

Shell teaching children about Road Safety



On Wednesday, the 13th April 2016, Shell Downstream SA staff led by the Chairman, Mr Bonang Mohale, conducted a Road Safety community engagement initiative at Montic Primary School in Kattlehong. There were four other local schools that were invited and participated in the event, namely Chivirikani Primary School, Lungisani Primary School, Thabotona Primary School and Umtholo Primary School.

All the schools were invited to this road safety event due to the need for improvement of road safety in the schools and occurrences of road traffic crashes involving children from the schools. Shell held this event as part of its annual internal Safety Day global initiative where all Shell staff pause and reflect on Safety with the aim to cause no harm to people, environment and assets.

The Shell Safety Day is about discovering more about how we at Shell approach safety in the locations and teams where we work. This year's event marked 10 years since Shell's first Safety Day took place across Shell. It was also the year where Shell extended its safety day initiatives to include a community engagement element to demonstrate that we also care for our communities where we operate. "We are involved, as Shell, with a singular purpose and passion to improve the quality of life of our children," says Bonang Mohale.

Approximately 60 staff members coming from the Shell Head Office and nearby Shell Alberton depot and 700 learners and educators convened at the school for road safety education talks delivered by IMPERIAL Road Safety, who also brought along South Africa's first road safety mascot – Bongie "Buckle Up" Buddy to engage the school children. Bongie handed out road safety material and books to the learners – who enjoyed this fun filled day.

Vice President and chairman of Shell Bonang Mohale addresses the learners
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This event was supported by one of Shell's haulier, Tanker Services, together with Active Education to engage the children through music. The Tanker Services truck also demonstrated safety tips to the learners in a powerful simulation by spacing children around the truck, in various blind spots, to highlight the dangers as the driver was only able to see 2 children out of 24 in his mirrors.

“The Shell Road Safety community engagement provided us with a great opportunity to spread the message of road safety among our children – an area that we as a group are extremely passionate about. We are very excited that we were able to introduce more children to Bongie “Buckle Up Buddy”, and are positive that the road safety lessons he taught the children on the day will live on long into their adult years!” says Niki Cronje, Group Marketing at Imperial”

Head of Health Safety and Security and Environment (HSSE) Department at Shell, Mocheko Chaka, reflected on what it means for Shell to engage our communities on Road Safety: “One of our biggest exposure as an organisation in terms of safety is the risks faced by our staff and contractors during land logistics activities. As a company we commit ourselves to get to a point where we have zero incidents on the road, we know our customers and surrounding communities also face these risks on a daily basis. It really energizes our staff when we come together with our local communities to help them improve their awareness and mitigation of road safety risks.”

A sustainable channel contributing to road safety education was also featured at the event. Safe Journeys, an educational activity comic is in its third edition and was published for distribution at schools. To access online copies of these educational comics please visit www.shell.co.za/safejourneys

“The Shell Road Safety Day is a practical wonderful way of teaching children about the hazards of the road. We, from the Gauteng Department of Education, would like to see more active role and direction from teachers and officials involved in all the logistics. We look forward to sustainable partnership and relationship with shell, Imperial and Active Education and other stakeholders, “said Mr Melefentsane Mofokeng, the Deputy Director of Gauteng Department of Education.

Niki Cronje from [@ImperialRdSfty](https://twitter.com/ImperialRdSfty) with Ntobeko Phakathi from [@Shell](https://twitter.com/Shell) at the Shell Safety Day 2016 pic.twitter.com/TrCISqjUh1 — Arrive Alive ([@_ArriveAlive](https://twitter.com/_ArriveAlive)) [April 14, 2016](https://twitter.com/_ArriveAlive)