



Airliner Safety Cards

by
Donovan Koch
EMBRAER – Air Safety

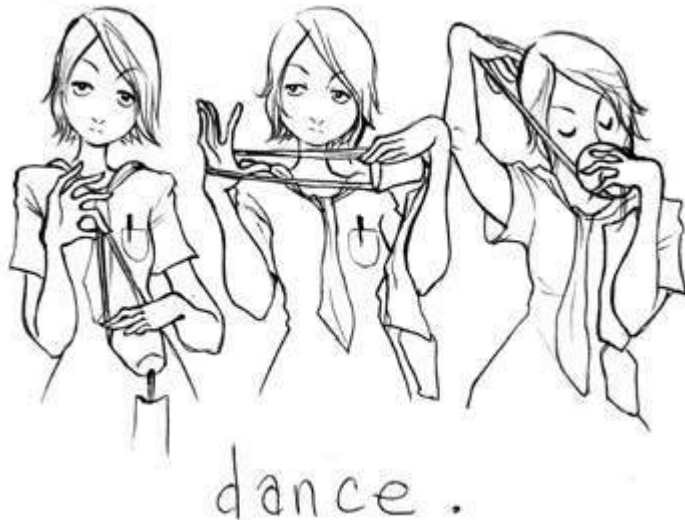
Introduction



“An alert, knowledgeable person has much better chance of surviving any life or injury-threatening situation that could occur during passenger-carrying operations in civil aviation”

FAA AC 121-24C

Introduction



The Passengers

Introduction



Contents

1. The Safety Card Collection
2. Statistics
3. Passenger Comprehension
4. Good Information Not Usually Included

Airlines Safety Cards



The Safety Card Collection



67 CARDS

25 DIFFERENT TYPES OF AIRCRAFT

10 DIFFERENT AIRCRAFT MANUFACTURES

MANY DIFFERENT AIRLINES

Airlines Safety Cards

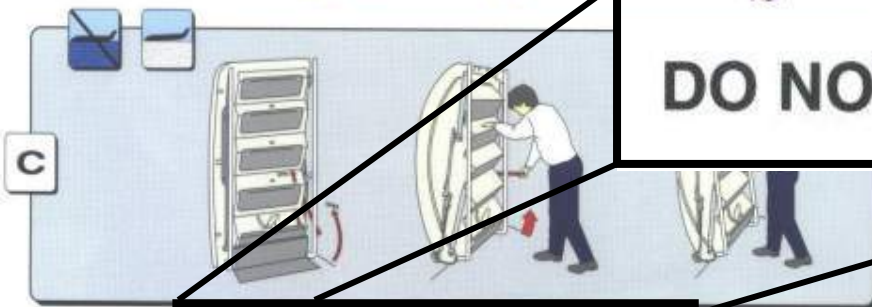
The Safety Card Collection



FOR THE SAFETY OF OTHERS PLEASE DO NOT REMOVE CARD FROM AIRPLANE.



DO NOT REMOVE FROM AIRCRAFT



DO NOT REMOVE FROM AIRCRAFT

The Safety Card Collection

- Classifying the Topics
- Card Size
- Card Area
- Number of Topics per Card
- Frequency of Topics
- Number of Languages



The Collection – Classifying The Information

§ FAR PART 121.571

- *Smoking*
- *The location of emergency exits.*
- *The use of safety belts,*
- *Federal Aviation Regulations require passenger compliance*
- *The location and use of any required emergency flotation means.*
- *The placement of seat backs in an upright position*
- *Location of survival equipment.*
- *Use of oxygen.*
- *Location and operation of fire extinguisher.*
- *Keep their seat belts fastened, while seated.*

The Collection – Classifying The Information

35 different types of information found

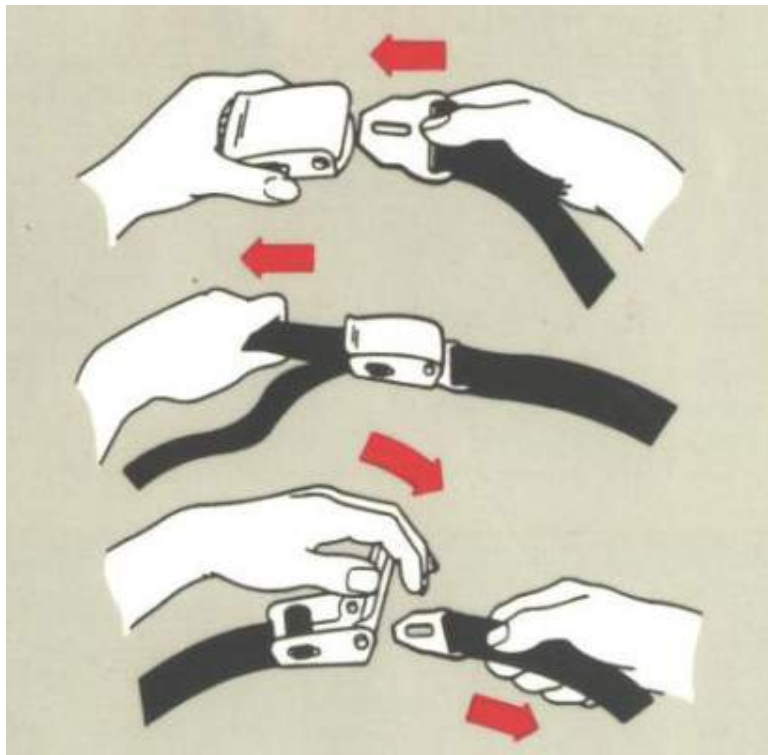
how to operate the seat belt
during takeoff and landing put seat upright
during takeoff and landing stow luggage
during takeoff and landing close overhead bins
no smoking
no electronic equipments
do not smoke in bathroom
keep seat belts on while seated
no not mess with smoke alarm in bathroom
bracing position
bracing position child
bracing position pregnant woman
bracing position with child on lap
during emergency no high hills
during emergency no luggage
during emergency no glasses
during emergency no smoking
do not use emergency exit with smoke or fire outside

do not use emergency exit if exit blocked with debris
how to open doors
written instruction to passengers seated on emergency exits
evacuation routes landing on ground
how to activate the escape slide
how to descend the escape slide
do get away from aircraft after exiting
evacuation routes with lights on floor
evacuation routes with lights on floor and person low
seats floating device
evacuation routes landing on water
how to place life vest
only inflate life vest outside aircraft
door that should not be open during landing on water
use of oxygen masks
place oxygen masks on child and elderly last
life boat instructions

