

# BACK TO SCHOOL SAFETY CAMPAIGN 2026

## CAMPAIGN FACT SHEET

### Campaign Title

Power Smart, Learn Safe

### Tagline

Bright Minds. Safe Schools. Smart Energy.



## CAMPAIGN BACKGROUND

The start of the school year increases children's exposure to electrical infrastructure along roads, at school premises, and at home. The Power Smart, Learn Safe campaign is an EEC safety awareness initiative aimed at reducing electricity-related accidents involving school-going children by promoting safe behavior, early reporting of hazards, and shared responsibility among learners, parents, educators, and communities.

## CAMPAIGN OBJECTIVES



Reduce  
electricity-related  
accidents involving



Educate learners, parents, and  
educators on electrical safety



Promote early reporting  
of electrical hazards



Reinforce EEC as a caring,  
community-centered electricity provider

## TARGET AUDIENCE

- ⚡ Primary and secondary school learners
- ⚡ Parents and guardians
- ⚡ Teachers and school administrators
- ⚡ Local communities



## KEY SAFETY MESSAGES

- ⚡ Electricity is helpful but dangerous when not handled properly
- ⚡ Never touch fallen or low-hanging power lines
- ⚡ Stay away from kiosks, substations, transformers, and exposed wiring
- ⚡ Report electrical hazards immediately to EEC
- ⚡ Safety at school starts with safe wiring and responsible use

## KEY CAMPAIGN INITIATIVE – SAFE PASSAGE

### **Slogan: Stop. Step Back. Report.**

The Safe Passage initiative focuses on protecting learners on their way to and from school by encouraging:

- Use of known safe routes
- Walking in groups
- Avoiding power lines and electrical infrastructure
- Immediate reporting of fallen cables or damaged equipment

## BENEFITS OF THE CAMPAIGN

- Increased awareness of electrical safety among learners and parents
- Improved reporting of electrical hazards
- Safer school environments
- Reduced risk of electricity-related incidents involving children

## FREQUENTLY ASKED QUESTIONS (FAQS) & SOLUTIONS

### **1. Why is EEC running a Back-to-School Safety Campaign?**

**Answer:** The campaign aims to protect learners by raising awareness about electrical safety risks commonly encountered at home, on the way to school, and within school environments.

**Solution / Action:** Parents, teachers, and learners are encouraged to actively practice safe behavior and report hazards immediately.

### **2. What should a child do if they see a fallen power cable?**

**Answer:** A fallen cable may still be live and extremely dangerous.

#### **Solution / Action:**

- Stop immediately
- Step back and keep a safe distance
- Do not touch the cable
- Report the hazard to EEC through emergency lines or inform a responsible adult

### **3. Are power lines safe to walk under?**

**Answer:** Yes, if they are intact and properly installed, but caution is always required.

**Solution / Action:** Learners should never touch power lines, throw objects at them, or play near them. Any low-hanging or damaged lines must be reported.

### **4. What electrical risks are common in schools?**

**Answer:** Common risks include exposed wires, damaged sockets, overloaded extension cords, and water near electrical points.

**Solution / Action:** Teachers and school administrators should conduct regular safety checks and report faults promptly to EEC.

### **5. What role do parents play in electrical safety?**

**Answer:** Parents are key influencers of children's behavior.

**Solution / Action:** Parents should:

- Talk to their children about electrical safety daily
- Supervise younger learners on their way to school

- Report unsafe electrical connections at home or in the community

### **6. Can children report electrical hazards themselves?**

**Answer:** Yes, with guidance.

**Solution / Action:** Children should be taught to report hazards to a trusted adult, teacher, or parent, who can then contact EEC.

### **7. Why must sockets and plugs not be overloaded at school or home?**

**Answer:** Overloading can cause overheating, fires, or electric shocks.

**Solution / Action:** Use electrical equipment responsibly, avoid multi-plug overloading, and switch off appliances after use.

### **8. What should schools do if they identify an electrical fault?**

**Answer:** Electrical faults pose immediate danger.

#### **Solution / Action:**

- Restrict access to the affected area
- Switch off power if safe to do so
- Report the fault to EEC immediately or engage an Electrician if it is internal

### **9. How does this campaign benefit communities?**

**Answer:** Safer learners mean safer communities.

**Solution / Action:** Community members are encouraged to support children by reporting hazards, protecting infrastructure, and promoting safe behavior.

### **10. How can schools and communities support the campaign?**

**Answer:** By working together.

#### **Solution / Action:**

- Participate in school visits and safety talks
- Encourage students to read the safety booklets
- Encourage children to become Power Smart Champions



If you see an electrical hazard, report it immediately to Eswatini Electricity Company (EEC).



Power Smart, Learn Safe is a shared commitment to protecting Eswatini's children. Through awareness, early reporting, and responsible behavior, everyone has a role to play in keeping learners safe around electricity.