



COMMUNICATING THE IMPORTANCE OF ATTENDANCE

To parents, families and caregivers

Parents, families and caregivers can be your most powerful partners in preventing chronic absenteeism and identifying solutions. Research suggests that simple, low-cost strategies to target parental beliefs about attendance can reduce student absences and pave the way for academic success. Effective messages and easy-to-execute modes and tools can make a difference.

Consider your **messages**, **modes** and **tools** in the context of your broader school or district attendance strategy.

For maximum impact, these efforts always should be complemented by:



Safe, engaging and challenging learning environments.



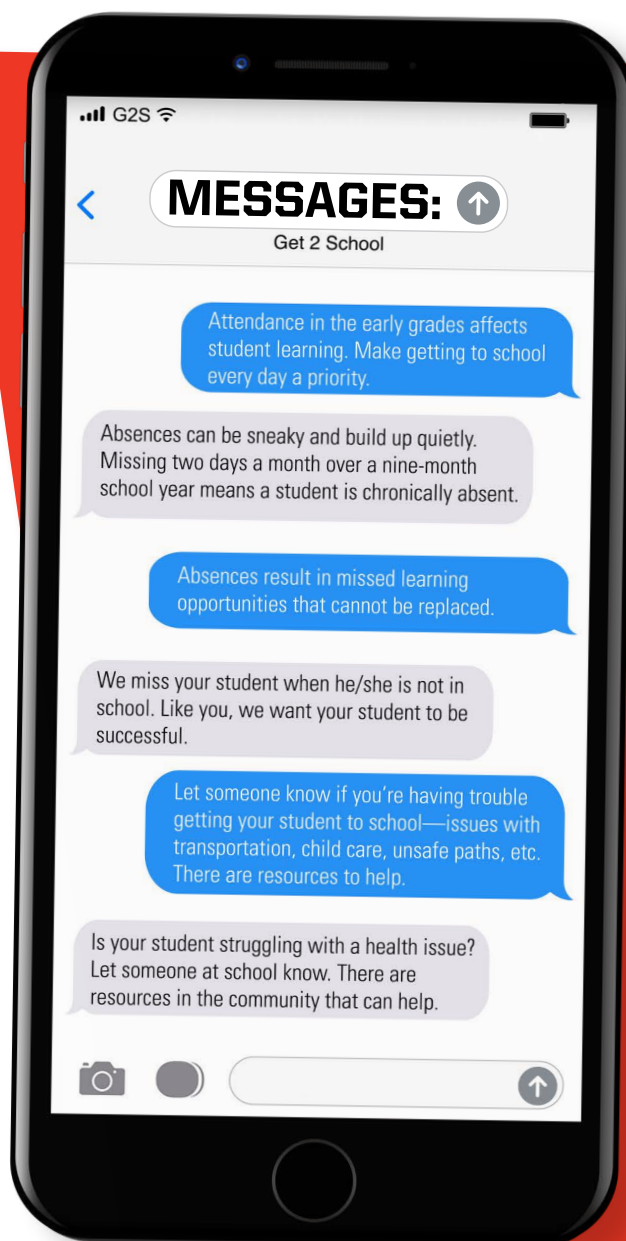
[Effectively engage families and community and business partners.](#)



Efforts to drive a student's internal motivation to aim higher.

If your school or district has [crunched its numbers](#), you can target your messages and modes based on your attendance patterns. For instance, research shows that students miss school more frequently before and after holidays, long weekends or on half days.

Many parents and students do not fully understand the consequences of missing school. Messages should clearly reinforce why attendance matters.





Tier 3 Specialized Supports
Tier 2 Early Intervention
Tier 1 Prevention

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MODES:



Develop and maintain personal relationships with parents, families and caregivers. They can be your biggest allies. Get feedback from them on what messages and modes work and don't work.



Send personalized emails and text messages. Like mailings, well-timed, personalized emails or text messages can call attention to chronic absence.



Use personalized mailings. Well-timed, personalized postcards can reduce absences, especially for young children.



Call the parent or caregiver if necessary. If you have a personal relationship with a student's parent, family or caregiver, then a well-timed phone call is an easy way to flag an attendance issue.

TOOLS:



Set Attendance Goals:

Encourage parents, families and caregivers to set attendance goals with their students.



Establish routines:

Urge your parents, families and caregivers to set routines, like a consistent bedtime and morning "rise and shine" time.



Maintain an attendance chart:

Maintain an attendance calendar or chart at home. At the end of the week, check in with your student to discuss any absences. At the end of the month, check in again with your student. Discuss if your goals were met.



Identify fallback plans:

Suggest that your parents, families and caregivers have contingency plans for getting students to school, such as alternate rides to school with relatives or friends.