



September Attendance Awareness Month

Communications Toolkit

Campaign dates: September 1- 30, 2015

Welcome

Thank you for your interest in promoting literacy in Arizona! **Read On Arizona** is a partnership of organizations committed to ensuring our children have the language and literacy skills they need to be reading at grade level by third grade.

September is **Attendance Awareness Month**, a nationwide campaign to recognize the connection between school attendance and academic achievement. **Read On Arizona** encourages you to join the campaign to help spread the word about **the critical importance of school attendance**. The campaign involves educators, students, parents, and the community.

Here are some ideas how to get involved:

- Persuade your mayor or school board to issue a proclamation about school attendance.
- Host a back-to-school event that focuses on the importance of school attendance.
- Sponsor an attendance contest.
- Visit <http://awareness.attendanceworks.org> for promotion materials, toolkits, and ideas and engage families and community members.
- Put your school or organization's participation on the national Attendance Awareness Map: <http://awareness.attendanceworks.org/map>

This toolkit contains ideas, articles, and social media messages you can use to help spread the word about **September Attendance Awareness Month** and **Read On Arizona** to your audiences. It includes:

- Social media posts (Facebook, Twitter)
- Digital graphics
- Blog/newsletter messaging

About the Campaign

This is a special event campaign with messages designed for Read On Community constituents.

NOTE: Please make sure you “LIKE” the Read On Arizona page before you begin. When you log in to Facebook, simply search for **Read On Arizona** and select the page.

<https://www.facebook.com/ReadOnArizona>

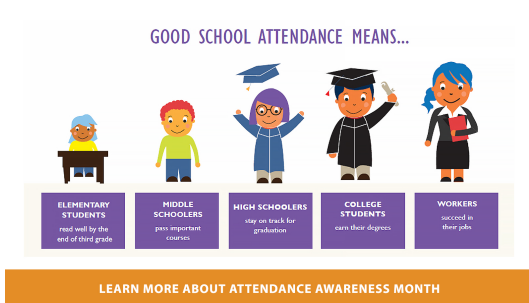
Digital Media Assets



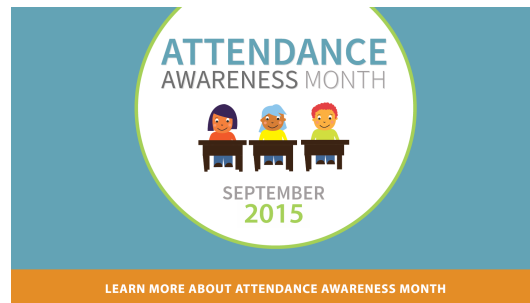
1:  ReadOnArizona.org



2:  ReadOnArizona.org



3:  ReadOnArizona.org



4:  ReadOnArizona.org

Download [here](#).

Share these graphics via social media, your website, newsletter, blog, and email.

Social Media

How to Tag a Fan Page

STEP 1: “Like” Read On Arizona’s Facebook page

(<https://www.facebook.com/readonarizona>). This step only needs to be completed once.

STEP 2: Select one of the sample messages posted below and copy/paste it into the “status” window on your Facebook page. Please feel free to adapt these messages to fit the specific needs of your audiences, or create your own. Any of the graphics can be accompanied by a tailored message.

The following are some **Facebook** posts you can use to promote the September Awareness Month Campaign. **Please “tag” your posts with @ReadOnArizona and use the hashtags #ReadOnAZ #SchoolEveryDay.**



Addressing chronic absence is a key component to improve graduation rates, increase academic achievement, and give young people the best chance at success in their adult life. Join Read On Arizona and make a difference in your community. For more information, visit: <http://goo.gl/NdH3m8>



Research shows that there is a correlation between chronic student absence and low achievement. Studies also show that it can be addressed when parents, teachers, school districts, communities, and policymakers work together to monitor the issue and implement solutions that target the underlying causes. Learn more here: <http://goo.gl/NdH3m8>

The following are some **Twitter** messages for use in promoting **September Attendance Awareness Month** Campaign. **Please use the hashtag #ReadOnAZ and #SchoolEveryDay**



Nationwide, 7.5M students miss 10% of the school year—that equals 135M days total. <http://goo.gl/NdH3m8> #SchoolEveryDay #ReadOnAZ



Help solve chronic absence & guide children to the path of school success. Keep kids in #SchoolEveryDay: <http://goo.gl/NdH3m8> #ReadOnAZ

Website/Blog/Newsletter Messaging

Similar to other social media posts, **please use the hashtag #ReadOnAZ and #SchoolEveryDay**, if you are distributing your message online. If you have the opportunity to direct your readers to the Read On Arizona website, that is also encouraged in these longer text opportunities: ReadOnArizona.org.



Attendance Awareness Month: Attendance in the early grades

School is back in session and attendance is essential to academic success. Students, parents, and schools do not realize how quickly absences can add up to academic trouble. Chronic absence—missing 10 percent of the school year, or just 2-3 days every month—can translate into third-graders unable to master reading, sixth-graders failing courses, and ninth-graders dropping out of high school.

Chronic absence can be reduced when schools and communities partner to build a strong culture of attendance and work with students and families to identify barriers to getting to school. This work starts by helping everyone in a community recognize that they have a stake and a role to ensure that students are in school every day. Regular attendance will improve students' reading, writing, and math skills that will carry them into college and careers.

Read On Arizona—a statewide collaboration of schools, public libraries, and state and local agencies working together—encourages children so they'll increase or maintain their reading levels. Studies show that the amount of time spent reading makes significant contribution to vocabulary, general knowledge, spelling, and verbal fluency.

Participating in the September Awareness Month Campaign is a simple thing you can do to help curve absenteeism, improve children's reading skills, vocabulary, and develop a love of books.

For more information, visit ReadOnArizona.org.

Thank you for helping promote literacy in Arizona!

Questions? Contact Terri Clark at tclark@ReadOnArizona.org.

About Read On Arizona

Read On Arizona is a statewide, public/private partnership of agencies, philanthropic organizations, and community stakeholders committed to creating an effective continuum of services to improve language and literacy outcomes for Arizona's children from birth through age eight.

Learn more at ReadOnArizona.org