

Attendance Awareness Month 2013 Across the Country

Delray Beach, FL



In Del Ray, Mayor Cary Glickstein and the City Commission adapted the Attendance Awareness Month logo with its own

slogan and created a roll of stickers to give to schools. The local Chamber of Commerce provided \$500 mini-grants to schools for flyers and attendance incentives.

Oakland, California

Oakland created a [video](#) with Seattle Seahawks running back Marshawn Lynch celebrating school attendance. The Alameda County District Attorney's Office and school district developed a toolkit to help principals and teachers reduce chronic absence.



Ogden, Utah

In Ogden, students with 100% attendance were rewarded with free admission to an Ogden Raptors baseball game and were given a fan foam finger, a pretzel and a drink to enjoy. The Ogden School District partnered with the Ogden School Foundation to arrange the baseball outing as part of their recognition of Attendance Awareness Month. Ogden Mayor Mike Caldwell presented a joint proclamation (between the city and the district) on the importance of being in school every day. As part of Attendance Awareness Month, an Ogden Raptor visited Ogden schools to encourage students to maintain regular attendance and focus on their schooling.



Buffalo, New York

Buffalo launched a "First Day, Every Day" campaign that included hundreds of lawn signs and posters, as well as an attendance competition, reinforcing a year-long push that is already reducing chronic absence.



Dubuque, Iowa

Dubuque launched an "Up, Up and Attend" campaign complete with contests, billboards and jelly bracelets. An attendance pilot funded by the Community Foundation of Greater Dubuque is expanding to all elementary schools.