**Airline Safety – an internal memorandum and explanation towards public policy**

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I have created several dashboards to combat the current negative media coverage of airline safety. The messages of the dashboards regarding airline safety will have to be kept simple and direct and build a story. It is difficult to encapsulate in just one or two descriptive statistics the relative safety of airline travel without comparing its safety record to other, more common and ‘mundane’ methods of travel which few people give a second thought.

The general public will only latch on to simple and clear statistics. However, the proper context for safety records comes with a little math. One needs to know the exposure – that is, the number of miles travelled to really appreciate how safe air travel is. Likening the chance of a fatality to another extremely unlikely event may also be another effective way to reach the public in order to convince them that air travel is the way to go.

Graphs to clearly show the narrative:

How many people travel each day, year, and passenger miles in a year.

How many deaths have occurred in the U.S.

How many that is per (million?) miles traveled.

How that stat has varied over time.

Death rates compared to other popular modes of transportation (car, train, bike, walking, boating, etc)

Odds of death from some astronomical event (i.e., ‘hit by a meteor’, etc.,)

Clearly, the typical airline travel versus getting into a car have different purposes, distances, preparations and results. However, if one were to ignore the fact that driving (or taking a train or bus) to the same destination takes FAR longer, the danger of driving over flying is many multiples more dangerous.