

سلامة Salama

**A Safe and Happy
New School Year**

RTA

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سلامة Salama

A diverse educative magazine for children published monthly by Dubai's Roads and Transport Authority to raise the awareness of safety, health and the environment.

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Sweet Words



Hello, friends!

Hello, my friends!

As a new school year begins, filled with learning, happiness and new opportunities, our schools once again come alive with our laughter, reunions with friends and teachers, and new stories filled with hopes and dreams for the future.

We promise our leaders that we will make our country proud through academic excellence, good character, and a sincere commitment to serving our community with love and dedication.

It is important to remember that school is not just about books, lessons and homework. It is a journey in which we learn new things, discover our talents and enjoy experiences that help shape our personalities and create unforgettable memories. Every school day is a new opportunity to learn, succeed and move forward.

I wish you every success and happiness, and I pray that this new school year brings goodness and joy to our beloved country and to the whole world.

سلامة
Salama

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Activities and Events



In-depth Awareness Activities for Students and Parents

With the start of the 2026–2027 school year, Dubai's Roads and Transport Authority (RTA) resumed its awareness programmes and activities at schools across Dubai. During the first and second weeks of the school year, traffic awareness teams were deployed across several school areas, alongside technical and engineering teams and with the participation of Dubai Police, to raise awareness among parents, help organise traffic and ensure the safety of all road users.



'Safe and Healthy Summer for Delivery Riders'

RTA launched the "Safe and Healthy Summer for Delivery Riders" campaign in collaboration with Keeta, as part of its ongoing efforts to enhance traffic safety and protect delivery riders during the summer months. The campaign included the distribution of 5,000 health kits containing medical and protective supplies, as well as a hand-held fan and a cooling towel to help prevent heat exhaustion and heatstroke. Health checks and awareness consultations were also organised in cooperation with campaign partners.

Launch of the Second Edition of the «Road Safety Film Festival»

With total cash prizes of up to AED 300,000 sponsored by Azizi Development, the Roads and Transport Authority (RTA) in Dubai has launched the second edition of the "Road Safety Film Festival" competition, aimed at students, companies and the full community. The competition seeks to encourage participants to create innovative awareness films that can influence individual behaviour and promote a culture of compliance with traffic laws.

Participants can find details of the joining process and various categories of the competition through the following link:

www.rta.ae/roadsafetyfilmfestival





Raising Awareness among Cyclists and E-Scooter Riders

RTA, in collaboration with Careem Bike, organised a traffic awareness exhibition at its Head Office in Umm Ramool, Dubai, to raise awareness of safety guidelines for soft mobility, particularly for cyclists and e-scooter riders, as well as the related regulations and traffic safety requirements. The exhibition offered participants an interactive experience through a virtual reality (VR) game. Visitors also received incentive gifts, including a two-month Careem subscription, as well as safety equipment and supplies such as a helmet.

Mobile Exhibition on Child Car Seat Safety

RTA organised educational and awareness activities at several shopping centres and stores selling children's products across Dubai, in collaboration with CYBEX, to explain the importance of child car seats and how to use them correctly. The activities also featured promotional offers allowing families to purchase child car seats at discounted prices.



A Visit to the Injured of Traffic Accidents at Rashid Hospital

RTA's Traffic Safety Team visited people injured in traffic accidents at Rashid Hospital in Dubai, accompanied by a number of delivery riders. The visit forms part of an awareness programme that includes monthly hospital visits by delivery riders, aimed at raising their awareness of the dangers of traffic accidents and the importance of following safety and security rules.