The Collection – Type of Information

how to operate the seat belt

during takeoff and landing put seat upright



**TAKE-OFF AND
LANDING**
DESPEGUE Y
ATERRIZAJE
DECOLLAGE ET
ATTERRISSAGE



The Collection – Type of Information

during takeoff and landing
stow luggage



during takeoff and landing
close overhead bins

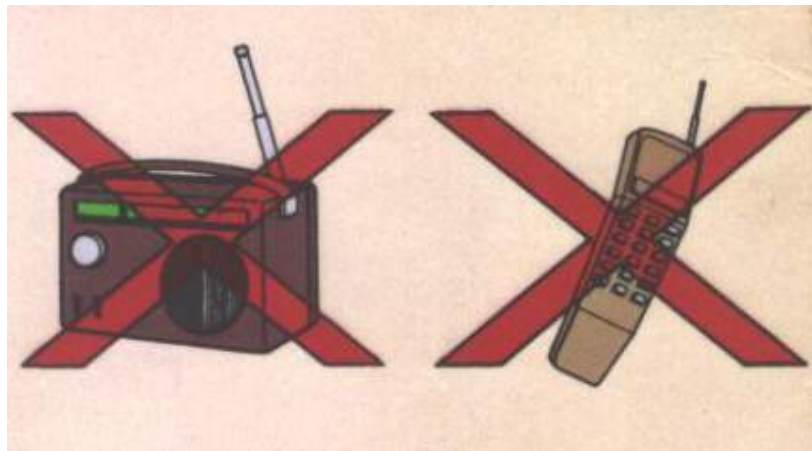


The Collection – Type of Information

no smoking



no electronic equipments



The Collection – Type of Information

do not smoke in bathroom



bracing position



The Collection – Type of Information

bracing position
pregnant woman



bracing position
child on lap



The Collection – Type of Information

during emergency no high hills



The Collection – Type of Information

during emergency
no luggage



No Baggage
Aucun bagage
No equipaje
手荷物禁止

during emergency
no glasses



The Collection – Type of Information

do not use emergency exit
with smoke or fire outside

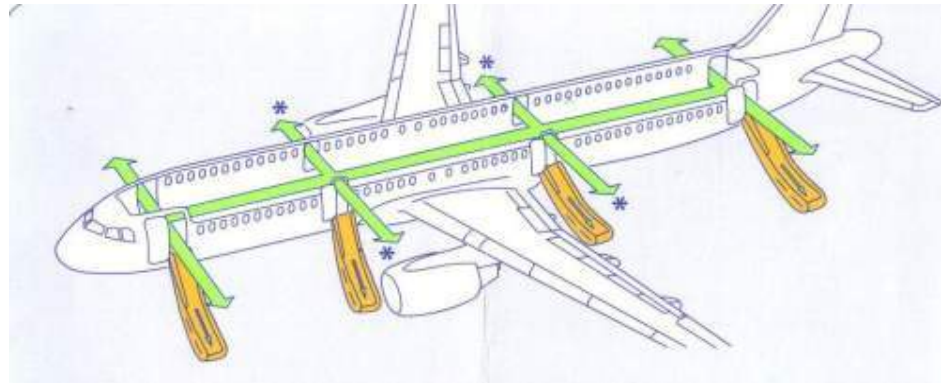


during emergency no smoking



The Collection – Type of Information

evacuation routes landing on ground



how to open doors



The Collection – Type of Information

written instruction to passengers
seated on emergency exits

EXIT ROW SEATING

Passengers in exit rows should identify themselves to a crewmember, if they cannot read, speak or understand English.

RANGÉES COMPORTANT UNE SORTIE

Les passagers dont le siège se trouve sur une rangée comportant une sortie doivent s'identifier auprès d'un membre de l'équipage s'ils ne lisent pas l'anglais, ne le parlent pas ou ne le comprennent pas.

ASIENTOS CERCANOS A LA SALIDA DE EMERGENCIA

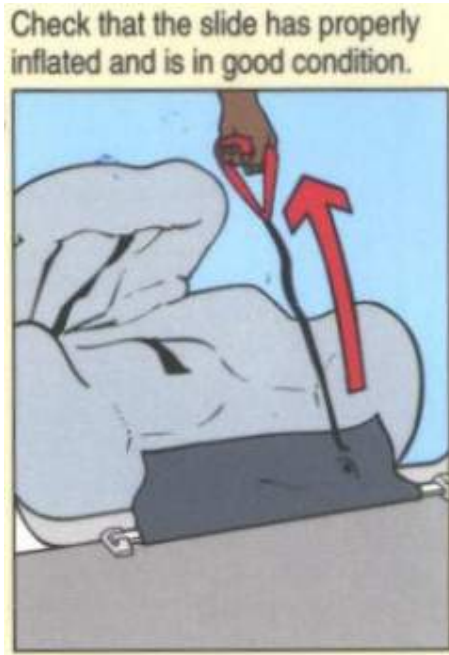
Los pasajeros sentados cerca de la salida de emergencia que no sepan leer, escribir y entender inglés deben identificarse a un miembro de la tripulación.

