



Passenger Safety Information Briefing and Briefing Cards Advisory Circular

Subject: **PASSENGER SAFETY INFORMATION BRIEFING AND BRIEFING CARDS
CA AOC –AC-FO-006**

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1. PURPOSE

This Safety Briefing Card provides information regarding the items that are required to be, or should be, covered in oral passenger briefings and on passenger briefing cards. The Safety Pamphlet provides specific information about Commercial Air Transport Operators engaged in passenger-carrying operations conducted under CAR Part 91.07.20. It also provides suggestions about making this information interesting and meaningful.

2. BACKGROUND

An alert, knowledgeable person has a much better chance of surviving any life or injury-threatening situation which could occur during passenger carrying operations in civil aviation. Therefore, the Civil Aviation Authority requires a passenger information system for [State] air operators that include oral briefings and briefing cards. It would be desirable to have every passenger highly motivated; however, a motivating person, even when their own personal safety is involved, is not easy. One way to increase passenger motivation is to make the safety information briefings as interesting and attractive as possible. This Safety Briefing Card encourages individual operators to be innovative in their approach in imparting such information.

3. DISCUSSION

Oral Briefings. The pre-takeoff oral briefing should be given so passengers can clearly hear it and easily see the required demonstrations. Crewmembers giving these briefings should speak slowly and distinctly. When more than one crewmember is used to give the briefings and demonstrations, every effort should be made to ensure that those persons are evenly distributed throughout the passenger compartments and are located in the vicinity of floor level exits. Crewmembers giving the demonstrations should co-ordinate them with the applicable information given in the oral briefing, be animated, and make eye

contact with as many passengers as possible. The pre-takeoff oral briefing may be given by video means. This method of passenger briefing should be considered when the aircraft is equipped with the necessary video and sound equipment. The advantage of a videotape presentation is the assurance that a complete briefing is given that the diction is good, and that an overall high quality of briefing is maintained. A videotape presentation also lends itself very well to a multilingual presentation when it is necessary and can include "signing" for the deaf. Airlines using video presentations should have a procedure to ensure that screens used during these presentations, which extend into the aisles, are properly stowed prior to taxi, takeoff, and landing.

1. **Pre-takeoff.** Before each takeoff, the operator should ensure that all passengers are orally briefed (safety demonstration/briefing) on each of the following:
 - a. **Compliance with Signs and Placards.** The briefing should include a statement that [State] Civil Aviation Regulations require passenger compliance with the illuminated passenger information signs and posted placards.
 - b. **Smoking.** CAR Part 91.07.14 – No person shall smoke in a South African registered aircraft when in or over the Republic, unless and except in so far as smoking is permissible in accordance with the aircraft flight manual referred to in Regulation 91.03.2 or other equivalent document for such aircraft.
 - c. **Seatbelts.** Crewmembers should brief passengers on the method of fastening, tightening, and unfastening seatbelts and that seatbelts should be worn low and tight. Passengers should also be informed that their seatbelts should be fastened any time the seatbelt sign is illuminated.
 - d. **Exits.** Crewmembers should brief passengers on the location of emergency exits. Crewmembers should point to these exits.
 - e. **Flotation Equipment.** Crewmembers should brief on the type, location, and use of flotation devices. This briefing should include the type of equipment available and the method of use in the water.
 - f. **Passengers Needing Assistance.** Crewmembers should individually brief a passenger who may need assistance in moving expeditiously to an exit. If an attendant accompanies the person, the attendant should also be briefed. The briefing should include information about the most appropriate route to an exit and the most appropriate time to start moving toward that exit. There should also be an inquiry about the most appropriate manner of assisting the person.
 - g. **Floor Proximity Emergency Lighting.** Crewmembers should inform passengers that emergency lights are located on or near the floor of the aircraft.
 - h. **Oxygen Equipment.** Crewmembers should demonstrate the use of oxygen equipment, including locating, donning, and adjusting the equipment; any

actions that might be necessary to start the flow of oxygen; and the prohibition against smoking during oxygen use. Passengers should also be advised to don their own oxygen masks before assisting children with their masks. In addition, the announcement should include the information that oxygen mask reservoir bags will not inflate although sufficient oxygen is flowing into the bag.