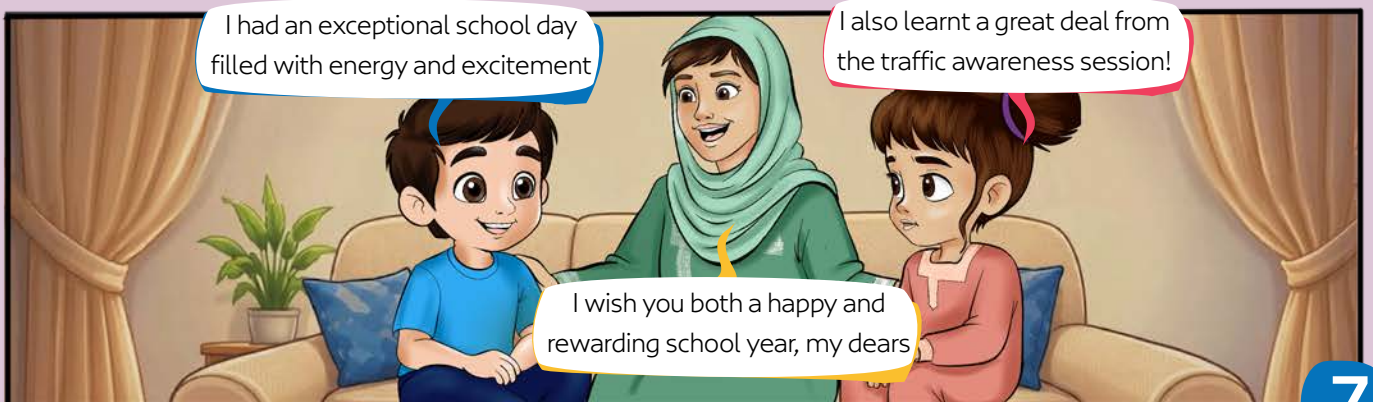
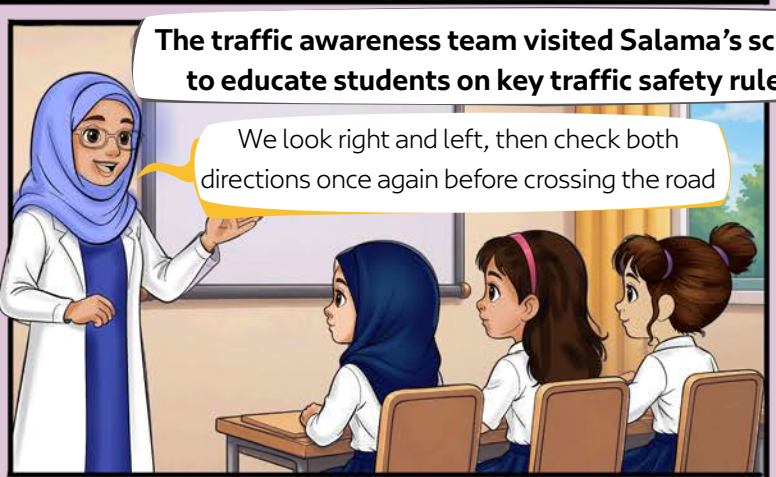


A Safe and Happy New School Year

Illustrated by: Muhammed Mansour

I'm Salama





School Drop-off Safety Practices (1)

Illustrated by: Muhammad Qajoum

Engineer **Salem**



Today, I hope I can help raise mothers' awareness on the correct practices for dropping their children off to school

Wishing you every success, my dear

Dad, why isn't Mum having breakfast with us?

She had breakfast a little earlier. She has an important lecture today and needs to prepare for it carefully



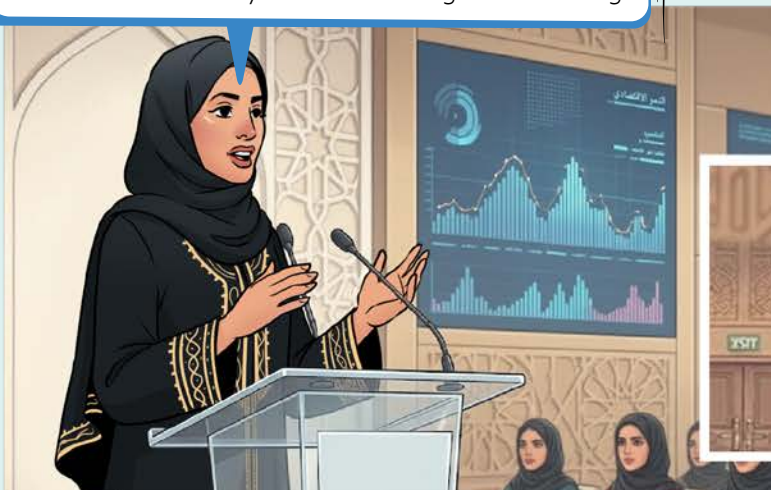
It is important to practise the drop-off routine at home so that children know what to expect when they arrive



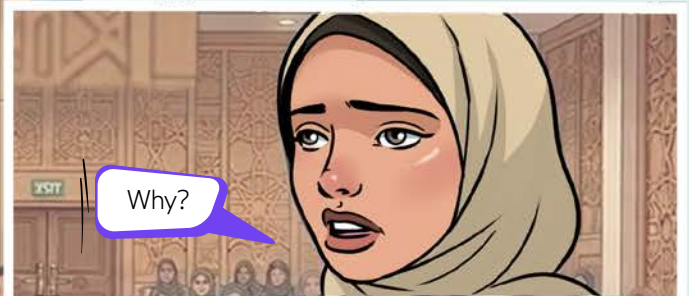
Before leaving home, teach your child a few simple rules, such as: "Hold my hand", "Don't run", and "Drivers may not see you"



You should also check your child's clothing and school bag



Why?



