



# USHPA CULTURE OF SAFETY (COS)



# FOCUSED

## assumptions

Members want to be safe, don't want to be hurt, don't want to hurt others, or want actions to result in airspace loss or a flying site. They are interested in learning how to avoid safety issues.

## model

**Why Proactive?** Continuous learning and training with channels of creative thinking help create patterns that avert long-term problems and lead to lean and proactive thinking. It also ensures membership and shareholder empowerment and identification.

**Identifying USHPA-wide Lessons Learned** What happens, what are the accident categories, why do they happen, and what are the most easy ways to avoid lessons that someone else already learned?

## target

public  
tandem passengers (one-time, training)  
landowners  
new members (H/P-0--H/P-2)  
seasoned members (H/P-3--H/P-5)  
instructors (Basic, Advanced, Tandem)  
schools (sm, med, lrg)  
administrators (Inst, Speed, Tand, Tow)  
chapters/sites  
regional directors

## method

Frequent Updates (Web, Mag, other)  
Organized centralized portal  
Factual information  
Partnerships/Alliances  
Resource Management  
Member outreach and dialogue  
Sending bracelets to members 2012  
Solidifying Chapter Safety relations

## measuring

1-yr cost benefit analysis  
Accidents (claims numbers/payouts)  
Member receptivity (feedback)  
Accident reporting (quant/qual)

## preventing

### **EXAMPLE: Kaiser Permanente 'Thrive' Campaign**

*"Stay active, eat well, thrive."*

Advertising Campaign based on positive health support message. A healthy customer is cheaper, preventative care is cheaper than a surgery. They don't shame the member – only encouraging good habits. If their members don't live long, they cannot get paid. They have set out to create social change.

lost wages, relationship strain on the caregiver, confidence, bodily injury, muscle memory to jump back into flying, costs for medical bills, replacement of equipment, helicopter (retrieval) or ambulance costs, accepting that you've hurt another (if accident injured a third party, another pilot, or tandem passenger), loss of time due to dealing with the above, loss of a flying site, loss of life



# 2012 USHPA Members FOCUSED ON SAFETY PROGRAM



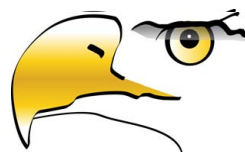
I vow to respect the choice to fly, conditions to fly,  
my equipment, & my responsibility to others.

IF YOU FEEL THE SAME, PLEASE WEAR  
OR DISPLAY THIS BRACELET

To protect the sport, the places I fly, the freedoms I  
enjoy, & the people in this free-flight community.

**I am a FOCUSED PILOT**

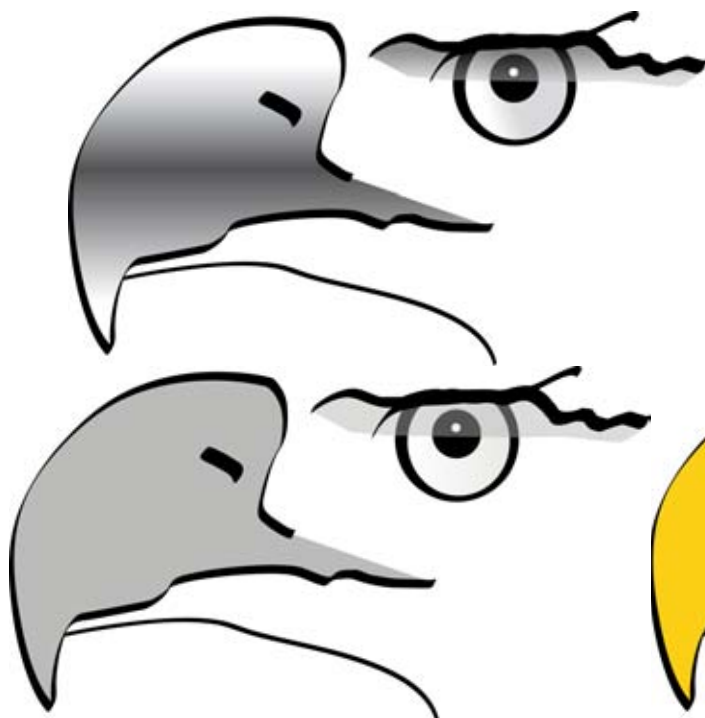
A USHPA Program 



## FOCUSED

LEARN MORE AT [WWW.USHPA.AERO](http://WWW.USHPA.AERO)

**Wristband** Every member will receive a band connected to this credo card



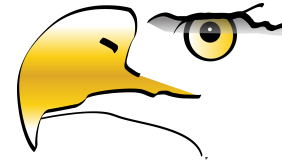
### Icon

Bald Eagle  
Sharp vision  
Keen focus  
Deliberate  
Local  
Expert pilot  
Freedom  
Strength

Gold high standard  
Gold is awareness color  
Maintains health of wing



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## TOP TIER SAFETY RESOURCES

**SAFETY  
COORDINATOR  
HIGHLIGHTS**

**ACCIDENT  
REVIEW  
ARTICLES**

**SAFETY  
ARTICLES**

**SAFETY  
REMINDERS**

**BOARD OF DIRECTORS**

**COMMITTEES**

**STAFF**

**SAFETY  
BRIEFS  
of top tier info**

**NEWSLETTER  
ARTICLES**

**FACEBOOK  
BRIEFS, PHOTO  
CONTESTS,  
DISCUSSIONS**

**WEBSITE  
COS  
RESOURCE  
CENTER**

**MAGAZINE  
ARTICLES  
& BRIEFS**

## OUTREACH MECHANISMS

## OUTPUT TO MEMBERS

### DUFFEL 2012

EVERY CHAPTER will give  
a gift to present to the  
Safety Coordinator



### CHAPTERS

USHPA Safety info delivered to members  
through Safety Coordinator, use  
resources, create feedback on USHPA  
chapter programs and support overall  
safety goals. Chapters to reward safety  
successes from their members via USHPA

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### BRACELETS

EVERY MEMBER  
GETS A PHYSICAL  
SAFETY REMINDER  
ANNUALLY

### ZIPPER PULLS

2013





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