We Need You!

*Enlisting Allies for Your Attendance Campaign*
Welcome!

Krissi Jimroglou
Director, Impact Strategies and Partnerships
Our Convening Partners

Esther Berg
Vice President, Stakeholder Initiatives
America’s Promise Alliance
Let’s get more communities involved in 2014!

- Increase the number of pins on the community action map from 250 to 400
- Increase the downloads of Count Us In! Toolkit
- Invite more participants to webinars
Attendance Awareness Month 2014

Tell us what you have planned.

We hope to see even more communities participate in 2014!

http://awareness.attendanceworks.org
Attendance Works

Hedy Chang
Director
1. Overview

2. Panel Discussion
   - Dr. Mandy Allison, Pediatrician and Executive Committee member of the American Academy of Pediatrics’ Council on School Health
   - Terra Gay, Director, Education Programs, Points of Light
   - S. Kwesi Rollins, Director of Leadership Programs, Institute for Educational Leadership, which operates the Coalition of Community Schools
   - Dr. Tonja Rucker, Principal Associate, Early Childhood, The National League of Cities

3. Questions and Answers

4. Resources and Announcements
A Quick Overview
Chronic Absence is **missing 10% or more of the school year for any reason** – this includes excused and unexcused absences.
Nationwide, as many as 7.5 million students miss nearly a month of school every year. That’s 135 million days of lost time in the classroom.

In some cities, as many as one in four students are missing that much school.

Chronic absenteeism is a red alert that students are headed for academic trouble and eventually for dropping out of high school.

Research shows that chronically absent students are less likely to succeed academically, and are more likely to be suspended and eventually dropout.

Poor attendance isn’t just a problem in high school. It can start as early as pre-kindergarten.
Why We May Not Notice Chronic Absence

Absences Add Up

Chronic Absence = 18 days of absence = 2 days a month
If Kids Aren’t in School, They Can’t Benefit From What Is Taught
Universal Strategies for Building a Culture of Attendance & Identifying Barriers

A. Recognize Good and Improved Attendance

B. Engage Students and Parents

C. Monitor Attendance Data and Practice

D. Provide Personalized Early Outreach

E. Develop Programmatic Response to Barriers (as needed)
Ingredients for System-wide Success & Sustainability

- **Community**: Conveys why building a habit of attendance is important and what chronic absence is.
- **District**: Is accurate, accessible, and regularly reported.
- **Schools**: Strategic partnerships between district and community partners address specific attendance barriers and mobilize support for all ingredients.
- **Students & Families**: Ensures monitoring & incentives to address chronic absence.
- **Capacity Building**: Expands ability to interpret data and work together to adopt best practices.
- **Actionable Data**: Ensures monitoring & incentives to address chronic absence.

Positive Messaging

Shared Accountability
What District Leaders Can Do

Own the Issue

Mobilize the Community

Drive With Data
Enlisting Allies
Who Else Can Help?

- Mayor and Elected Officials
- Superintendents and School Districts
- School Principals and Teachers
- Afterschool and Early Education Programs
- Businesses and Chambers of Commerce
- Local Philanthropy
- Community Organizations and Faith-Based Groups
- Health Care Providers
Poll Question

Does your community have a local coalition working on an attendance campaign?

- Yes
- Working on it
- No, not yet
Let’s get started!
- Convene coalition
- Recruit partners
- Meet with district
- Enlist health care providers
- Launch poster contests and other marketing campaigns

Early Summer
Getting into specifics
- Distribute talking points
- Enlist elected officials & celebs
- Line up incentives
- Analyze data

Late Summer
It’s Crunch Time
- Tape PSAs
- Begin media outreach
- Print banners & posters
- Plan assemblies and Back-to-School events
- Launch door-knocking campaigns

Back to School!
- Release proclamations
- Host Back-to-School events
- Host press conferences
- Share data
- Spread the word!
1. If you’re working with a coalition, plan a meeting and agree on activities
2. Recruit partners to support the work
3. Launch a student poster contest or video contest, with winning entries to be displayed during September
4. Enlist health care providers to share information on attendance during back-to-school checkups
5. If you’re planning to look at data, approach appropriate school or district officials about the availability of attendance information
6. Identify Bright Spot schools to celebrate and learn from
What to Do When: A Closer Look

Early Summer

1. Continue to recruit partners to support the work
2. Enlist elected officials to sign proclamations
3. Recruit local sports stars and celebrities for school visits and assemblies
4. Recruit local faith leaders to speak to congregations about attendance
5. Distribute talking points to key partners
6. If you’re planning to look at data, crunch the numbers for chronic absence
7. Line up incentives
Key Messages About Attendance

1. Chronic absence, missing 10 school days a year, harms students more than low-income students. This is an important fact that sometimes gets overlooked.