To avoid clothing with long strings or ties that could get caught in the car door or seat belt



Keep your child's seat belt fastened until the vehicle has come to a complete stop

If a child's school bag is too heavy, it could cause them to lose their balance when getting out of the car or school bus



Use the child safety lock, and do not allow children to open the doors themselves

Before opening the door, make sure the area is clear of hazards, and watch for bicycles, scooters, or children approaching from either side

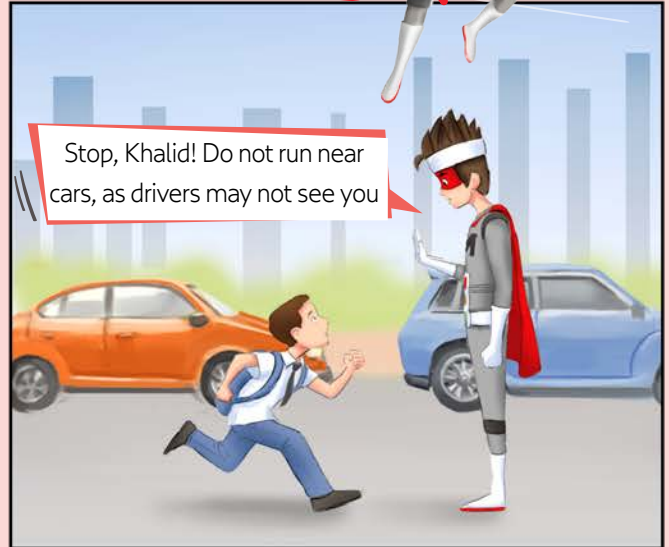


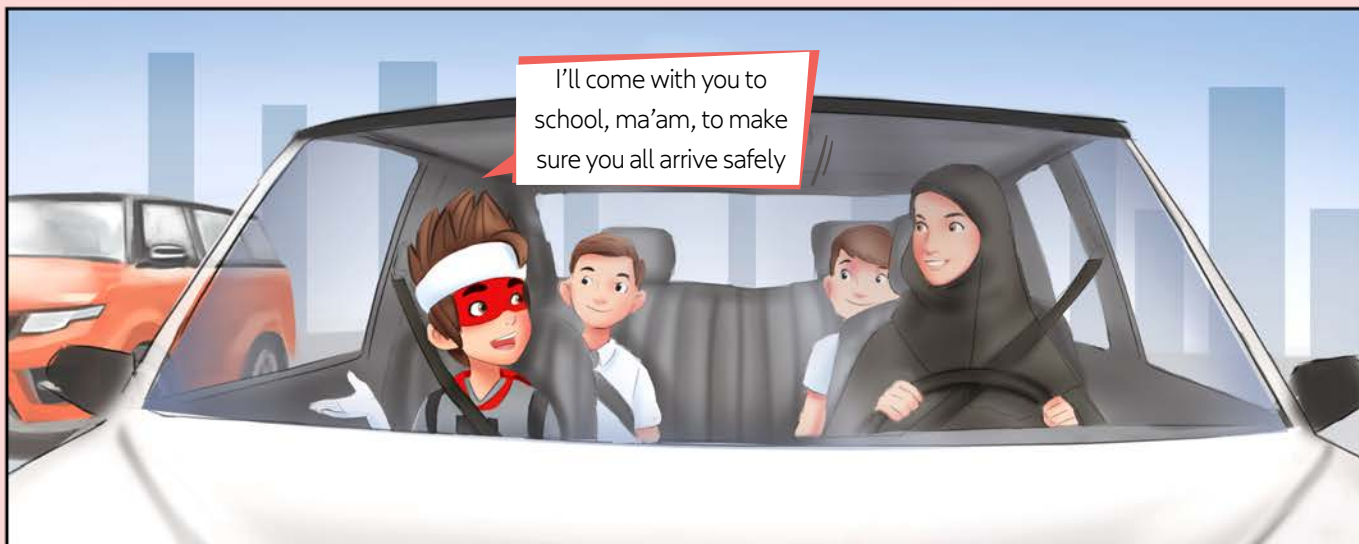
I hope we will meet again soon. May you and your children remain safe at all times