出入口列の座席

出入口列座席のお客様で、英語が不自由な方は、お手数ですがその旨乗務員にご連絡ください。

The Collection – Type of Information

how to activate
the escape slide



how to descend the escape slide

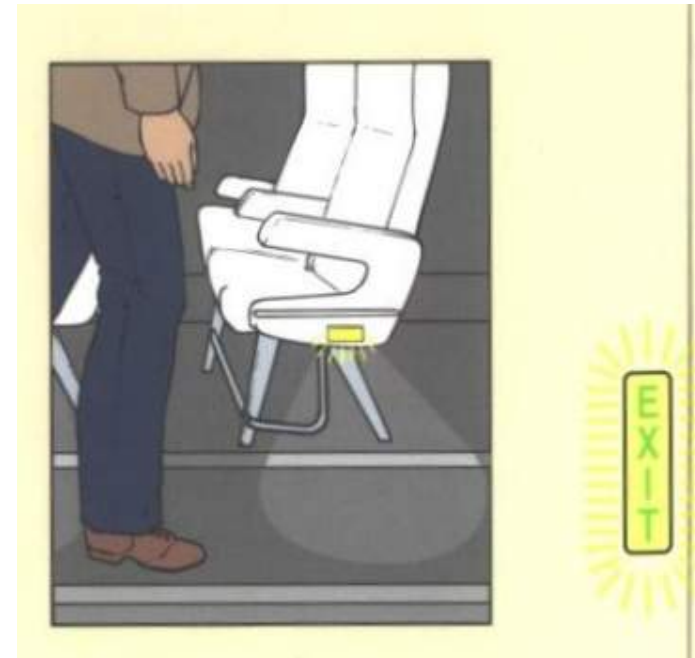


The Collection – Type of Information

do get away from
aircraft after exiting

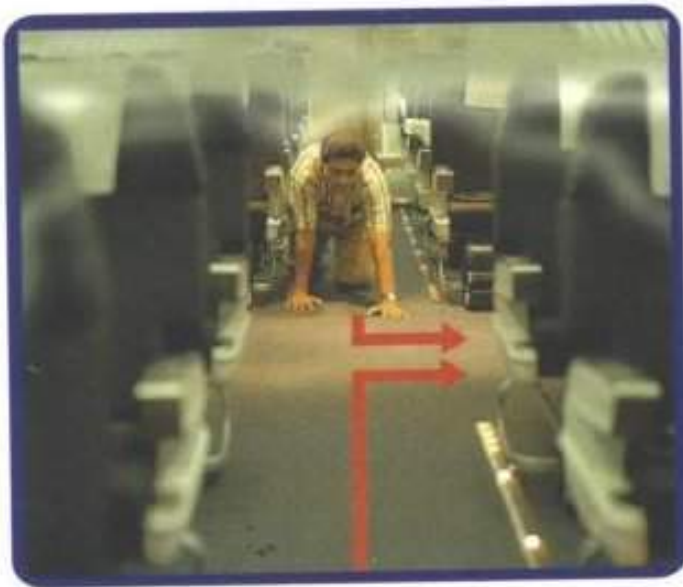


evacuation routes
