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"SSP Workshop"

STATE SAFETY PROMOTION

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Presentation Overview

01 Introduction

02 Internal promotion

03 External Promotion

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INTRODUCTION

Promoting safety is a need of every State and is a responsibility established in Annex 19 in the safety management item.

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Why is it a need?

Promotion processes or procedures are an important pillar in CREATING a culture that fosters an effective SSP.
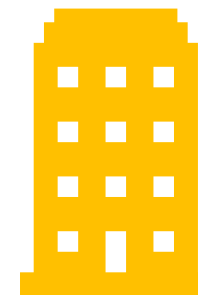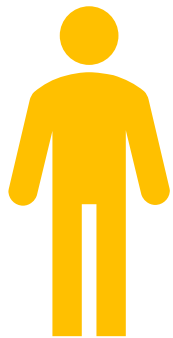
How can the promotion be?

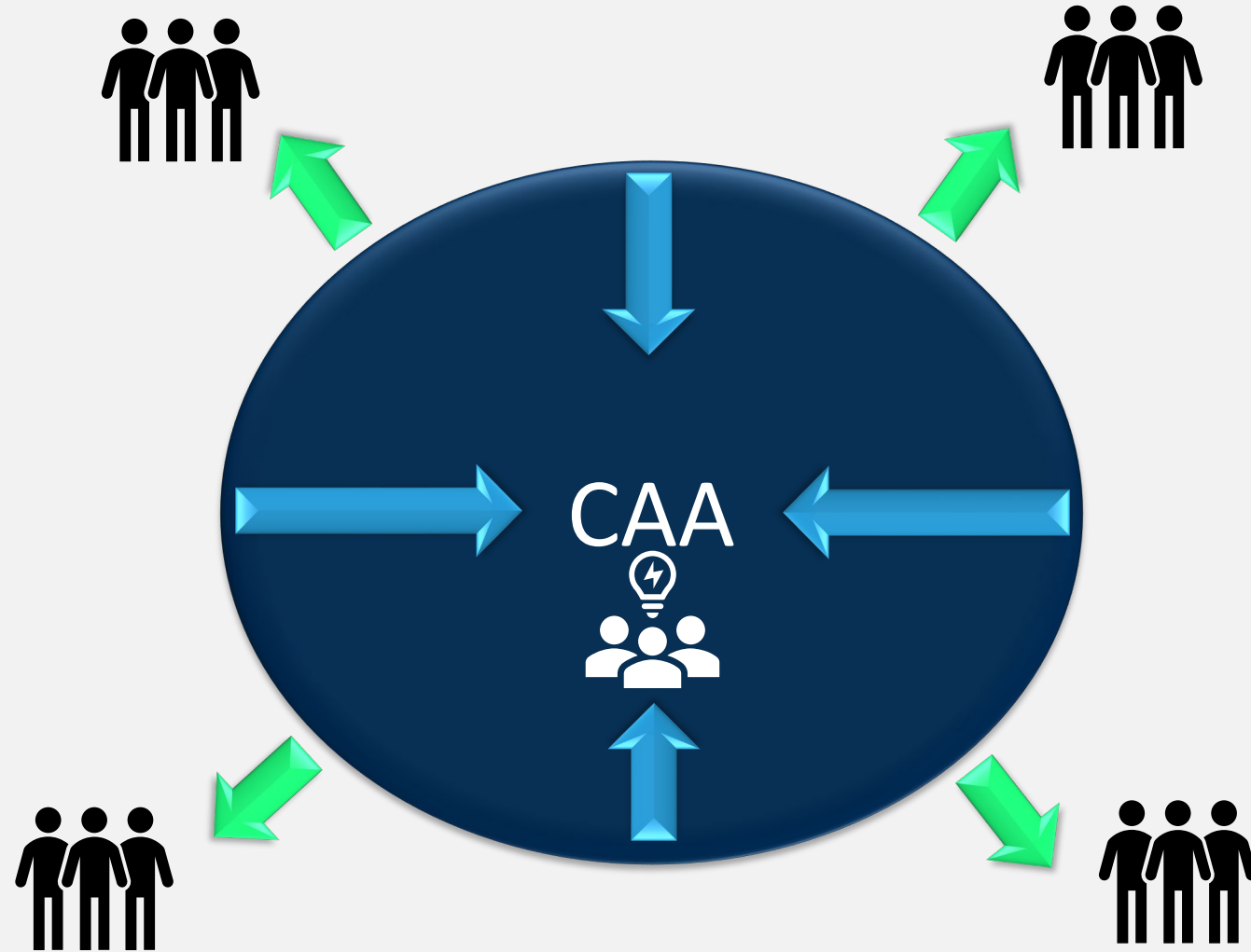# How often should safety be promoted?