School Transport Safety

Illustrated by: Tarif Kalji

Champion **Nader**



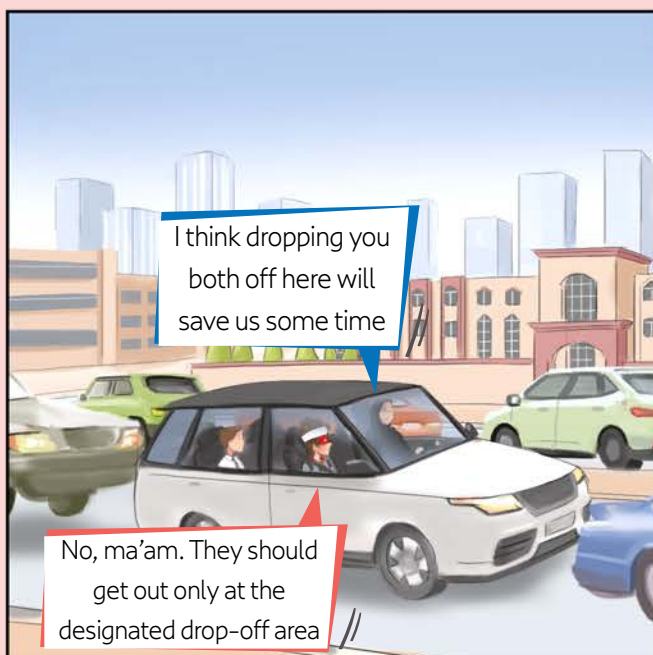


I'll come with you to school, ma'am, to make sure you all arrive safely

Sara, you must not distract the driver by excessive or sudden movements, or talking to him while on the road



Safety is more important than answering the phone while driving



I think dropping you both off here will save us some time

No, ma'am. They should get out only at the designated drop-off area



Following traffic safety rules makes the school journey safer for everyone

You are right, Nader. We were very happy to have you with us today!

Dubai Dolphinarium



Faris and

Shaheen

Located in Creek Park, Dubai Dolphinarium offers exciting entertainment and educational experiences

Visitors can enjoy watching dolphins and seals perform impressive acrobatic shows



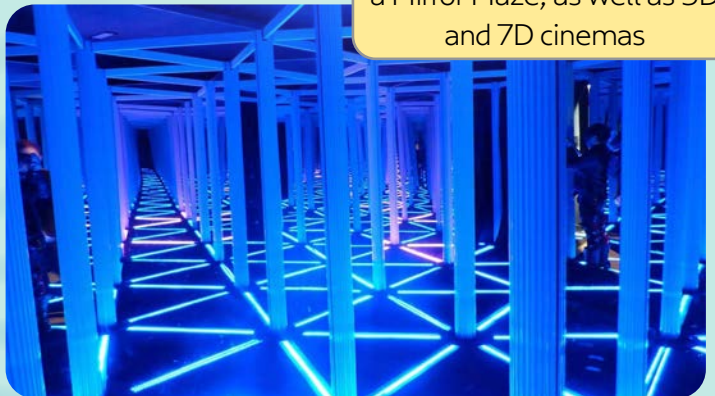
The shows also feature visual illusions and trained birds that interact with visitors, perform tricks and perch on their shoulders



Visitors can also swim with the dolphins, interact with them and feed them under the supervision of expert trainers



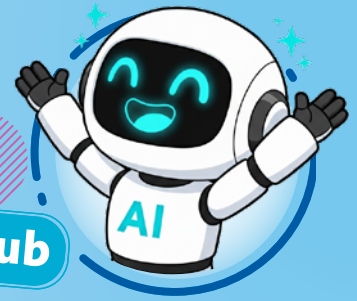
The attraction also features a Mirror Maze, as well as 5D and 7D cinemas



Smart School Assistant

Prepared by: Ahmed Hamza – Artificial Intelligence and Data Science Centre (RTA)

Illustrated by : Muhammed Abido



Mahboub

Today, students no longer rely solely on traditional learning methods, as smart apps have become part of the classroom.

Today, we'll try out a smart app that supports each student according to their level and learning needs

It's not just an app, Shehab. It uses artificial intelligence to understand how you learn

When Shehab got a maths question wrong, the app showed it to him again – but in a simpler way

Wait... it's like the app knows exactly where I got stuck!

Artificial intelligence observes how you answer, then chooses an explanation that suits you

Okay, then just give me the answer already

My role is to help you understand, not to help you cheat

A good smart app doesn't just hand you the answer. It helps you work it out for yourself

At the end of the lesson, the AI system told the teacher that most students needed a little more explanation.

AI not just helping me. It's helping you too, teacher!

Exactly. It helps make learning clearer for everyone

Today I learned that AI can explain to students what they don't understand and help them develop their skills. But it can never replace a teacher or their invaluable human and educational role

School Bus Safety Guidelines

Illustrated by: Abdel Fattah Helmy



Safety Road

Hello, my friends. I'm delighted to take you to school every day, and I'd like to share a few useful safety tips with you



Don't wait for the bus in the road, and when you get off, step safely onto the pavement



Always keep your school bus clean. It shows good manners and responsible behaviour



For your safety, always follow the bus driver's instructions and remain seated



Never stand, jump, or put your head or hands out of the window while the bus is moving