with lights on floor

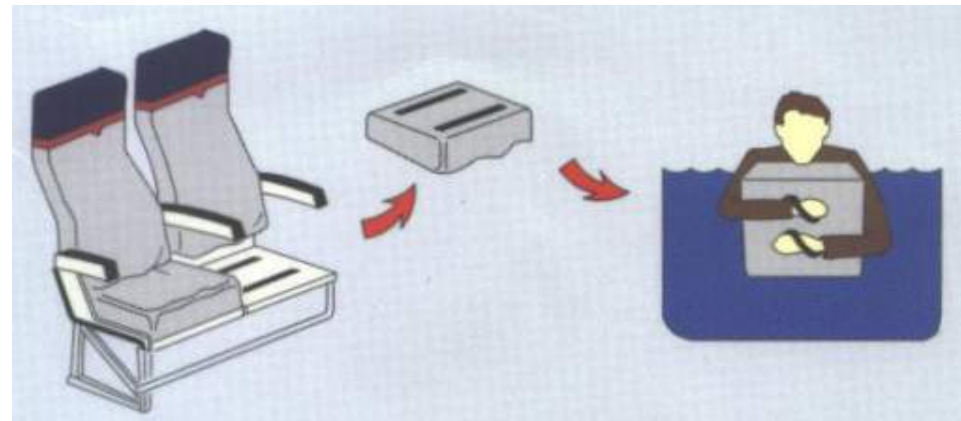


The Collection – Type of Information

evacuation routes with
lights on floor and pax low

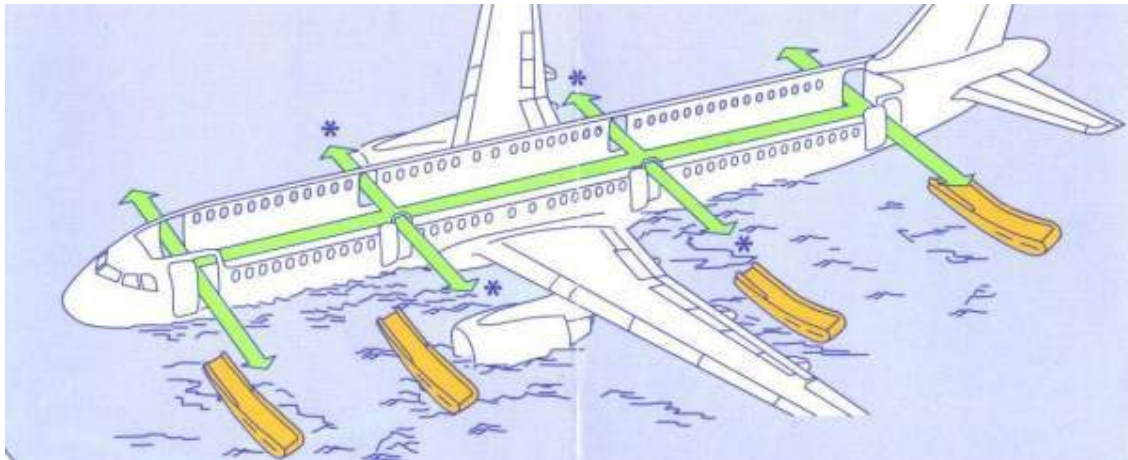


seats floatation device



The Collection – Type of Information

evacuation routes landing on water



how to place life vest

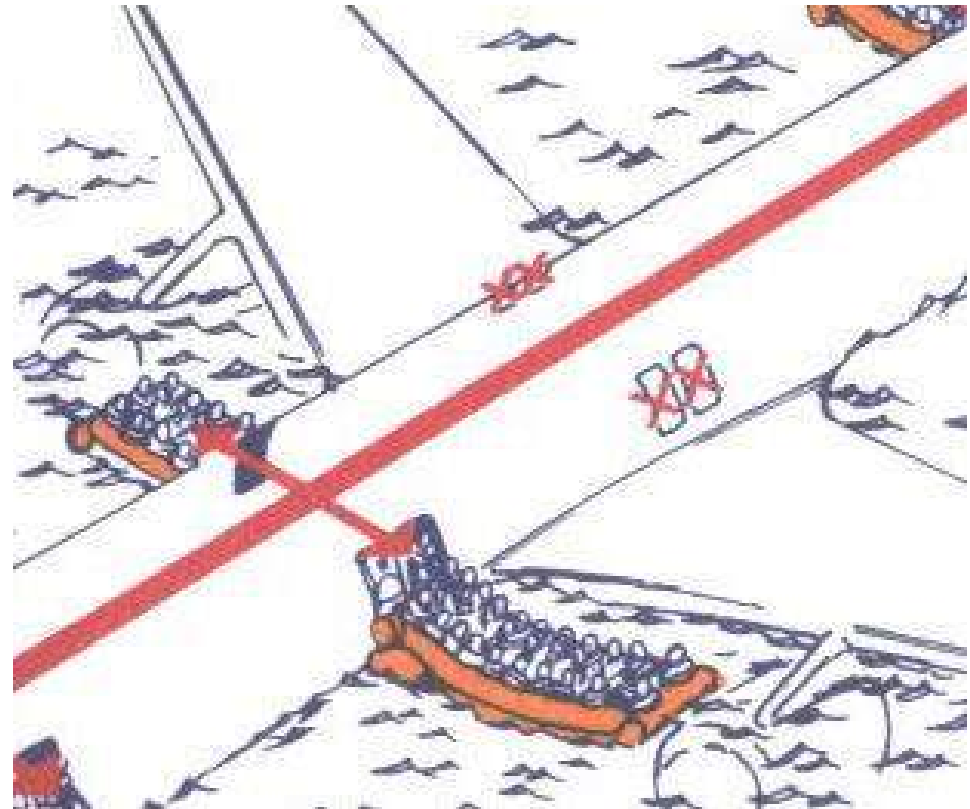


