriate and inform air traffic controllers if such a situation arises.





European Union Aviation Safety Agency



DRONE SPECIFIC CATEGORY

Specific category	Design Verification report	PDRA	SORA
Operational Authorisation	Standard Scenario	Operations in a different State	

CHECK OUT THE NEW WEBSITE!

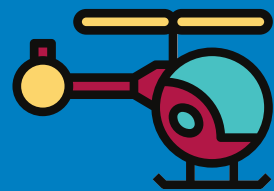


Plans for the Coming Months in Each Domain



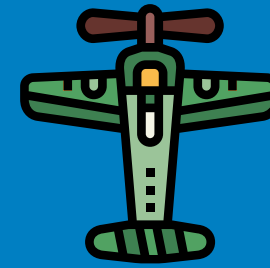
Air Ops

- Summer SIB, Safety Campaign with Safety Week from 30 May to 2 June
- Unruly passengers from 19 June
- Winter readiness from late July
- SMS implementation
- Conversation Aviation Magazine



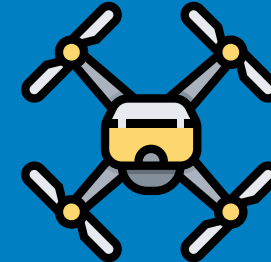
Rotorcraft

- VFR into IMC
- Occurrence Reporting
- Benefits of safety technology
- Unintended Yaw



General Aviation/ SPO

- Parachuting
- Understanding the risks of different types of flight
- Aircraft and technology
- Staying in control
- Avoiding mid-air collision



Drones

- Understanding the EASA drone rules
- SORA
- U-Space
- Occurrence Reporting for Drones

Key Points

Sharing lessons learned

- The Conversation Aviation magazine has a learning section. It would be great to highlight interesting investigations and even discuss on podcasts.
- Sharing key lessons also in GA and Rotorcraft.

Developing a funnel from a safety issue

- We are learning the value of using different methods for promotion. Start with the problem and then build an effective funnel from there to meet that need. We would love to support/help you with this when you have interesting topics.





Questions?