Station #6: Safety Promotion

Safety promotion encourages a positive safety culture and helps achieve safety objectives through the combination of technical competence that is continually enhanced through training and education, effective communication, and information-sharing.

Effective safety management cannot be achieved solely by mandate or strict adherence to policies and procedures. Safety promotion affects both individual and organizational behavior, and supplements the organization's policies, procedures and processes, providing a value system that supports safety efforts.

Key Elements:

- Competencies and training
- Safety communication

Aviation organizations are required to provide initial safety training for employees so they can perform their SMS-related duties.

- Training should be specific to employee roles and responsibilities regarding their duties associated with the sustainment of the SMS.
- It is the responsibility of all aviation organizations to determine their training needs based on operational requirements.
- This training is to ensure the individuals attain and maintain the competencies necessary to perform their duties relevant to the operation and performance of the SMS.

Competency is an observable, measurable set of skills, knowledge, abilities, behaviors, and other characteristics that individuals exhibit as they successfully perform work functions.

- Competencies are typically required at different levels of proficiency depending on the work roles or occupational function.
- Aviation organizations should establish competencies for all employees commensurate with their duties relevant to the operation and performance of the SMS.

Operators must develop and maintain means for communicating safety information that, at a minimum:

- Ensures that employees are aware of the SMS policies, processes, and tools that are relevant to their responsibilities.
- Conveys hazard information relevant to the employee's responsibilities.
- Explains why safety actions have been taken.
- Explains why safety procedures are introduced or changed.
- Informs employees on SMS performance.

Effective communication involves adjusting the content and way the information is delivered to match the employee's role in the organization.

- Helping to raise safety awareness among employees.
- Open communication creates effective relationships and builds trust.

- Trust is fundamental because employees are not going to reveal what's really on their minds or what's really going on. (connected with safety culture)

The Accountable Executive must ensure that communication mechanisms are available and are effectively utilized. Examples include newsletters, bulletins, notices, websites and/or emails.

Safety Promotion is the human system that powers Risk Management. Key themes include

SAFETY PROMOTION IN PRACTICE

:

- Training the right people on the right risks
- Communicate hazards before they become accidents

- Share lessons learned continuously
- Close the loop with feedback
- Measure participation and timeliness

Below are some useful safety training, communication and lessons learned resources to use in your safety promotion process:

Regulatory Foundations and Manuals

- ICAO Doc 9859 (Safety Management Manual)
  - Global standard for SMS principles
- AC 120-92D - SMS for Aviation Service Providers
  - Primary roadmap for US SMS implementation.
- UK CAA CAP 795 & 1059
  - SMS guidance for any size organization
- FAA-H-8083-21B - Helicopter Flying Handbook
  - Essential reference for rotorcraft airmanship

Reporting and Just Culture Tools

- NASA ASRS Electronic Report Submission
  - Forms for pilots (B), maintenance (D), UAS (U)
- Just Culture Toolbox (ATM Partners for Just Culture)
  - An aid for fostering open reporting
- Safety Culture White Paper (AESA)
  - Parameters for Safety Culture Framework

Training and Outreach Media

- US Helicopter Safety Team USHST H-SE Podcasts
  - Safety Culture, Managing Risk, Spatial D, etc.

- Safety Management Implementation (ICAO)
- European Safety Promotion Network Rotorcraft (ESPN-R)
- Safety Training and Promotion (UK CAA)
- SkyWise Alerts (UK CAA)
  - Instant safety news and regulatory alert system
- FAASTeam Online Course Catalog (FAA Safety)
  - The repository for FAA-approved eLearning.
- FAA Lessons Learned Library
  - Ready-to-use accident safety briefings
- FAA From the Flight Deck Videos
  - Visual guides to airports and complex geometry
- Safety Management System (FAA)
- NTSB Safety Alerts (including Helicopters)
  - Short, operationally focused safety actions
- NASA ASRS – CALLBACK Newsletter
  - De-identified narratives for safety meetings
- Flight Safety Foundation (FSF) Briefing Notes
  - Training material (e.g., ALAR, CFIT, TEM)

Note: For US aviation organizations with a single pilot who is the sole individual performing all necessary functions*, the following Part 5 regulatory sections for safety promotion are excepted from the implementation requirements: § 5.93, 5.97(d).*