The Collection – Type of Information

only inflate life
vest outside aircraft



door that should not be open
during landing on water



The Collection – Type of Information



use of oxygen masks

place oxygen masks
on child and elderly last



Airlines Safety Cards

life boat instructions



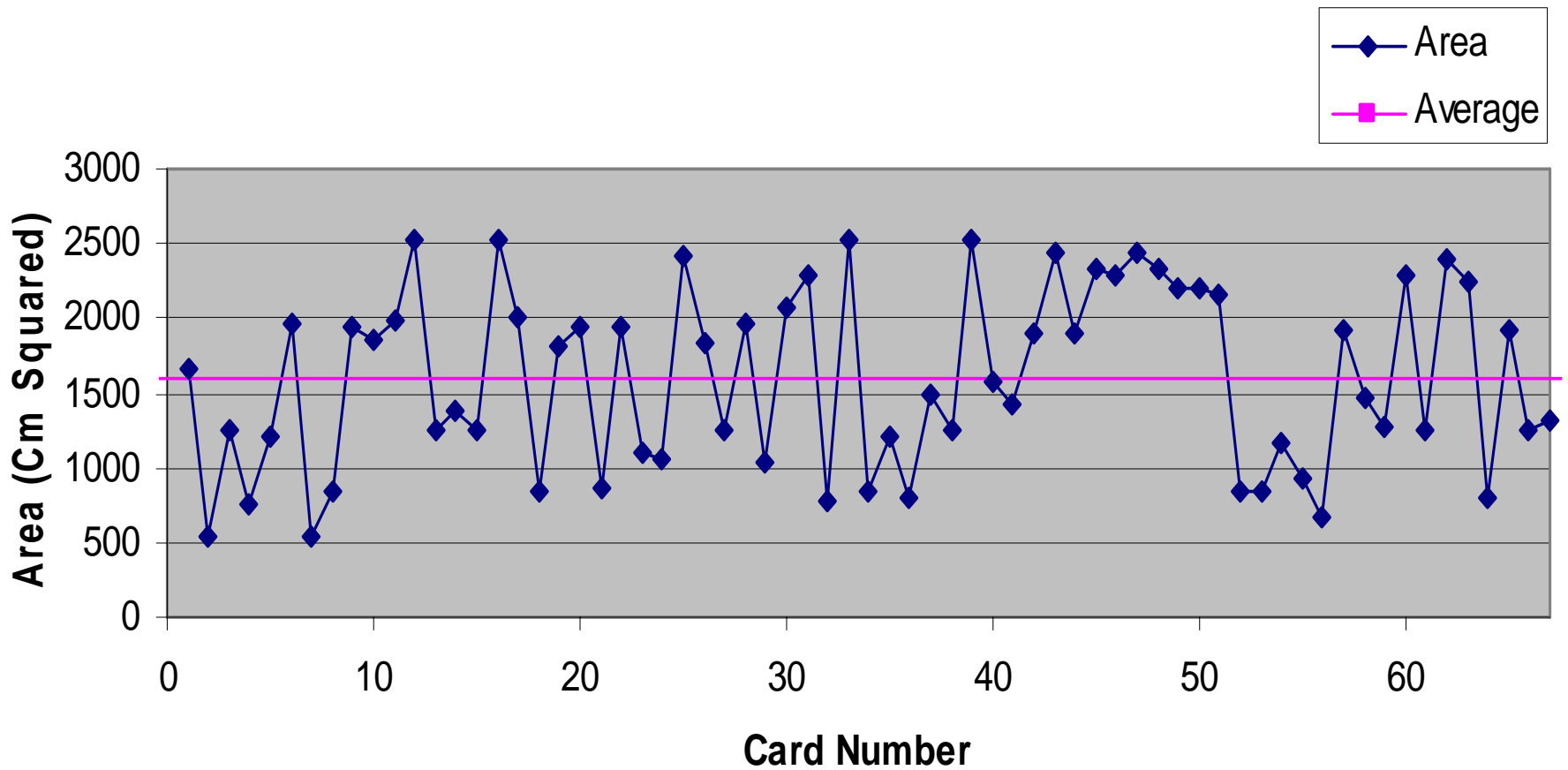
