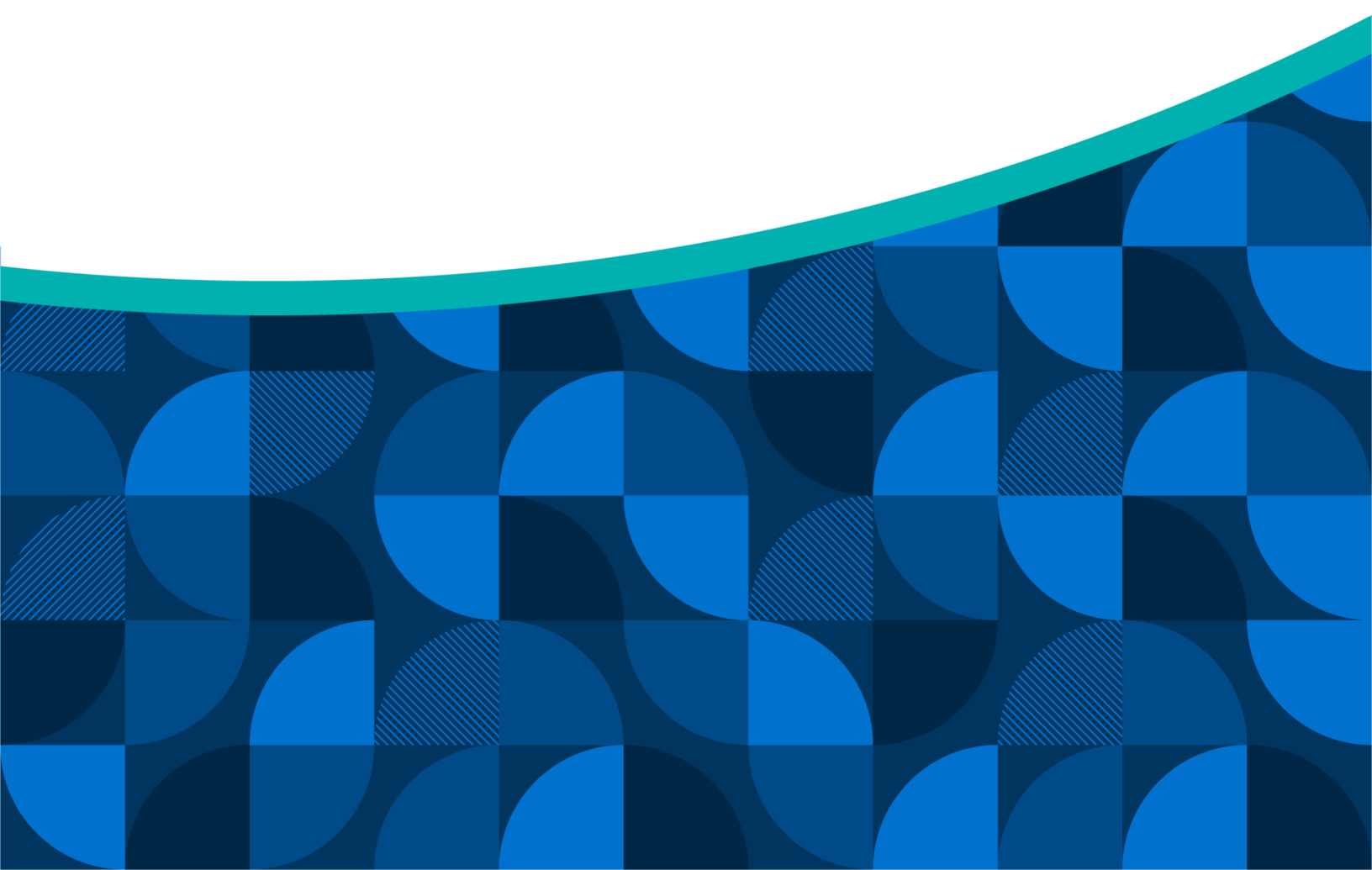




Template to Design a District Attendance Policy "Nudge"

Clarify the Costs of Absence While Helping Parents
Make Informed Decisions About Attendance



What Is an “Attendance Policy Nudge”?

Essential Elements

Simple Checklist Format

Clear and concise attendance policies that parents can refer to in-the-moment

Visually Appealing

Designed to be displayed on a fridge or included as an image in monthly newsletters

Embedded Costs of Absence

A repeated, consistent district narrative to help parents understand what happens when a student misses school

Repeated Communication

Shared with parents at least once a month in district/school communications

See You in Class!

- ✓ Have a runny nose or a little cough, but **no other symptoms**
- ✓ No fever-reducing medicine for 24 hours, and no fever during that time (temp. of 100.4 or higher)
- ✓ No throwing up or diarrhea for 24 hours

Best to Stay Home.

- ✓ Temperature higher than 100.4 (with or without medicine)
- ✓ Persistent cough
- ✓ Throwing up or diarrhea
- ✓ Eyes are pink and crusty
- ✓ Instructed by doctor to isolate from others

Heading to school! What should I know?

A day of missed school is a lost opportunity for social development. By coming to school **every day they're not sick**, your child is gaining social skills that will land them their first job as an adult.

