

SAFE TO SCHOOL, SAFE TO HOME



At Shell, delivering change means adding practical value to the everyday lives of learners and supplementing this with a dedication to assisting with education within schools, and on to tertiary institutions, and then creating career opportunities within the company for selected learners.

In this section, the scope of educational activities is mirrored in:

- Road safety programmes that include practical interventions designed to improve physical safety in and near school precincts
- Science, technology, engineering and mathematics (STEM) programmes at the primary and high school level
- The provision of bursaries for talented learners to undertake tertiary education, and
- Offering learnerships with both practical and theoretical training modules.

Shell SA is taking a wide-ranging view with its:

- Safe to School, Safe to Home programme which offers practical road safety awareness for children travelling on the road from home to school.
- STEM outreach programmes in schools, which help to strengthen the vital skills needed to build our nation.



Lucky Molaudzi, General Manager of the Global Road Safety Partnership (GRSP) in South Africa, says:

- GRSP works around South Africa with Shell and other corporations and Government to promote road safety
- The project with Shell integrated education of children, parents and educators to heighten awareness.

Road safety is one of the most pressing issues facing South Africa and the world today. The World Health Organization estimates that 1.3 million road fatalities occur globally annually. The body also points to road traffic injuries as being the leading cause of death for people aged between 15 and 29 years old.

As a company deeply involved in the logistics of moving fuel across the nation and meeting the needs of thousands of motorists, it is natural that we should be concerned with promoting safety on South Africa's highways and byways.

Road safety at Shell begins at home, where drivers, like their counterparts in the oil and energy sector, cover millions of kilometres and spend thousands of hours a year on the road. Keeping staff trained and aware of the dangers they face on the job is the most practical way of ensuring that they are empowered to perform their duties and return home safely.

While meeting our requirements as a responsible corporate citizen, we felt we should also focus on examining road safety issues within the communities we serve.

"The most crucial focus is helping to safeguard children who often have to commute to school, walk alongside thoroughfares and cross busy roads and intersections," says Ntobeko Mogadime, the Shell Social Investment Adviser.

Over the last four years, Shell has been supporting the 'Safe to School, Safe to Home' programme in partnership with Shell's worldwide safety partner, the Global Road Safety Partnership (GRSP). Together, they help children increase their road awareness, teach them simple road safety rules and improve their safety when travelling on roads to and from school.

Chris Maluleke, Principal of the Chivirikani Primary School, says:

- Teachers are acting 'in loco parentis' when children are at school, and as they have 'parental' obligations, they not only have to educate but also ensure the safety of children.
- The Shell programme increased the children's awareness and understanding of road signage and using signs to stay safe.



Duduzile Tsuari, Principal of the Lungisani Primary School, says:

"Our school is growing at about five per cent a year. It is in a busy area, and we used to have children involved in about 20 road incidents a year. When Shell and GRSP became involved with us, many things happened. The attitude of learners and the community changed, and people began respecting road signs. Zebra crossings have changed things; drivers stop at the crossings and tell others to do so to keep the children safe."

"On the main road, our children weren't safe. Police now monitor speed on the road, and it is now much safer. Our children are also much more aware of road safety."

"The things we dreamed about have been introduced. We couldn't afford changes. Shell has helped us climb a huge mountain. We don't have the words to express our appreciation and thanks."

In South Africa, Shell and GRSP work together to:

- Identify primary schools and communities where road safety programmes can be introduced
- Identify road safety issues that are dominant in communities, find out what the baseline concerns are, and how these should be addressed
- Develop road safety education plans and identify the infrastructure needed to undertake the programme
- Ensure that educators are trained to deliver the programmes, and
- Make sure that stakeholders and Shell provide sustainable interventions.

Acknowledging that the stakeholder base is widespread, we work with other partners to deliver programmes and ensure the sustainability of the outcomes. An example is Katlehong, where Shell is involved with five schools, the local municipality, the national Department of Transport, the Community Development Services, Ekurhuleni Metro, the South African Road Agency Limited (Sanral) and the Department of Basic Education.

One of the significant benefits of partnership in Katlehong was that the Department of Basic Education ensured that time was devoted during teaching hours to pass on road safety messages. This addition to the teaching curriculum ensured that all children at the schools were able to participate.

Practical contributions to road safety around the beneficiary schools have been:

- Training educators on road safety and donating road safety booklets and comic books
- Sponsorship to place 'speed reduction humps' in high traffic areas
- More visible road markings
- Improved speed monitoring and signage around schools
- The development of safe drop-off zones at schools
- Implementation of scholar patrol programmes and
- The introduction of Ekurhuleni Metro police scholar crossing patrols near the schools.

The results have been gratifying. The changes, although geared to improving access to schools and helping children get home safely, have also reportedly reduced the number of vehicle accidents in the vicinity of educational facilities.

"Road safety remains a major issue in South Africa. About 47 people lose their lives on our roads every day. Knowing that we are contributing to raising awareness and reducing road crashes is something that makes us proud to be involved in making people, particularly children, safer on the roads," says Ntobeko.

