

WHO CAN HELP?

ATTENDANCE AWARENESS CAMPAIGN



In schools:

- » Students and parents can make attendance a priority and help other students.
- » Teachers can deliver the message about good attendance in the classroom, take attendance every day in a caring manner and create incentives to encourage showing up.
- » Principals can create an engaging school culture, offer incentives and use data to identify students or, in some cases, classrooms in need of extra support. They can also create and lead an attendance team to share the work.
- » PTAs or other parent groups can organize parent summits to expand awareness of how families can monitor chronic absence and help each other get their children to school.
- » Superintendents can track chronic absence data district-wide and hold schools accountable for absenteeism.
- » School boards can proclaim the importance of attendance and adopt policies to ensure chronic absence is monitored and addressed.
- » Chief state school officers can advance awareness, data collection and capacity building to improve student attendance.

In local government:

- » Mayors and other elected leaders can proclaim the importance of good attendance and convene a coalition to address absenteeism.
- » Social workers can address family problems that are keeping students from getting to school.
- » Housing officials can reach out to families with chronically absent students, help organize safe walks to school and publicize information (such as reminders about when school starts) that can help families avoid unnecessary absences.
- » Police officers in dangerous neighborhoods can provide safer routes to school.
- » Transit agencies can provide free passes to students who lack reliable transportation.
- » Parks and Recreation can help with out-of-school time programs
- » Public Works departments can help keep sidewalks and roads clear of snow.

In the community:

- » Health care providers can address chronic illness, such as asthma, and reinforce the importance of school attendance at children's annual checkups.
- » Afterschool providers can help build a culture of attendance, reach out to chronically absent students and provide enriching activities that motivate students to show up for school.
- » Faith-based groups can volunteer to help parents and mentor at-risk students.
- » Businesses can donate incentives for improved attendance and share the message with their employees.
- » National service members (e.g. AmeriCorps & VISTA) can provide an extra shift of adults to support students at risk of dropping out.
- » Local foundations can convene community members and underwrite the costs of attendance improvement efforts.
- » Media partners can spread the word about the importance of good attendance.