THE LATVIAN PROBLEM

The Role of Safety Promotion in Modern Aviation

EASA

European Union Aviation Safety Agency

Meet Vairis
He is "The Latvian Problem"

A Safety Manager Needs to Digest

- Relevant Rules for Ops, Licensing and Maintenance
- ICAO Documentation - SMS Manual and Annex 19
- Other Regulatory Information - Safety Plans/ SIBs etc
- Accident Reports, Organisational Occurrence Reports

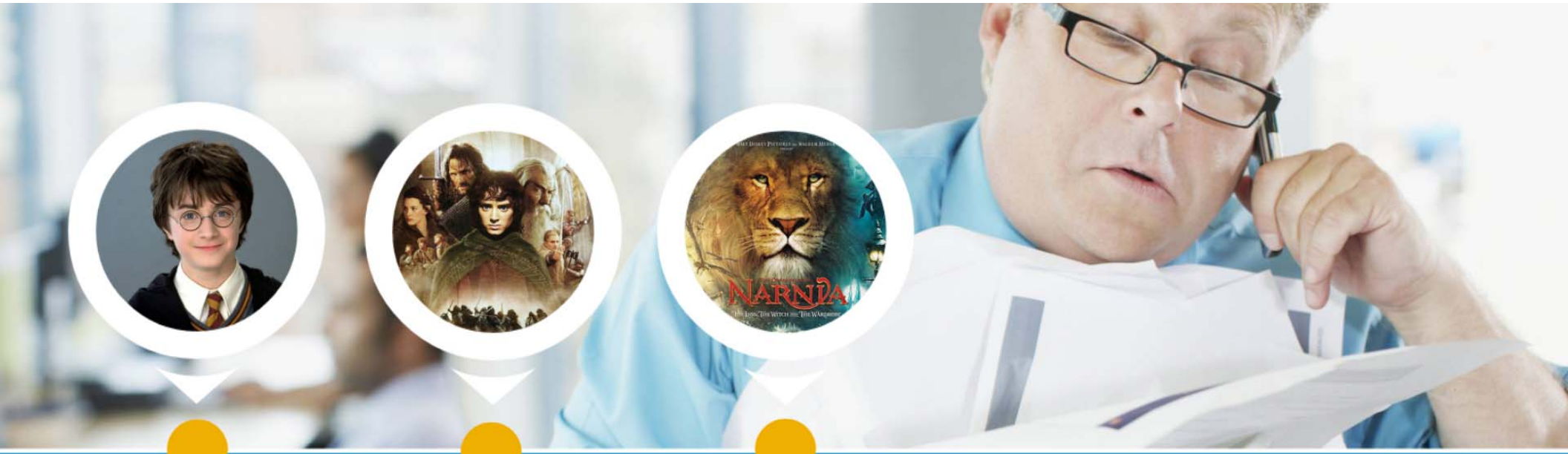
Harry Potter Series

4101 PAGES

Harry Potter Series

Lord of the Rings

5589 PAGES

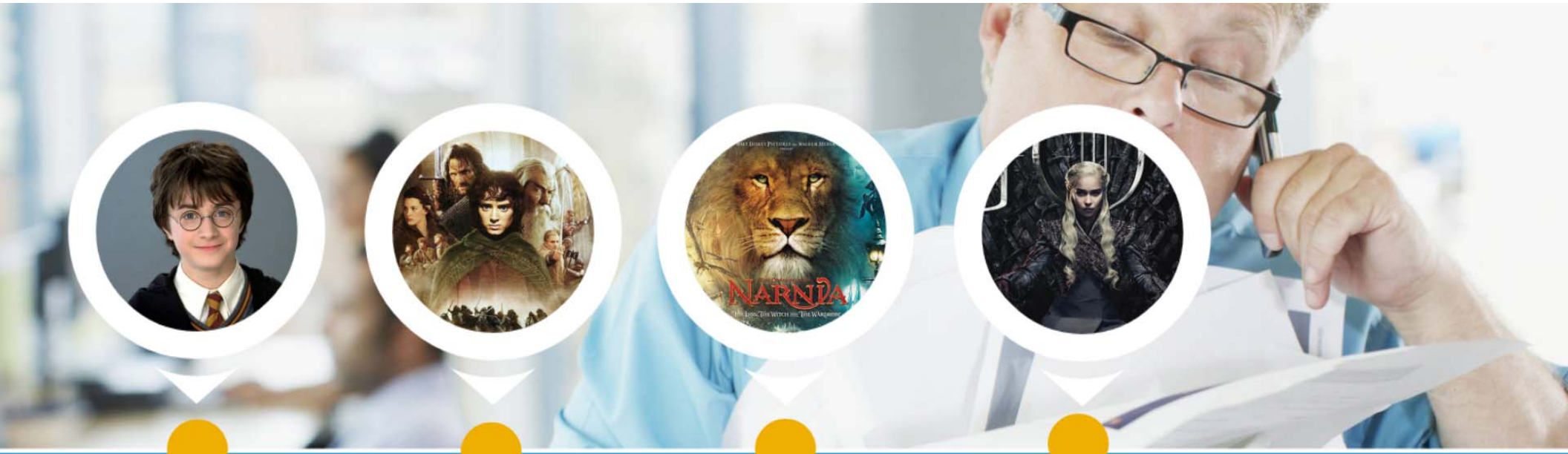


Harry Potter Series

Lord of the Rings

Chronicles of Narnia

6387 PAGES



Harry Potter Series

Lord of the Rings

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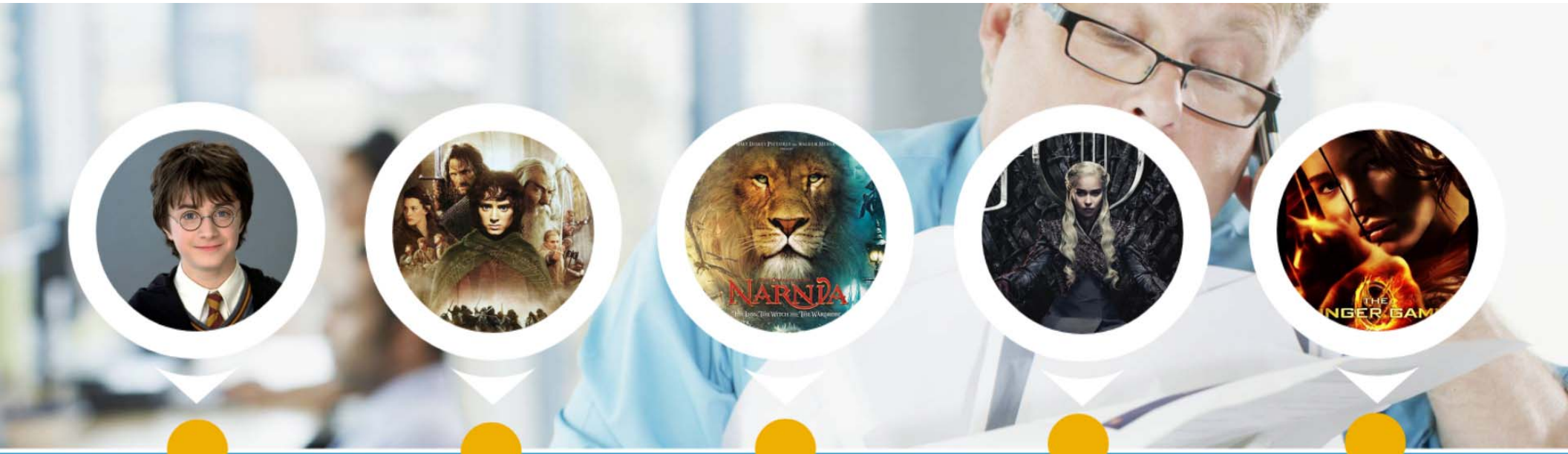
Game of Thrones

11619 PAGES



Harry Potter Series

Lord of the Rings

Chronicles of Narnia

Game of Thrones

The Hunger Games

12774 PAGES

Safety Marketing not just Safety Promotion

The Solution?

The Purpose of Safety Promotion

To really reach out and connect with people on a Personal Level so they are informed enough to change their attitudes and behaviours

SAFETY PROMOTION FOR THE MODERN WOLRD?

1

Taking a Domain-Based approach to tailor the approach and methods

2

Communicating continually and regularly to build trust with promotional material

3

Helping aviation people with the problem of information overload

A Continual Safety Conversation!

Active communication using new communications methods can be a huge challenge - especially for a regulator where negative publicity is always just around the corner

What Success Looks Like?

EASY TO USE WEBSITES THE HAVE THE INFO PEOPLE NEED

TARGETED MESSAGES THAT CONNECT WITH PEOPLE

MOVE FROM JUST PAPER TO VIDEOS AND OTHER MATERIAL

OUTREACH TO HELP SHORTEN THE DISTANCE TO INDUSTRY

A Happy Latvian

WE ARE SAFER TOGETHER!

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