- i. Supplemental Information. Passengers should be briefed regarding passenger briefing cards and additional safety actions. Passengers should be told that the briefing cards contain additional safety information that they should read. They should also be instructed regarding the location of the cards. The briefing should also contain instructions regarding passenger compliance with the following pre-takeoff requirements: proper stowage of each passenger's carry-on baggage; positioning of each passenger's seat back to the upright position; securing each passenger's food and beverage tray in its stowed position.
- j. Extended Overwater Operations. If the flight involves extended overwater operations, crewmembers should brief passengers before the overwater portion of the flight begins. This briefing should be given before takeoff if the flight proceeds directly over water. It should include:
 - i. Exits. Crewmembers should instruct passengers on the most appropriate exits for their use. In determining the most appropriate exits, consideration should be given to the passenger load, the capacity of each slide/raft or liferaft, and those exits that have been designated for use in water landings and raft launchings.
 - ii. Life Jackets. Crewmembers should point out their stowage locations and demonstrate their removal from stowage, extraction from pouches, donning, and their use, including manual and oral inflation methods, instructions on when the equipment should be inflated, and manual operation of survivor locator lights and accessories.
 - iii. Liferrafts and Slide/Rafts. Crewmembers should instruct passengers on liferaft and slide/raft retrieval from stowage, preparation for use, inflation methods, launching locations, and means of securing to the aircraft.

2. **Post Take-off.**

- a. Seatbelts. Immediately before or after the "seatbelt" sign is turned off, an announcement should be made that passengers should keep their seatbelts fastened while seated even if the "seatbelt" sign is turned off.
- b. Information Signs. A crewmember should remind passengers to be seated any time the "seatbelt" sign is illuminated; this is especially true when passengers are not seated with their seatbelts fastened.

3. **Pre-landing.** The minimum pre-landing briefing information should include the following: seatbelts must be securely fastened, tray tables and seat backs must be secured in their stowed position, operator-furnished food, beverages, or tableware must be picked up, and carry-on baggage must be properly stowed for landing.
4. **Post Landing.** The minimum post landing briefing should advise passengers to remain seated with seatbelts fastened until the "seatbelt" sign has been turned off. This announcement should be accompanied by an explanation that this is for their own safety and the safety of those seated around them.
5. **Crewmember Procedures.** Each oral briefing provided by a carrier for its passengers must be explained and described in the appropriate part of its operations manual. The manual should also contain a description of crewmember tasks and co-ordination procedures to ensure passenger compliance with information signs and crewmember safety instructions. This description should include the stipulation that cabin attendants should notify the pilot in command any time a passenger is not complying with safety instructions. Cabin attendants should neither be assigned nor perform non-safety related duties during the safety briefings if those duties could obstruct the view of the passengers or distract them from listening.
 - a. **Passenger Safety Briefing Cards.** Oral briefings should be supplemented with briefing cards that should be pertinent to only that type and model of aircraft and are consistent with the airline's procedures. In addition, when aeroplane equipment is substantially different, even within the same model of aeroplane, depictions on these cards would be more easily understood if aeroplane equipment differences were presented on a separate card. Merely labelling exits or other equipment with the pertinent aircraft type, model, or configuration does not provide enough information to the average passenger and may be confusing. Cards should also show methods of operating the emergency exits and other instructions necessary for the use of emergency equipment.
 - b. **Oral Briefings / Window Exits Briefings.** The following is an example of a window exit briefing:
 - Are you **aware** that you are seated at an emergency exit?
 - Safety regulations require that I **brief** you on the operation of this exit.
 - In an emergency, you will be required to **assist** at this exit.
 - **Demonstrate** and explain how each emergency exit works.
 - **Wait** until the aircraft has come to a complete stop on the ground and you hear the commands to 'Evacuate'. Before opening the exit, check for any danger, e.g. smoke, fire, and obstructions. If the exit is unsafe to use, shout loudly 'BLOCKED EXIT' and redirect passengers elsewhere.
 - If it is safe to do so, **open** the exit.
 - Tell passengers to get out and **move** away from the aircraft.