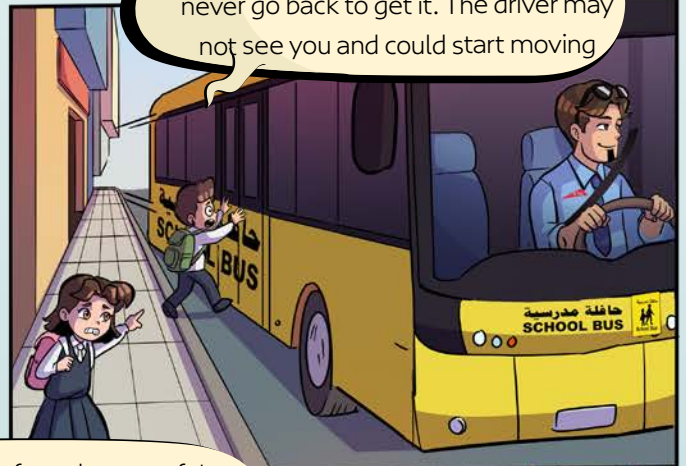
Throwing rubbish out of the bus window is not a good behaviour



If you are bullied on the bus, don't respond in the same manner. Notify the bus attendant or the school administration



Stay away from danger zones around the school bus, and always keep at least 10 steps away from it



If you forget something on the bus, never go back to get it. The driver may not see you and could start moving



Wishing you a safe and successful new school year, filled with the joy of achieving your hopes and dreams!

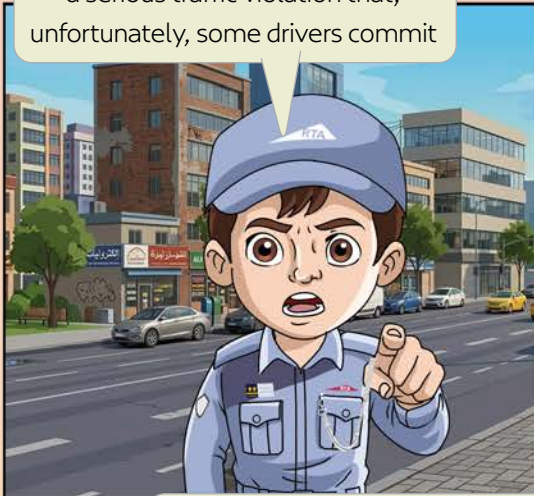
Serious Traffic Violation

Illustrated by: Hossam Abdel Ghani

Inspector **Hamad**



My friends... today I'd like to highlight a serious traffic violation that, unfortunately, some drivers commit



School buses stop frequently, and a stop may sometimes take a little longer to give students enough time to get on or off safely



Student safety comes before everything else, and other drivers must be patient and understand the situation



When a school bus stops and extends its STOP arm, vehicles must not pass it from either direction. Drivers are also advised to leave a distance of at least 5 metres behind the bus



This is because children may suddenly step out from in front of or behind the bus, or cross the road suddenly



The penalty for failing to stop when a school bus's side STOP signal is activated is a fine of AED 1,000 and 10 traffic points



Chickpea Fattah

From the book Healthy Recipes Guide –
Ministry of Health and Prevention
Illustrated by : Muhammed Abido

