



apats2018

SINGAPORE



“Challenges to education of the aviation travelling public”

*Is there a genuine
need for education of
our passengers?*



- *How do we approach this challenge?*
- *Is it a global issue?*



Do we shock passengers?



Would images such as these achieve the desired outcome?





“Maybe we should text them.”

❓ *What is the desired outcome of this education?*



❓ *What do we want to impart to the travelling public that they do not already hear about and see in the movies or on television?*



How do we begin our journey of education?




ICAO Doc 10086

*Manual on Information and Instructions for Passenger
Safety - First Edition 2018*

Foreword

“ICAO standards address the need for passengers to receive safety information on board aircraft. Well-informed, knowledgeable passengers have a better chance of surviving a life-threatening situation on board an aircraft.”

☐ *In Australia research has been conducted into  passenger receptiveness to delivery of the safety message:*

- *Australian Transport Safety Bureau - ATSB
“Public Attitudes, Perceptions and Behaviours towards Cabin Safety Communications” Andrew Parker, Synovate Pty Ltd
Report Number: B2004/0238, 2006*

Abstract

“Analysis identified that low levels of passenger attention to safety communications results from overconfidence, superficial familiarity with messages, issues relating to the way safety content is presented, perceptions of substitutability between the card and briefing and social norms present in the aircraft cabin”

Cont.

Executive Summary

“Of all communications types tested, the safety briefing was most prone to perception of reduced relevance through repeated exposure, while very low attention levels and perceptions of content established safety cards as being generally ineffective. Passenger enjoyment, derived from a recognised measure of media effectiveness, was found to be low for the safety demonstration. This was particularly so among males and frequent flyers, who interestingly, were also found to be the least likely to engage with safety messages and the least likely to demonstrate desirable attitudes to cabin safety communications”

“Examining the Effectiveness of Pre-Flight Cabin Safety Announcements in Commercial Aviation”

Published in The International Journal of Aviation Psychology, 2009

Dr Brett Molesworth, Associate Professor, School of Aviation - University of New South Wales

CONCLUSION

“ Many airline passengers ignore pre-flight safety announcements in the form of a video presentation. Arguably in acknowledgement of this, some airlines have altered the way they deliver this important safety announcement. The research reported here tested three variations of pre-flight safety videos and found that employing a celebrity to introduce the material, or creating a pre-flight safety briefing that is topical, fun, and entertaining (i.e. humorous), are the best methods of facilitating the retention and recall of the information in the video.....”

“Airline Passengers’ Awareness of and Preferred Source of Cabin Safety Information”

Yu-Hern Chang, Meng-Yuan Liao

Asia Pacific Management Review 15(4) (2010) 533-547, 2004

CONCLUSION

“Finally, the most important conclusion derived from the present study is that current cabin safety information presentation need to be substantially improved, because only 5 of the 26 questions indicated that our respondents knew about Cabin Safety information at the mean level of “agree”. The safety demonstrations provided by Cabin Crews have changed very little over the years. A more attractive, specific, and comprehensive cabin safety demonstration is necessary. Also, different approached of conveying cabin safety information to the public need to be considered”

Increased delivery of additional specific safety information pre-flight:

- ✓ *Passengers to keep shoes on for take-off and landing*
- ✓ *Stronger emphasis on passengers to keep seat belt fastened*
- ✓ *Window shades open for take-off and landing*
- ✓ *Cabin Pressure failure: Aircraft will immediately commence a rapid descent – normal operational requirement!*
- ✓ *Specific attention to brace position*
- ✓ *Greater emphasis paid to identifying nearest exit*

Should the delivery of education only be about the pre flight safety demonstration?

OBVIOUS ANSWER = “NO”

What are some options?

- TV screens in airport terminals*
- Airline websites*
- Visiting schools and talking to the children*
- Greater clarity in onboard communications*

Challenges to education of the aviation travelling public:

□ Sales and Marketing Departments within airline operators

❖ Passengers should not be “frightened”

❖ We shouldn’t “scare” our passengers

❖ The more aware a person is the better they will respond to a given situation – ICAO have been documenting this notion for decades!!



**So where to
from here?**



apats2018
SINGAPORE



Thank you !