Promotion must be constant, taking into account the following:

1-Priorities		1-Operations
2-Best practices		1-Processes
3-Risks		1-Procedures

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Is there any relationship between internal and external promotion?

Internal promotion	External Promotion
1-Understanding performance responsibilities.	1-Sharing lessons learned and best practices.
2-Active search of information means for the fulfillment of responsibilities.	2- SPI`s
3-Strengthening and/or establishment of communication channels.	3-Specific common risks

GENERAL AWARENESS OF SAFETY ISSUES

ROUTINE

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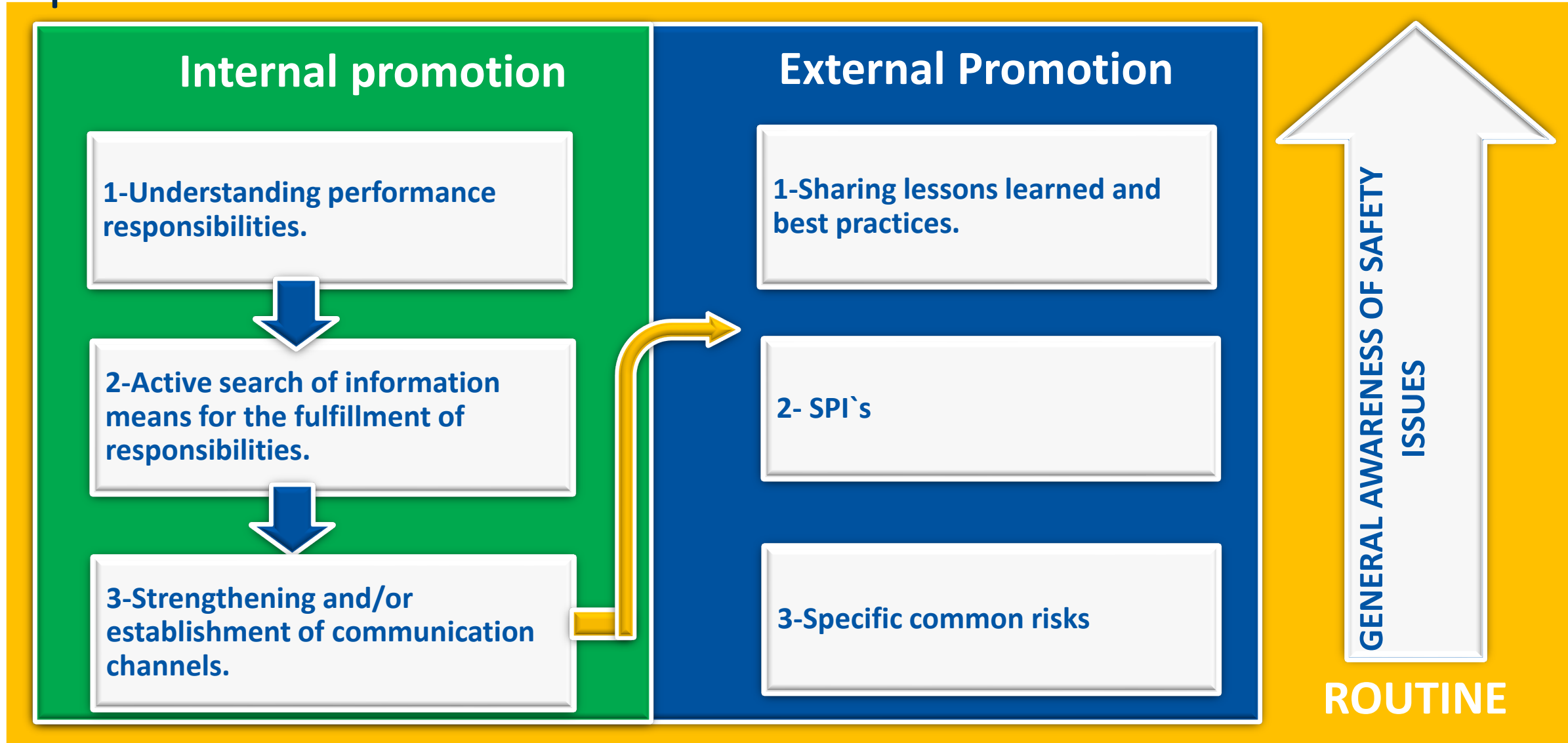
Can the promotion of an element be internal and external?

