



PDO DRIVE ROAD SAFETY TO **OMANI SCHOOLS**

The company, in its continuous efforts to communicate the importance of road safety to all has recently given away educational DVDs to Ministry Of Education.

The hazards of driving are not recognised and understood by all people. The company as regional leader in Road Safety always tend to support efforts in communicating the hazards and consequences of driving.

The company HSE/SD department sponsored the design & development of a road safety DVD titled "Al Salama M'aa Salem & salma ("Safty with salem & salma"). The DVD was produced by Al-Mustadama " a non profitable organisation aimed to promote road safety in Oman. The DVD was officially launched in January, 06. The HSE/SD team has since then approached Ministry Of Education knowing that proper communication & awareness starts from childhood.

The Ministry welcomed the idea and various communications took place until the strategy was agreed. The company has provided more than 1200 DVDs that will be distributed to all schools in Oman .The DVD will be used by schools as part of their lectures and in parents meetings.

The HSE/SD team will continue to share its knowledge & resources in promoting HSE/SD to the local organisations.