Contents

1. The Collection
- 2. Statistics**
3. Passenger Comprehension
4. Good Information Not Usually Included

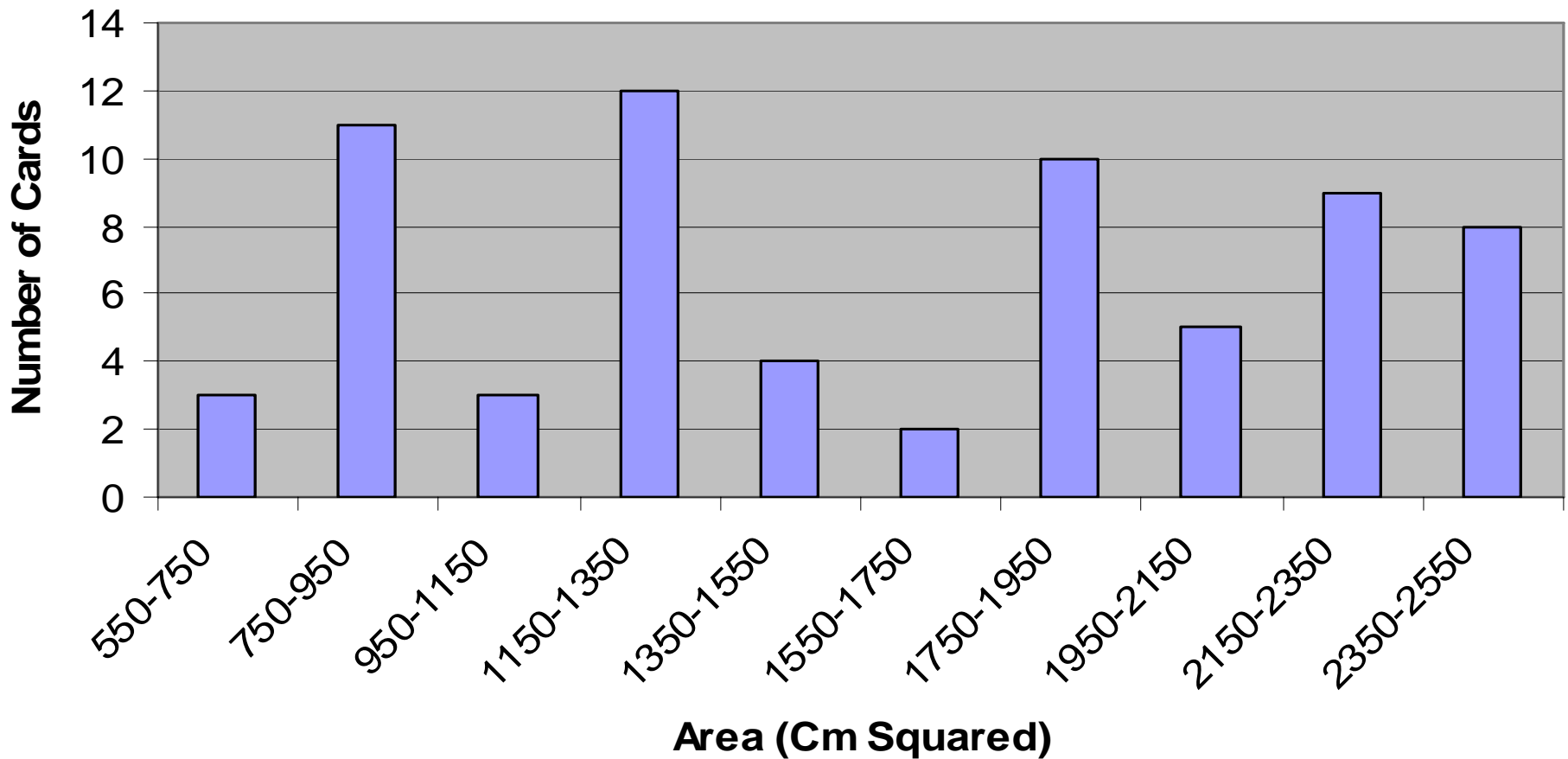
Airlines Safety Cards



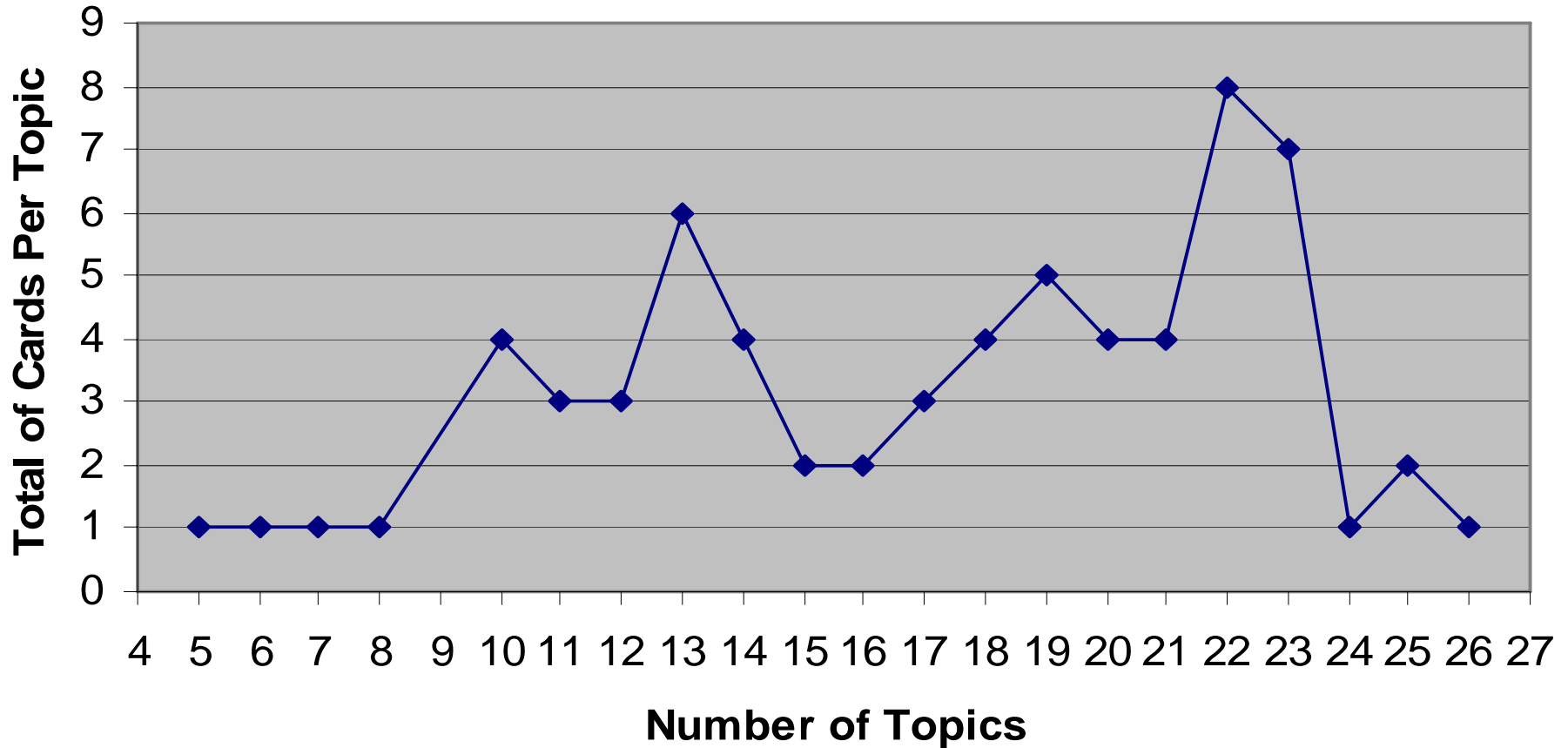
Statistics – Card Area



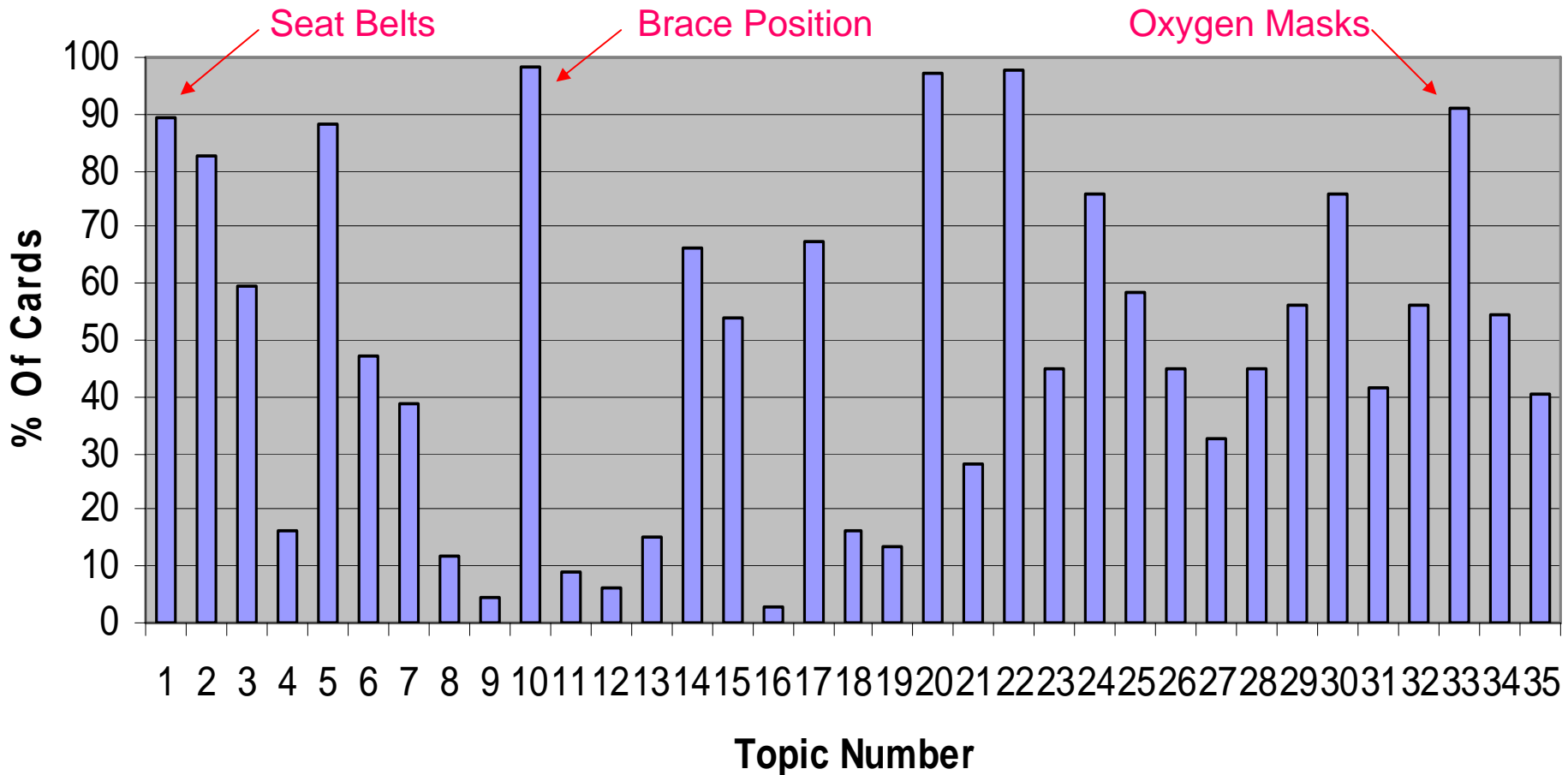
Statistics – Area Histogram



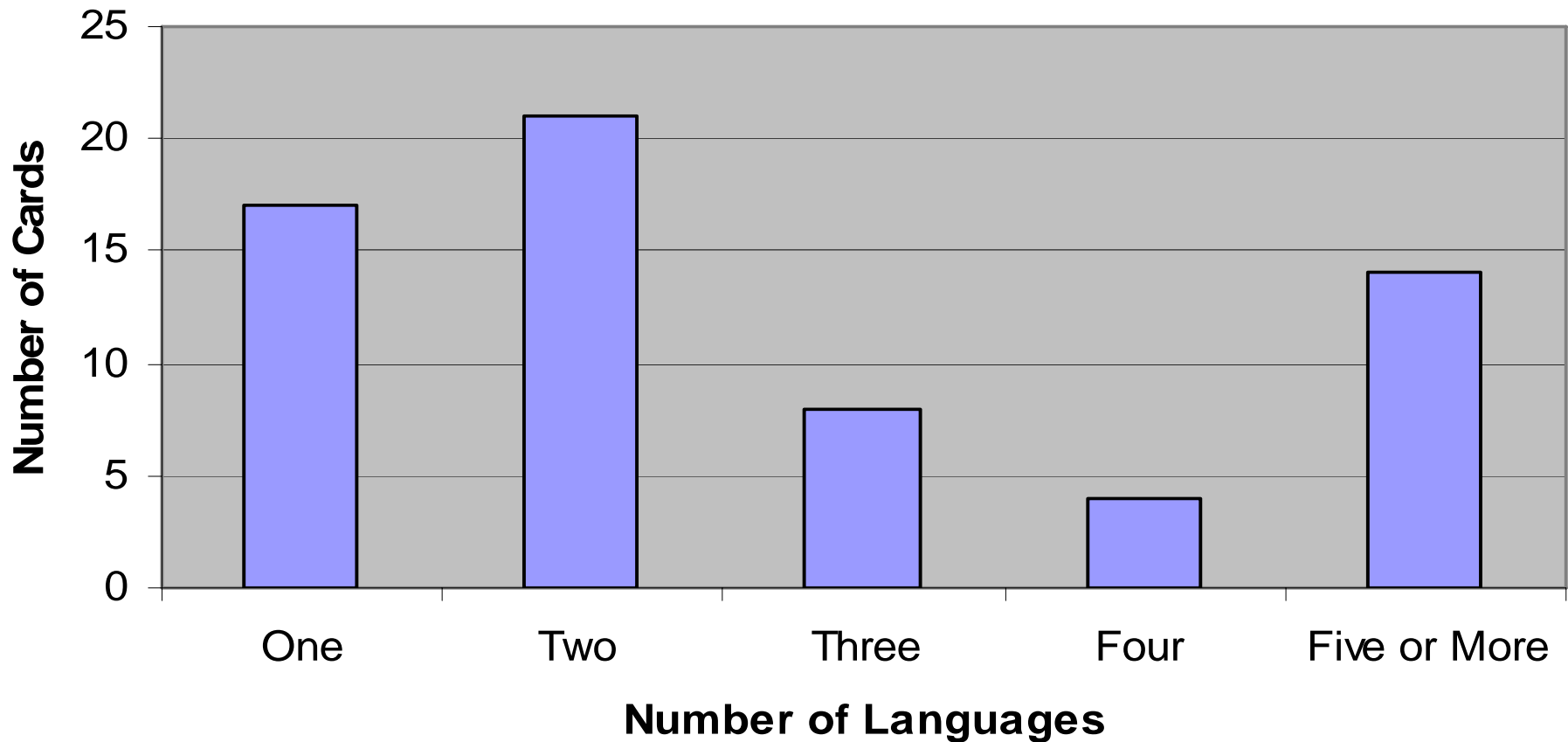
Statistics – Number of Topics Per Card



Statistics – Frequency of Each Topic



Statistics – Number of Language



DOCTOR FUN

30 November 95



Copyright © 1995 David Farley, d-farley@tezcat.com
Distributed by United Feature Syndicate
<http://www.unitedmedia.com>

This cartoon is made available on the Internet for personal viewing only.

