

# ATTENDANCE MATTERS

## Campaign Usage Guide

The Attendance Matters campaign uses consistent messaging to deepen the community's understanding of the importance of attendance. It also provides parents and families with the information they need to prevent absences and re-engage students. The messaging has been developed in partnership with data experts including Attendance Works, Helios Education Foundation, and Read On Arizona.

The chronic absence crisis is alarming, but also solvable. These campaign materials were created to support existing school and community efforts. The campaign primarily aims to reach parents and caregivers whose children have preventable, “avoidable” absences, rather than those facing greater attendance barriers like long-term medical needs or disabilities.

To promote the value of school attendance, the Attendance Matters campaign will include:

- Top Facts & Messaging
- Key Stats & Data
- Social Graphics
- Social Media Copy Options
- Tips and Best Practices
- Make Attendance a Priority Flyer
- List of Other Resources



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