Yes, some improvements to the system can be promoted in both ways, for example:

- Establishing regulations.

- Implementing improvements in surveillance methods

- Among others

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What resources and tools are available to establish measures to promote safety?
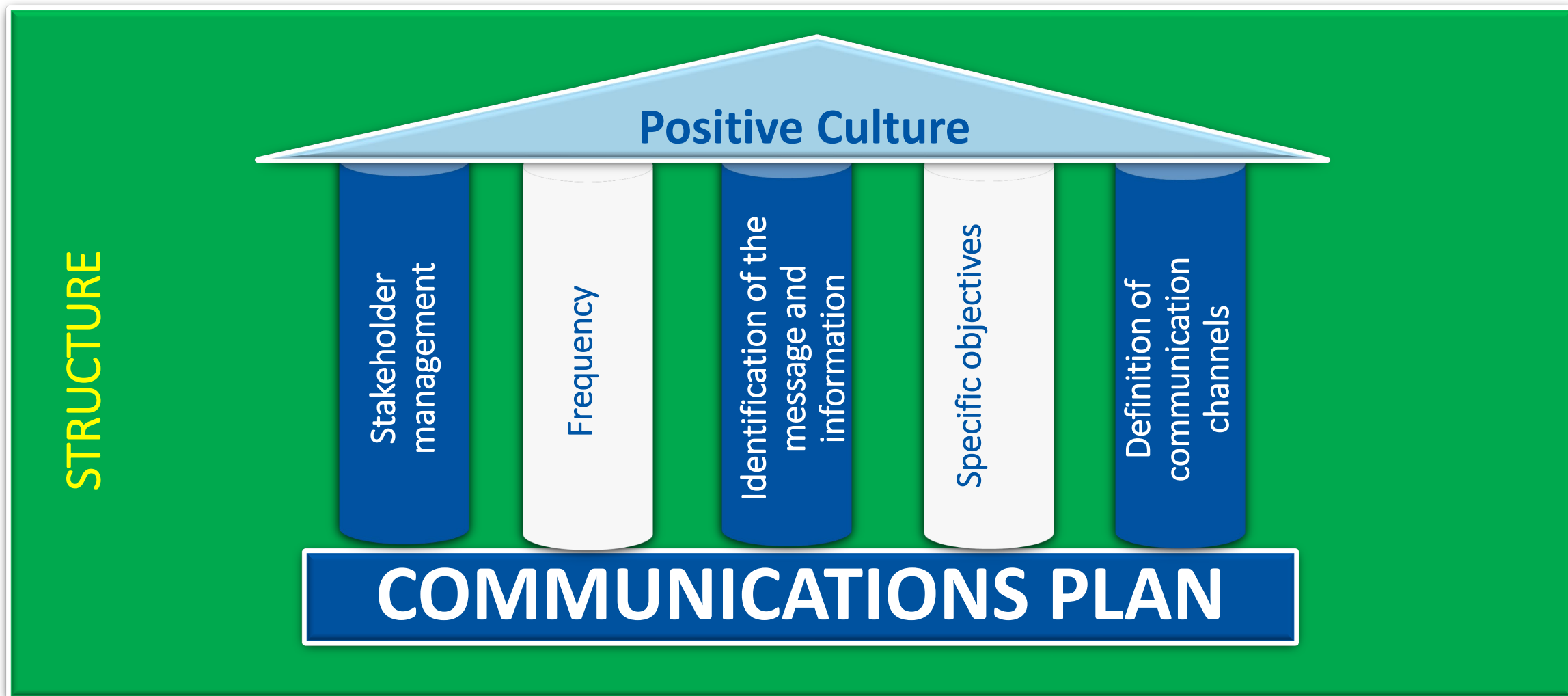
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INTERNAL PROMOTION

