Helicopter Safety Enhancement (H-SE) 19A: Safety Culture and Professionalism

Safety Enhancement Action:	Government and industry to develop a definition of an effective safety culture that is more applicable and relatable to the day-to-day work of frontline helicopter professionals, and promote an understanding of this application-based definition to the helicopter community.
Expected Implementers:	- FAA Safety Team (FAAST) - Helicopter Association International (HAI) Safety Committee (SC) - Academia (*e.g.*, Embry Riddle Aeronautical University (ERAU)) - USHST Outreach Team
Statement of Work:	In general, safety culture is defined as the attitude, beliefs, perceptions, and values that individuals share in relation to safety in their operations. The goal of this H-SE is for an effective safety culture to be defined in terms of more tangible concepts for operators and mechanics. It seeks to promote effective safety culture beyond just another executive level philosophy or "binder on a shelf" program to an ingrained daily pattern of behavior for the frontline work force in the helicopter community. An effective safety culture must be relatable to the day-to-day tasks that make up the job function of helicopter professionals. Through implementation of this H-SE, potentially more individuals can relate to the purpose of an effective safety culture and how they can adapt some reasonable steps in their daily tasks that are consistent with an effective safety culture. This should lead to an increase in sound aeronautical decision making, better judgment in managing risk, and more consistent compliance to rules and regulations established to ensure a safe aviation system. Project: 1. Define safety culture in terms of the individual operator or mechanic (include single pilot, single mechanic, and operation specific considerations). 2. Promote definition of "effective safety culture" as defined in Output 1 of this H-SE. 3. Improve mentoring by engaging operators who have already adopted an effective safety culture and used it to change their operations. Connect these operators with those in the rotorcraft

	community who need mentoring. The intent is help the individual or organization being mentored to gain the knowledge and skill to establish an effective safety culture in their own operations.
	The following fatal accidents prompted this safety enhancement:
	ANC13GA036 CEN13FA010 CEN10FA424 CEN13FA295 CEN10FA509 ERA09FA417 CEN11FA507 ERA13GA046 CEN12FA139 WPR10FA133 CEN13FA003 WPR12FA282 WPR13GA128
Relation to Current Aviation Community Initiatives:	Overlap with GAJSC SE-33: The FAA and industry will study what constitutes an effective safety culture and try to identify how to reach pilots who do not have/participate in an effective safety culture. http://www.gajsc.org/loss-of-control/
Performance Goal Indicators:	Total number of promotion and outreach efforts that educate on day-to-day safety culture. Total number of mentors paired with organizations/individuals with desire to be mentored on safety culture.
Key Milestones:	

	Total Months	Start Date	End Date:
Output 1:	6	Nov. 1 2017	May 1, 2018
Output 2:	4	May 1, 2018	Sept. 1, 2018
Output 3:	12	Sept. 1, 2018	Sept. 1, 2019
Completion:	**22 months**		

Potential Obstacles:	• Effective outreach to the individual work force level across industry. • Gaining participation of enough organizations or individuals with a complete understanding of safety culture to participate and train others throughout the industry.
Detailed Implementation Plan Notes:	• Incorporate into existing FAA Outreach programs to include FAAST Team. • Promote through HAI, ALEA, NBAA, other comparable industry organizations and through helicopter industry conventions.

	• The GAJSC has a significantly longer implementation timeline for the related safety recommendation on culture; it may be necessary to revise timelines for this H-SE once the USHST Outreach Team begins Output 1 and evaluates both support and existing materials.
CICTT Code:	LOC, UIMC or LALT
Output 1:	
Description:	Define safety culture in terms of the individual operator or mechanic (include single pilot, single mechanic, and operation specific considerations).
Lead Organization:	USHST Outreach Team
Supporting Organizations:	Academia
Actions:	1. USHST Outreach Team will research existing definitions of safety culture in terms of the individual operator or mechanic (include single pilot, single mechanic, and operation specific considerations). Solicit support from academic institutions (such as ERAU) as needed. The intent is to ensure the definition is relatable and applicable on an individual level. 2. USHST Outreach Team will review work already completed on GAJSC SE 33 and leverage SE 33 progress to assist with defining safety culture. 3. Identify gaps in existing safety culture definition. 4. Develop an improved safety culture definition based on Actions 1 & 2.
Output Notes:	The definition should be structured as something that the front-line work force can identify with and embrace as applicable to what they do on a day-to-day basis.
Time Line:	6 months
Target Completion Date:	May 1, 2018
Output 2:	
Description:	Promote definition of "effective safety culture" as defined in Output 1 of this H-SE.
Lead Organization:	USHST Outreach Team
Supporting Organizations:	• HAI SC • FAAST
Actions:	Using a variety of media, USHST Outreach Team will promote day-to-day safety culture to the rotorcraft community, as defined by Output 1. Promotional outreach may vary in approach from publications on the

	USHST website and social media, to magazines/news, to public presentations at regional events such as FAAST seminars or large gathering events such as HAI's annual Heli Expo.
Output Notes:	USHST Outreach Team will track the number of promotion efforts made for safety culture and the number of individuals reached.
Time Line:	4 months
Target Completion Date:	Sept. 1, 2018
Output 3:	
Description:	Improve mentoring by engaging operators who have already adopted an effective safety culture and used it to change their operations. Connect these operators with those in the rotorcraft community who need mentoring to help the individual or organization being mentored to gain the knowledge and skill to establish an effective safety culture.
Lead Organization:	USHST Outreach Team
Supporting Organizations:	- HAI SC - FAAST
Actions:	1. USHST Outreach Team will establish a framework of existing aviation networks that could be used to establish a safety culture mentoring program. Intent is to use both individuals and organizations to serve in this capacity. 2. USHST Outreach Team Focus Groups will actively engage with their respective industry sectors to connect individuals or organizations to a safety culture mentor. The USHST Outreach Team will facilitate an initial dialogue with the two parties to get the connection process started.

Output Notes:	The intent in Output 3 is to move beyond presentations and general promotion. This output will result in taking organizations or individuals that are already practicing day-to-day safety culture effectively and connecting them relationally with those that are still learning. This should help move the concept from theoretical and into actual day-to-day practice.
	
	1. USHST Outreach Team will track the following:
	   a. The number of individuals and organizations who are approached to serve as mentors in the safety culture network.
	   b. The number of individual and organization who agree to serve as mentors in the safety culture network. Use the number from 1b divided by 1a to calculate a percentage.

	c. The number of individuals and organizations who are approached to receive mentoring in the safety culture network.
	d. The number of individuals and organization who agree to receive mentoring in the safety culture network. Use the number from 1d divided by 1c to calculate a percentage.
	e. For those who chose not to participate as either the mentor or the one being mentored, ask why. It may be for a positive reason rather than a negative reason. They may choose not to participate because they are already involved in a good program that works for them (perhaps better than the USHST's). If it is a negative reason, the USHST should consider how to overcome that obstacle.
Time Line:	12 months
Target Completion Date:	Sept. 1, 2019