- i. Design and Location. The passenger safety briefing card should be designed and located so that the seated passenger will be able to see and have access to the card when it is placed in its normal location aboard the aircraft. The method used to depict equipment and actions can be pictures of people, diagram, drawings, words, or combinations of these. The use of international symbols is encouraged. All depictions should be easy to understand and not be complex. Cards should also be interesting and attractive so passengers will want to read them. For example, a multicoloured card that has pictures and drawings will be picked up and read more often than a black and white printed card.
- ii. Extraneous Information. Passenger safety briefing cards should only contain information that is essential for safety. For example, advertising, schedules, or promotional information is not safety related and should not be on the cards.
- iii. Content. Safety briefing cards that provide information to passengers should include:
 - (a) Passenger Compliance with Safety Information. The instructions on the cards should advise passengers that they should comply with safety instructions including signs, placards, and instructions of crewmembers. The importance of complying with the seatbelt sign should be emphasised.
 - (b) Smoking. The cards should inform passengers that smoking is prohibited in the lavatories or other designated non-smoking areas, during takeoff and landing, any time the "no smoking" sign is illuminated, or when in the immediate vicinity of passenger oxygen use.
 - (c) Seatbelts. The cards should have instructions for fastening, tightening, and unfastening seatbelts.
 - (d) Floor Proximity Emergency Lighting. The cards should inform passengers that emergency lights are located on or in the vicinity of the floor of the aeroplane.
 - (e) Exit Location. The cards should give the locations of every available exit in the cabin. The cards should encourage passengers to familiarise themselves with the locations of exits other than the one they entered.
 - (f) Exit Operations. The cards should contain diagrams depicting the opening of each exit type, and any manual operations necessary to successfully complete an evacuation such as manual inflation of the evacuation slide or the recommended placement of the hatch on the seat or outside the aeroplane. Past experience has indicated that a diagram or picture that demonstrates operation of an exit peculiar to only one side of the aeroplane sometimes creates confusion. If, for instance, all emergency door handles rotate toward the rear of the

aircraft, this should be explained on the cards. The cards should inform passengers not to bring carry-on baggage to the exit.

- (g) Evacuation Slide Use. The cards should contain instructions for passengers to jump outward in the seated position with legs extended, and not to sit (for example, at the doorsill) when entering the evacuation slide.
- (h) Overwing Exit Use. The cards should contain instructions illustrating the proper method of egressing through an overwing exit. The cards should also contain instructions for passengers to walk or run on any ramp that leads from an exit, and the direction and route of escape after leaving all overwing exits should be included.
- (i) Brace Position. The cards should contain information about protective brace positions to be assumed by passengers, including children and infants in all seat orientations (that is, forward, aft, and side facing) and all seat spacing for that aeroplane.
- (j) Individual Flotation Devices. The cards should depict their stowage location and contain instructions concerning removal of the devices from their stowage locations, extraction from stowage pouches or packages, manual and oral inflation backup systems, its use in the water, and the manual operation of survivor locator lights and accessories, as appropriate.
- (k) Oxygen Mask. The cards should contain instructions on the location, donning, and means for adjusting oxygen masks; any further actions needed to start the flow of oxygen; and instructions to passengers to don their own oxygen mask before assisting children with their masks.
- (l) Supplemental Information. The cards may contain supplemental instructions. For example, for takeoff and landing, carry-on baggage and tray tables must be properly stowed, galley service items must be collected from passengers and stowed, and seat backs must be placed in their fully upright position.
- (m) Extended Overwater Operations. When liferafts are required to be carried in extended overwater operations, the cards should depict liferaft and slide/raft stowage, launching, and securing locations. The cards also should contain instructions for passengers concerning preparation for use, inflation methods, and the means for securing rafts to the aircraft.