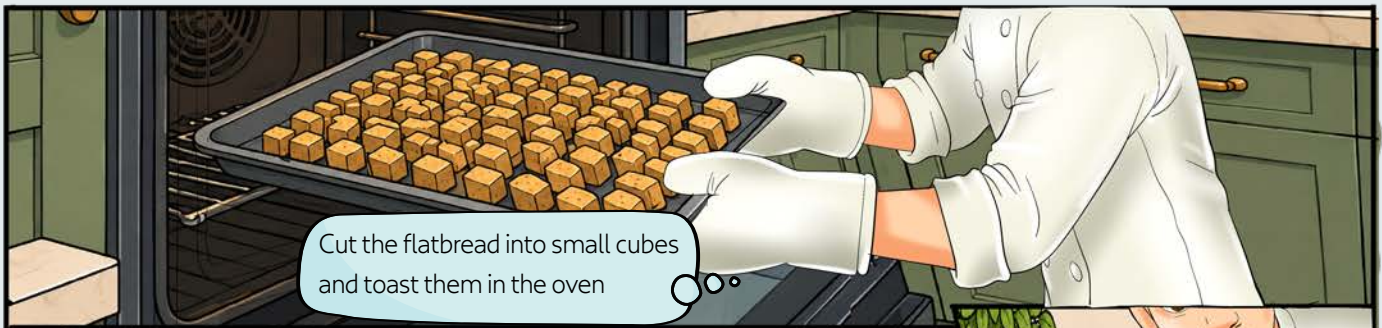
Healthy Chef



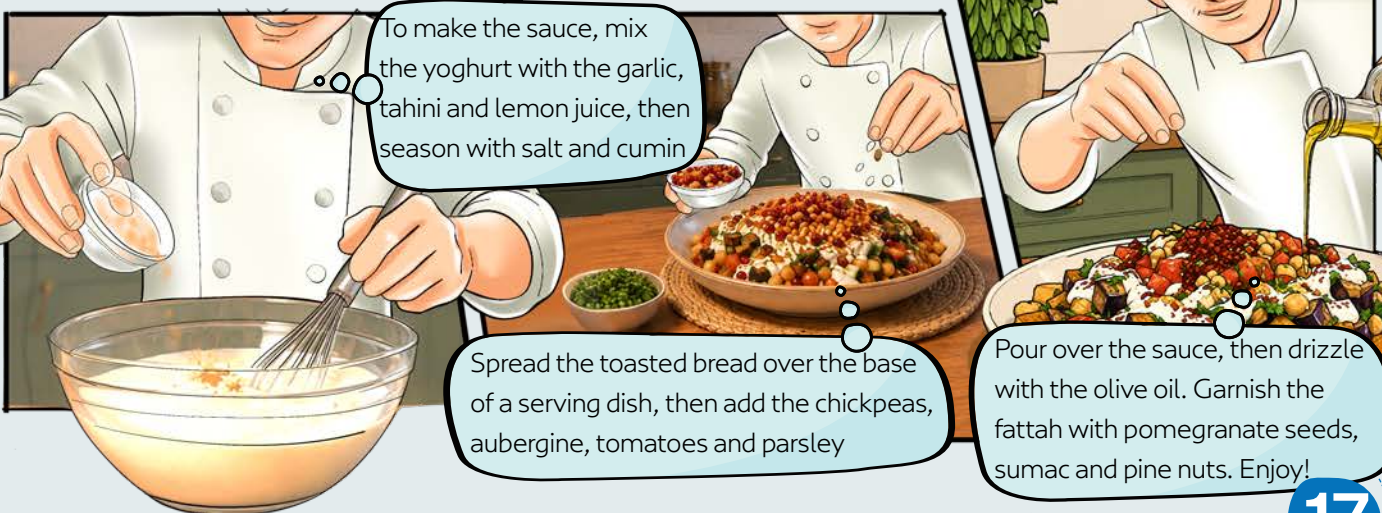
Hello, friends! Today, we are making chickpea fattah. Here are the ingredients:

1 wholemeal flatbread; 2 cups cooked chickpeas;
1 cup diced aubergine, roasted in the oven; 1/2 cups
fat-free yoghurt; 1/2 teaspoon crushed garlic;
2 tablespoons tahini; 2 tablespoons lemon juice

3 tablespoons olive oil; 1 teaspoon
ground cumin; 1 tablespoon finely
chopped parsley; 1 cup finely chopped
tomatoes; and salt to taste
For the garnish: 1 tablespoon toasted
pine nuts; 1/2 cup pomegranate seeds;
and 1 teaspoon sumac



Cut the flatbread into small cubes
and toast them in the oven



To make the sauce, mix
the yoghurt with the garlic,
tahini and lemon juice, then
season with salt and cumin

Spread the toasted bread over the base
of a serving dish, then add the chickpeas,
aubergine, tomatoes and parsley

Pour over the sauce, then drizzle
with the olive oil. Garnish the
fattah with pomegranate seeds,
sumac and pine nuts. Enjoy!

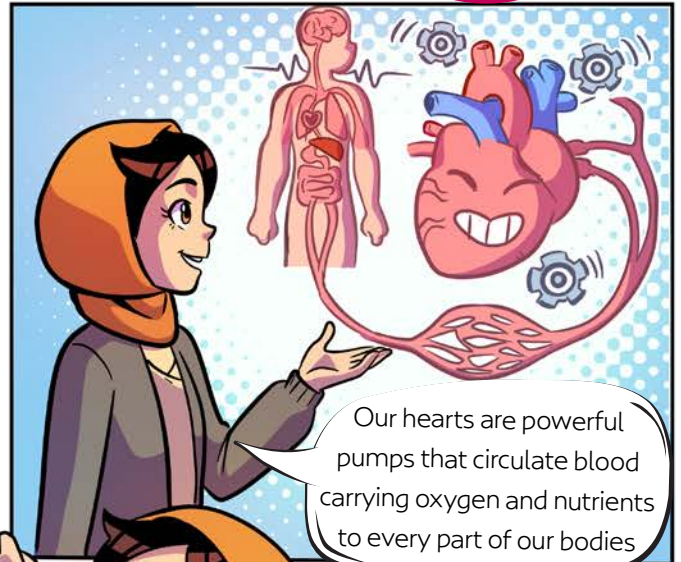
Heart Heroes

Illustrated by: Abdel Fattah Helmy

Prepared by: Alia Issa Al Mulla – Senior Administrative Officer
Dubai Health Authority



My friends, September is Heart Month. The heart may be no bigger than your fist, but it works around the clock—even while you are asleep

