



Eskom uses Ruby and the Powerpals, a charming picture book and audio CD, to teach young children to appreciate the value, safe and wise handling of electricity.

Approach

Eskom provides material for both businesses and households regarding the safe use of electricity and how to do more with their electricity. Eskom helps educators to teach children the basics of electricity.

Research has proven that 'placing stories at the very centre of the early childhood curriculum' helps children to begin reading and writing. Whether read to or read by the children themselves, and having children tell their own stories and perform them with their classmates, plays a crucial pedagogical and developmental role in early childhood education.

Captivating children through rhythm and rhyme

Ruby and the Powerpals has been developed to form an integral part of Eskom's ongoing energy education programme, to teach children the value of electricity. This created an energy smart culture in South Africa and encourages electricity awareness at an early age.

In the book and audio CD, Ruby teaches us all about electricity, how to appreciate and value it, and how it enriches our lives. She highlights that electricity takes time and resources to get to our homes, and we need to be mindful of how we use it. Ruby engages with her appliance friends and teaches us how to use electricity wisely. In the newest version Ruby takes her brother on an A - Z journey, learning about electricity using the ABC.

Each story sets a different scenario that affects Ruby's awareness and behaviour as she uses her imagination and intelligence to absorb messages on how to be energy efficient.

The lessons are presented in picture and verse in four delightful rhythm and rhyme tales. Moreover, the audio format of the book is a favoured method amongst the 5 to 7 age group - 'listening to the spoken word' amplifies and escalates message retention and expands literacy and comprehension.

Inclusive audience

Developed for children aged 5 to 7, the book and audio CD are targeted at parents and teachers. By introducing it as a basis for bedtime stories, classroom reading and material for first-time readers, electricity awareness and appreciation can be embedded at an early age.

Ruby and the Powerpals is so pleasant to engage with and the messages so easy to absorb that children are able to recite the stories. They can begin reading the book themselves and retain the messages very quickly.

Ask for it

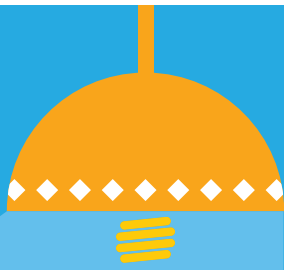
Eskom promotes the book and audio CD to schools and libraries countrywide and makes it available to any educational institution as a free download - the objective is to reach as many schools, teachers and parents as possible.

Ruby and the Powerpals is distributed via:

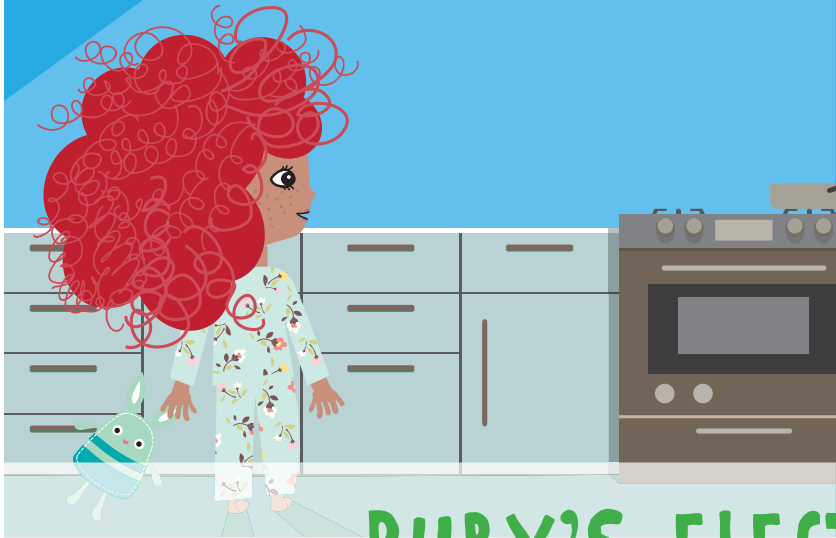
- Direct mailers to schools on the Eskom database
- Dissemination via regional Eskom offices to schools that do not have computers to access the free download
- Editorials in specialist educational and children's media platforms.

Electronic versions are available on a dedicated web portal via www.eskom.co.za/idm - parents and teachers can also visit this website for more information on Eskom's educational programme and to submit contact details to receive educational communiques in the future.

RUBY'S A-Z OF ELECTRICITY

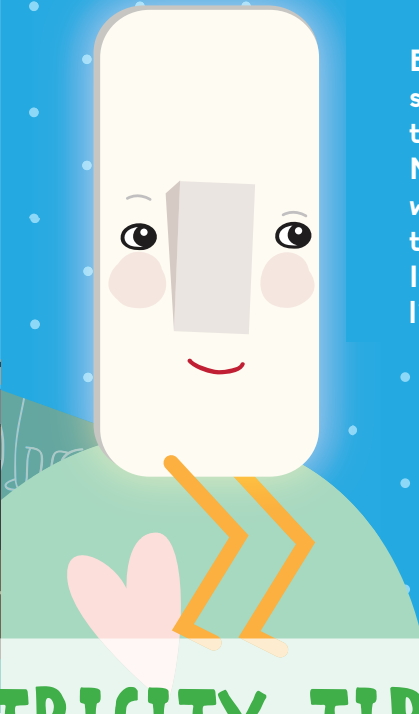


Ruby teaches her little brother all about energy, how to appreciate and value it, and how it enriches our lives. She imprints on him the need for us to understand that electricity takes time and resources to get to our homes, and we need to be mindful of how we use it.



THE NIGHT LAITIE CALLED IT A DAY

Everyone should switch off lights when they are not needed. Never leave a room with lights on when there's nobody there. It will become a lifelong habit.



RUBY'S ELECTRICITY TIPS

RUBY GETS INTO HOT WATER

Filling baths up to the brim means that more electricity will be used to heat the water in the geyser. It is better to shower because it uses less hot water. If you have to bath, use only enough hot water and don't allow children to sit in the bath for long periods. Topping up baths that have gone cold, with more hot water, is wasteful.



FREDDIE THE FRIDGE HAS A MELTDOWN

Opening the fridge doors for long periods of time results in the cold air inside the fridge escaping, so the fridge motor has to work harder to cool the air inside again. It takes more electricity to cool the fridge down to the correct temperature. Encourage your children to think before they open the fridge, take what they need and then close it quickly to save electricity.