2. We need to know what to say! Attend a training on how to talk to families and others about attendance. This is crucial for increasing attendance.

3. Chronic absence is a problem in all communities and schools. We need to help students make the right choices by highlighting the benefits of attending school.

4. Identifying high-risk families and providing targeted support can increase attendance.

5. Relationship with families is critical. We need to reach out to families and work with them to improve attendance.

6. Pupil attendance policies need to be simple and easy to understand. Parents need to know what to expect.

7. Reducing chronic absence can improve students' outcomes and opportunities. We need to work with schools to ensure that all students have the opportunity to attend school.

Today’s Panelists

• **Dr. Mandy Allison**, Pediatrician and Executive Committee member of the American Academy of Pediatrics’ Council on School Health

• **Terra Gay**, Director, Education Programs, Points of Light

• **S. Kwesi Rollins**, Director of Leadership Programs, Institute for Educational Leadership, which operates the Coalition of Community Schools

• **Dr. Tonja Rucker**, Principal Associate, Early Childhood, The National League of Cities
Discussion Questions

1. Please share a few words about your organization and why it is concerned about attendance.

2. What can your constituents do to help reduce chronic absence?

3. What are some ways your constituents can help raise awareness about the importance of attendance? Please gives some examples.
Today’s Panelists

Dr. Mandy Allison
Pediatrician and Executive Committee member of the American Academy of Pediatrics’ Council on School Health
http://www2.aap.org/sections/schoolhealth/index.cfm
What Pediatricians and Health Care Providers Can Do to Reduce Chronic Absence

1. Routinely ask about school attendance at preventive care visits/well visits and sick visits.
2. Support family routines/schedules that promote school attendance.
3. Educate parents and patients about when missing school is appropriate.
4. Communicate and collaborate with school personnel to manage the health problems of your patients with chronic absenteeism.
**Health Resources**

Check out the American Association of Pediatrics’ Healthy Children website:

- [http://www.healthychildren.org/English/Pages/default.aspx](http://www.healthychildren.org/English/Pages/default.aspx)
- [http://www.healthychildren.org/English/tips-tools/symptom-checker/Pages/default.aspx](http://www.healthychildren.org/English/tips-tools/symptom-checker/Pages/default.aspx)
- [http://www.healthychildren.org/English/tips-tools/ask-the-pediatrician/Pages/default.aspx](http://www.healthychildren.org/English/tips-tools/ask-the-pediatrician/Pages/default.aspx)
- [http://www.healthychildren.org/English/ages-stages/gradeschool/Pages/Bedtime-Routines-for-School-Aged-Children.aspx](http://www.healthychildren.org/English/ages-stages/gradeschool/Pages/Bedtime-Routines-for-School-Aged-Children.aspx)

**Health Flyers for Parents:**


**Other resources on the Attendance Works website:**

Poll Question

How is your community working with health providers?

- Health providers are an integral part of our attendance campaign
- We are in the process of reaching out to health providers
- Health providers are not yet involved
Terra Gay
Director, Education Programs,
Points of Light

tgay@pointsoflight.org
http://www.pointsoflight.org
How Volunteer Organizations Can Help Improve Attendance

1. Volunteer organizations can partner with schools to reduce chronic absenteeism
   - Corps 18
   - AmeriCorps
   - Vista

2. Help create a culture of attendance through events and general messaging

3. Foster stronger family and student engagement
Poll Question

Are national service members or other volunteers part of your local attendance coalition?