Life's final disappointment

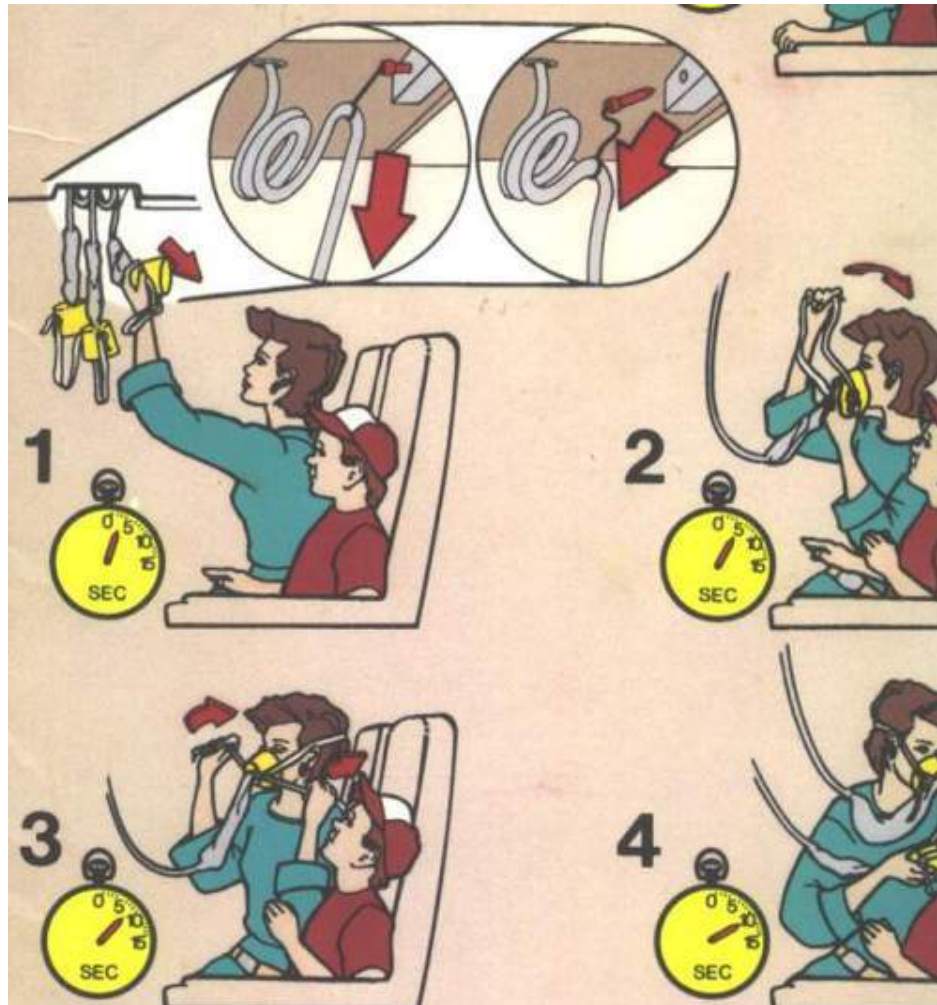
Contents

1. The Collection
2. Statistics
3. Passenger Comprehension
4. Good Information Not Usually Included

Passenger Comprehension



Passenger Comprehension



Passenger Comprehension

When Using the Escape Slide



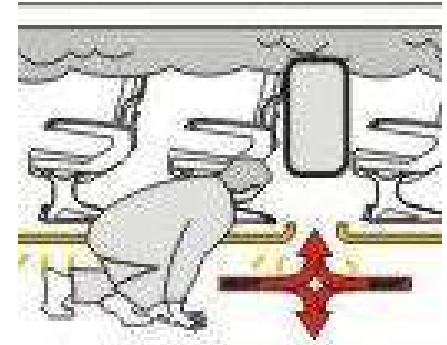
No High Heels

During Emergencies



Schuhe ausziehen
Remove shoes
Enlever les souliers
Descalzar
Descalçar os sapatos
Togliere le scarpe
脱鞋
Снять обувь
Zdjąć buty
Izujte cipele
Βγάλτε τα παπούτσια
Ayakkabıları çıkarınız
خلع الحذاء

No Shoes



No Nothing

Passenger Comprehension



Passenger Comprehension



JANELA DE EMERGÊNCIA



EMERGENCY WINDOW

PORTAS



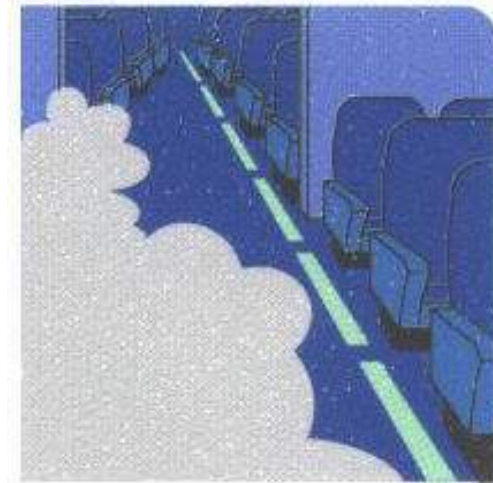
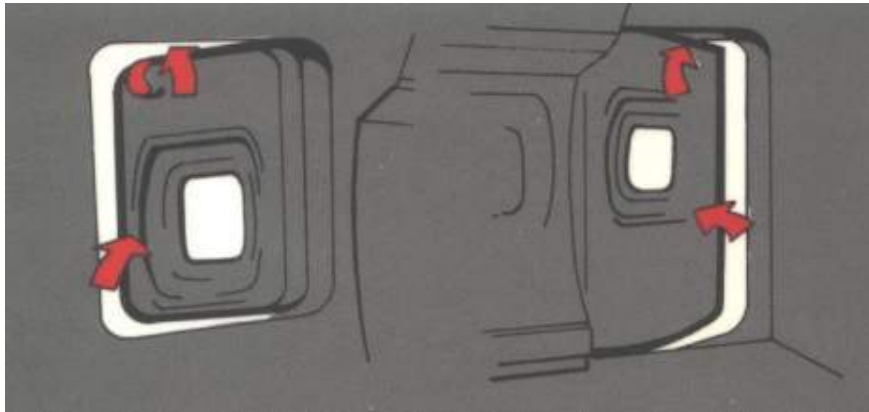
DOORS

Passenger Comprehension



Airlines Safety Cards

Passenger Comprehension

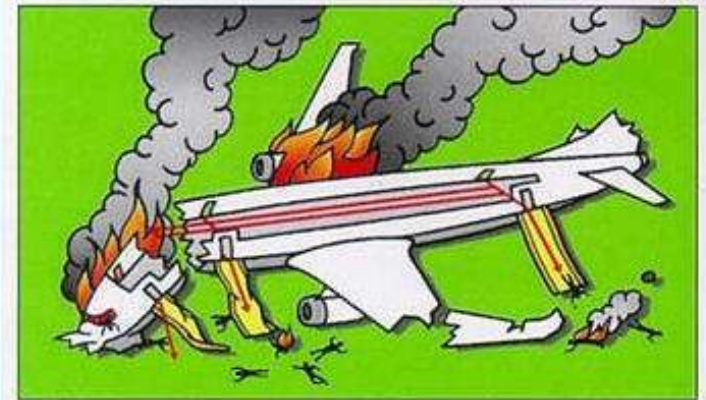


Airlines Safety Cards

Passenger Comprehension



Land & Water
Evacuation Exits



EXIT OPERATION:
ASSESS OUTSIDE CONDITIONS. IF OPENING EXIT
INCREASES THE HAZARD TO PASSENGERS,
DO NOT OPEN.



Passenger Comprehension



Poorly-conceived airline passenger safety cards

Contents

1. The Collection
2. Statistics
3. Passenger Comprehension
4. Good Information Not Usually Included

Good Information Not usually Included

PASSENGER SAFETY INFORMATION

FOR YOUR SAFETY, PLEASE STUDY THIS CARD.

THERE IS LITTLE LIKELIHOOD THAT WE WILL ENCOUNTER A SITUATION REQUIRING EMERGENCY PREPARATIONS. HOWEVER, IT IS A GOOD PRACTICE TO BECOME ACQUAINTED WITH THE SAFETY FEATURES WE HAVE PROVIDED FOR YOU ON THIS AIRCRAFT.

FOR YOUR SAFETY, know the quickest way to get out of this plane.
Do you know: Where *your* exits are?
 How to *open* the exits?
 How to *jump* into the escape slide?








Good Information Not usually Included



Follow lights to exits. Keep in mind the closest exit may be behind you.

Siga las luces de salida. Tenga presente que la puerta de salida más cercana puede estar detrás de usted.

Before opening an exit look through a window to assess outside conditions. If thick smoke, fire, or obstructions are present or if the water level is above the sill of the exit **DO NOT OPEN!** Direct passengers to other usable exits.

Smoke/Fire	Fuego/Humo	Debris	Escombros
			
Water Level	Nivel del Agua		
			

Good Information Not usually Included



Conclusion

- 35 Different Topics
- Average Area: 1600 cm² (248 in²)
- Average Topic per card: 17
- Some of the Topics were so subtly presented that the average passenger would, probably, not comprehend

Airlines Safety Cards



Have a Safe Flight Home and Thank You !