Safety promotion measures and publications can also improve coordination and collaboration between different organizations involved in safety oversight within the State. The SSP document and its related state policies on safety and compliance are critical to achieving the integration of training, communication and related information dissemination. State regulatory authorities responsible for the different aviation sectors, as well as other independent administrative entities such as the AIA, should adopt an integrated approach to their respective roles in the State's promotion of safety.

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How can conflicting SMS requirements or conflicting acceptance criteria be avoided?

From an operational point of view, it is important that SSP operational strategies, including harmonized SMS requirements and observation of the respective service providers are shared, communicated and coordinated among State aeronautical authorities. There should be an open channel of communication with the different aviation sectors.

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Examples of information that States should address in their internal communication and dissemination include the following:

(a) SSP documentation, policies and procedures;

(b) SPI;

(c) industry safety performance information;

(d) industry institutional safety risk profiles;

(e) communication of system safety responsibilities;

(f) lessons learned from accidents and incidents; and

(g) safety management concepts and best practices.

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What types of communication channels exist?

a) circulars
b) newsletters,
c) brochures,
d) publications,
e) seminars,
f) meetings,
g) training,
h) websites,
i) mailing lists,
j) social media posting,
k) collaborative group discussions,
l) among others.

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How do you know which communication channel is more efficient?

This should be evaluated by the organization and the most appropriate for each message and its target audience should be considered. SSP documents can be posted on a website that is already available to staff when needed. Other information such as lessons learned and best practices may be more suitable for periodic bulletins or circulars.

"Consider that the channels with the greatest massiveness are not always the most efficient in accordance with the specific objective set."

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EXTERNAL PROMOTION

States should establish appropriate platforms or means of communication to facilitate the implementation of SMS and enhance the safety culture of the entire system.

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What other information can be promoted externally?

a) Guidance texts for SMS implementation;
b) Importance of notifications;
c) Identification of safety training available to the aviation community;
d) Promotion of safety information exchange:
	1) with and among service providers;
	2) among States.

What channels can be used for external communication?

Essentially the same means of support used for internal communications can be used externally to the extent that their content is useful to both audiences. However, for external communications, special attention can be given to solutions that reach wider audiences such as social media, mailing lists, newsletters, seminars, creating industry communities for the exchange of safety information, thus multiplying the reach of messages.

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Safety information sharing and exchange networks may also be established among the aviation community, unless otherwise provided by national law.
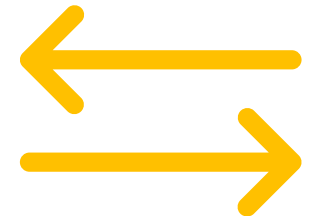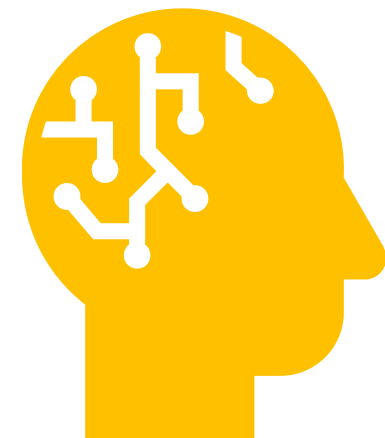
Exercise

1- Describe a subproject within the implementation of an SSP.

2-Identify who are the stakeholders?

3- Identify the roles of stakeholders.

4- Classify stakeholders according to impact/interest.

5- Determine the appropriate level of participation of each stakeholder group based on the defined role.

6-Develop a communication matrix.

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Exercise

-Create 5-member groups.

- Complete the forms provided

-Exercise time, 50 min.

- Deliver an 8-minute presentation.

Questions?

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Thank You!