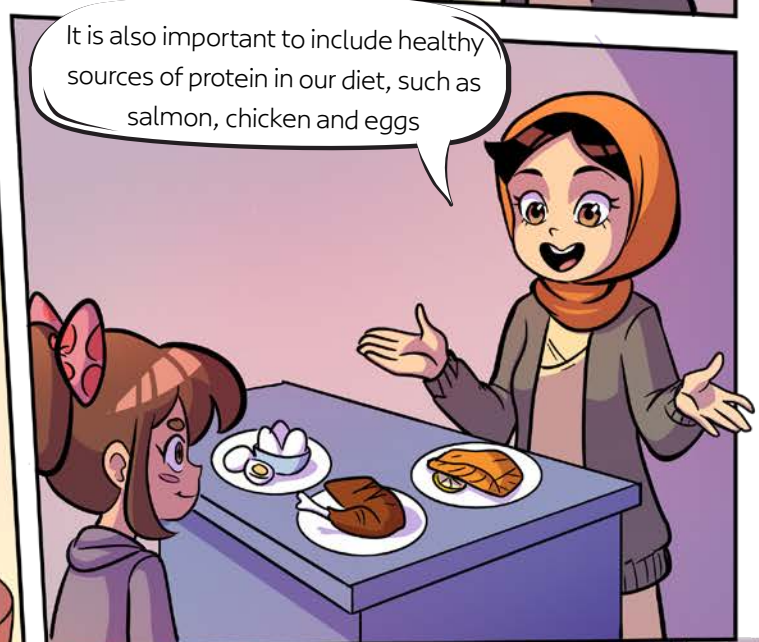
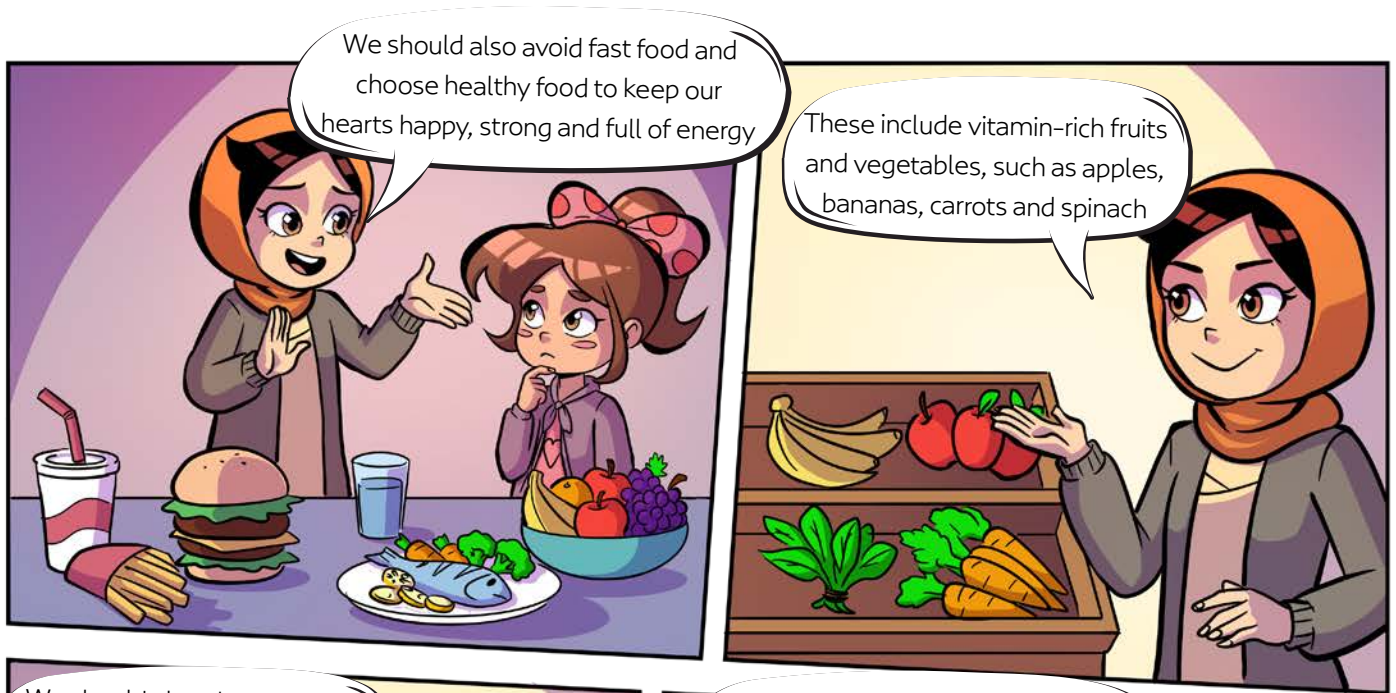