BRACE FOR IMPACT POSITION

- A. In order to establish a best brace position for each person, it would be necessary to know the size and physical limitations of the individual, the seating configuration, the type of emergency, and many other factors.
- B. There are two primary reasons for bracing for impact. One is to reduce flailing and the other is to reduce secondary impact. Pre-positioning the body (particularly the head) against the surface it would strike during impact can reduce secondary impact. Having the occupant flex, bend, or lean forward over their legs in some manner can reduce flailing.
- C. Aircraft being utilised today may have seating arrangements that result in very small seat pitches (the space between the seats) or may have a combination of small and large seat pitch spacing (that is, an aircraft with a first class/coach seating arrangement). Passengers should take a brace position in one of several ways and, in all cases, the seatbelt should be worn as tight as possible and as low on the torso as possible.
 - 1. In aircraft with low-density seating or seats spaced relatively far apart, passengers should bend over and rest their heads and chests against their legs. Having the passengers grasp their ankles or legs can reduce flailing, or if they are unable to do that, they should wrap their arms under their legs. Their heads should be face down in their laps and not turned to one side.
 - 2. In aircraft with high-density seating or in cases where passengers are physically limited and are unable to place their heads in their laps, they should position their heads and arms against the seat (or bulkhead) in front of them.
 - 3. Passengers in aft facing seats should rest their heads on the seat back (or bulkhead) behind them. The passengers should not place their hands in back of their heads, as has been recommended in the past, but, rather, should either place their hands in their laps or grasp the side of their seats.
 - 4. The passengers' feet should be placed flat on the floor and slightly in front of the edge of the seat.
 - 5. Passengers should not use pillows or blankets between their bodies and the object they are bracing against (either a seat back or their own body). Pillows and blankets provide little, if any, energy absorption and increase the possibility of secondary impact injury. Also, pillows and blankets could create additional clutter in the aisles, which could be a detriment in an emergency evacuation.
 - 6. Children who are occupying approved child restraint devices should be braced in accordance with the manufacturer's instructions. Children in passenger seats should utilise the same brace position as adults. Adults holding infants should provide as much uniform support as possible to the infant's head, neck, and body and lean over the infant to minimise the possibility of injury due to flailing.
 - 7. Pregnant or handicapped passengers may or may not need the assistance of another person in taking a brace position but should, in general, attempt to take the same brace position as the other passengers. If aft facing passenger seats

are available, these passengers may benefit from being relocated to those seats provided, they are not located at emergency exits or forward/aft of an emergency exit.

- D. The brace positions for cabin attendants will depend on the direction their seats face and type of restraint system those seats are equipped with.
 - 1. In forward facing seats equipped with an inertial reel shoulder harness, the cabin attendants should sit back in the seat and rest their chin on their sternum. If the seats are equipped with non-inertial reel-type shoulder harnesses, the cabin attendants should fasten their shoulder harnesses as tight as possible, lean against them, and rest their chins on their sternums. The cabin attendants' arms and hands should be positioned in their laps or holding onto the side of their seats but should not be holding onto their restraint system.
 - 2. In rear facing cabin attendant seats, the cabin attendants should sit back in their seats, rest their heads against their seat backs or headrests, and have the restraint systems, either inertial or non-inertial type, as tight as possible. Their hands should not be clasped behind their heads, but may be positioned as in a forward facing seat.
- E. Helicopter "brace for impact" positions are the same as those for aeroplanes. Cabin attendants, if present, should utilise either the brace position for passengers or for cabin attendants, depending on their seats and restraint systems.
- F. In the case of a planned emergency landing, the passengers should be briefed on the above information. In the case of an unplanned emergency, the cabin attendants may only have enough time to give a short command such as "bend over" or "get your heads down." Experience has shown that in an attempt to take a brace position of some sort, the passenger will end up in a position that could result in less injury than if no attempt had been made at all.