- Yes
- Somewhat
- Not yet
S. Kwesi Rollins
Director of Leadership Programs, Institute for Educational Leadership, which operates the Coalition of Community Schools
http://www.communityschools.org
www.iel.org
www.fcenetwork.iel.org
What Community Schools Can Do to Reduce Chronic Absence

1. Offer a philosophy of working in partnership to address holistic needs of students and families

2. Create a network of supports that ensure good attendance as part of a vision for academic success, family self-sufficiency, and economic prosperity

3. Have the advantage of pre-existing partnerships already in place between schools, community-based organizations and other groups
Are your local school districts using a community schools approach?

- Yes – it’s a major emphasis
- Maybe – we are considering it
- Not sure
Dr. Tonja Rucker
Principal Associate,
Early Childhood,
The National League of Cities
http://www.nlc.org
What Mayors Can Do to Reduce Chronic Absence

1. Use the bully pulpit to shed light on the problem in their community.
2. Rally support to make it a priority and address it from multiple sectors.
3. Convene key stakeholders to discuss chronic absenteeism.
4. Work with the school district to create a culture of attendance in the schools, among early education providers, and in afterschool programs.
5. Identify the barriers to attendance and brainstorm ways to address those barriers within various stakeholder groups.

6. Leverage city resources to implement strategies that address key barriers to school attendance:
   - lack of access to health services
   - poor transportation
   - unsafe neighborhoods
   - unstable housing
   - lack of awareness about the importance of going to school regularly, starting in the early grades
Baltimore, Maryland

Mayor Stephanie Rawlings-Blake
Providence, Rhode Island
How is your community working with mayors?

- Mayors are an integral part of our attendance campaign
- We are in the process of reaching out to our mayor
- Our mayor is not yet involved
General Questions?
What advice would you give to our audience about reaching out to your constituents?
Resources
&
Announcements
New Dedicated Website for Attendance Awareness Month!

Updated Count Us In Toolkit

Check out our updated toolkit to start planning your Attendance Awareness Month activities!

Plan
Count Us In toolkit

Promote
Downloadable materials

Post
Attendance Action Map

Campaign Updates

April 8: Count Us In (Again)!
(© Mar 17, 2014)
Launching the 2014 Attendance Awareness Campaign: Can we mark you "present"? America's Promise Alliance, Attendance Works, the Campaign for Grade-Level Reading, Points of Light and...

Read more

New Britain: Nipping Chronic Absence in the Bud
(© Mar 16, 2014)
More elementary school students are consistently showing up for classes in New Britain, Connecticut, thanks to the public school district's concerted effort to identify students who are chronically...

Attendance Action Map
Starting May 1, you can post your activities and events on our Attendance Action Map. Also, you can tell us if your school or community is monitoring chronic absence. We can't wait to see what you're doing! Fill out our participation form to submit your plans.

http://awareness.attendanceworks.org
Download Our Free Toolkits!

**Teaching Attendance:**
Everyday Strategies to Help Teachers Improve Attendance and Raise Achievement

March 2014

www.attendanceworks.org

**Count Us In!**
Working Together To Show That Every School Day Matters
August 6 – Engaging Parents and Youth – new resources for messaging about attendance to parents and youth

Sign up for email updates about the Campaign and when new resources become available!  
http://awareness.attendanceworks.org
Summer Learning Day is a national advocacy platform that can help build awareness and inspire action for summer learning and reading.

JOIN THE MOVEMENT ON
Friday, June 20, 2014

http://www.summerlearning.org/?page=summer_learning_day
Growing Healthy Readers

Topics Include:

- Supporting Healthy Births and Infancy
- Ensuring Early and Appropriate Screenings and Intervention
- Supporting Children’s Healthy Social-Emotional Development
- Ensuring Oral Health
- Controlling Environments and Managing Asthma
- Promoting Healthy Food Choices
- Increasing Physical Activity

http://gradelevelreading.net/healthy-readers-resources-guides
Post Your Involvement on the Map!

We hope to see even more communities participate in 2014!

New: Districts will be able to post if they are monitoring data

http://awareness.attendanceworks.org
Special thanks to all the partners and our funders!
Thank You for Attending!

- For more information about Attendance Awareness Month 2014, go to: http://awareness.attendanceworks.org/

- A recording of today’s webinar will be posted within 72 hours: http://www.attendanceworks.org/peer-learning-resources/

- Please take a moment to provide feedback about today’s webinar: https://www.surveymonkey.com/s/Enlisting-Allies-for-AAM