We can all become heart heroes if we start today



Staying active and enjoying fun daily activities, such as cycling and swimming, help protect our hearts

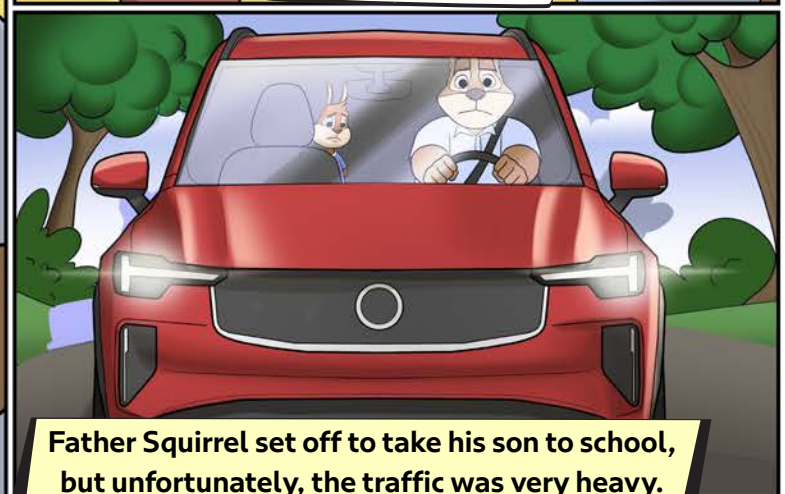
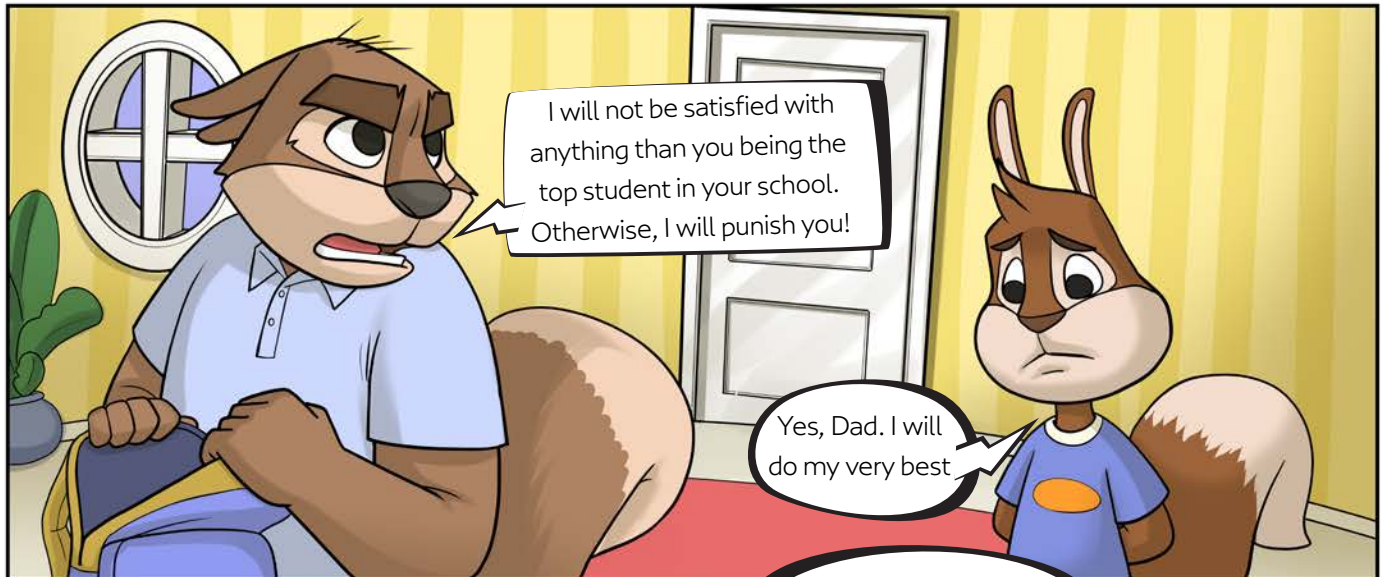




Losing Your Temper Does Not Help

A fictional story with an important awareness message
Illustrations: Youssef Halim

The Friendly
Forest





As usual, he began shouting as he drove and kept sounding the horn.



He also moved from one lane to another in a way that irritated the other drivers.



He drove too close to the vehicles ahead. When one car stopped suddenly, he crashed into it.



This is a traffic violation. You caused chaos and confusion on the road and failed to leave a safe distance between your car and the vehicle ahead



Because of his father's reckless driving and bad temper, Young Squirrel arrived late for school and missed his first class.



Do you think losing your temper solved the problem or made it worse?



You are right, my dear. I must change the way I behave!