- ✓ Time Management
- ✓ Collaboration
- ✓ Problem Solving

My student is staying home. What should I do next?

- 1 Notify the school by phone (555-7483) or email (health@district.org).
If possible, let us know before 9am on the day of the absence.
- 2 Repeat this checklist every morning. We hope to see your student back soon!

How It Works

- 1 Partner with district health professionals to translate attendance policy health guidelines into simple checklists
- 2 “Nudge” parents to reread the checklist once per month via email, text, or mailer
- 3 Each month, embed a different cost of absence to build a district narrative around attendance

Use the template on the next page to customize by color or district branding:

Why It Works

- ✓ Short checklists are proven to incite action and improve consistency
- 👉 Repeated nudges are proven to change behavior toward intended goal
- 🗣️ Consistent messaging builds a cohesive district-wide narrative about the costs of absence


Build Your Own: Editable Attendance Policy Nudge Template

Instructions

1. **Edit the text for each checklist item** in the template below to fit your district's attendance policies. Make sure to work with district health professionals to ensure accuracy.
2. **In the bottom right box**, edit the text to match your district's protocol all parents should follow to report their student's absence.
3. **In the bottom left box**, copy & paste a "cost of absence card" from the collection of examples provided on page 5 and 6 of this resource. Each time the attendance policy nudge is shared with parents, include a different cost of absence to create a consistent, repeated narrative.
4. **Edit the colors** of the background, border, or text to match your district's color branding.


How to Save as a JPEG and Insert in a Newsletter or Email

Click outside the image below and drag your mouse to select the entire image. Hover your mouse over any part of the image, right click and select "Save as Picture." Rename the file, select the file type as "JPEG", and save the image in the desired folder of your computer. Insert the JPEG image into your newsletter by accessing it in the saved folder.



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- ✓ *Collaboration*
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Need a full-page version for quick printing?

A full-size editable template is on the next page.



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Cost of Absence Cards to Copy & Paste Into Your Nudge

Instructions

1. Edit any text or text colors on the cost of absence card.
2. Click anywhere within the text on cost of absence card (all text elements are grouped, so you'll only be copying over the text), then right click and select "Copy"
3. Return to your attendance policy nudge template and paste the text, then drag it to the correct location in the template and resize the font to fit.

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- ✓ *Time Management*
- ✓ *Collaboration*
- ✓ *Problem Solving*

Heading to school! What should I know?

Don't let 2 missed days define your year! Research shows that most students with just 2 absences in the first month of school go on to miss more than 25 days total.

Start the year off strong by making sure students are in school **whenever they are not sick**.

Heading to school! What should I know?

Hit the ground running this year! Students missing 5 days of school in the first month fall behind in critical reading and math skills for the rest of the year.

Prepare students for a successful year by making sure they are in school **when they are not sick**.

Heading to school! What should I know?

Children's mental health is important. Students who miss just 2 days of school a month tend to be more stressed and anxious.

Help lower student stress by encouraging attendance **when students are feeling well**.

Heading to school! What should I know?

Make the most of classroom opportunities! When students are not in school, they miss opportunities to participate in classroom activities and socialize with their peers.

By attending school **each day they are not sick**, students are more engaged in learning.

Heading to school! What should I know?

Help your student AND their classmates!

Research shows that one student's absence negatively impacts the learning of an entire classroom.

Encourage your student to be in class **everyday they're not sick** to support the success of all students.

Heading to school! What should I know?

Set your student up for success. Research shows that students missing 10 days by December are more likely to fail at least one class.

Maximize learning time by encouraging attendance **when students are not sick**.

Heading to school! What should I know?

Thinking about missing another day? Research shows that improving attendance by just 5 days a year leads to higher achievement in:

- ✓ Reading
- ✓ English
- ✓ Math

Heading to school! What should I know?

Research shows that children who miss more school in kindergarten and first grade gain 15% fewer literacy and math skills than their peers.

Students who attend school **when they are not sick** set a firm foundation for success in the future.

Cost of Absence Cards (continued)

Heading to school! What should I know?

Did you know? Research shows that students missing just 2 days a month in kindergarten are 25% more likely to be held back by 3rd grade.

Help students stay on track by making sure they are in school **each day they are not sick.**

Heading to school! What should I know?

Consistent attendance builds stronger reading skills! Research shows that students who miss just 2 days of school a month are less likely to read at grade level by the end of 3rd grade.

Make sure your student is in school **each day they are not sick.**

Heading to school! What should I know?

Research shows as few as 2 absences a month in elementary school can lead to missing 15 days or more a year throughout a child's education.

By giving your child a routine each morning, you are helping them develop the habit of coming to school **every day they are not sick.**

Heading to school! What should I know?

Consistent attendance is the best way to prevent high school drop-out. Research shows students who miss 2 or more days a month in high school are 7 times more likely to drop out by senior year.

Going to school **each day they're not sick** helps students set positive habits for attendance throughout their school career.

Heading to school! What should I know?

Thinking about staying home? Research shows that students that miss more than 10 days a year are 20% less likely to graduate on time.

By coming to school **each day they aren't sick**, your student is staying on track for graduation.

Heading to school! What should I know?

Attending school every day has impacts beyond elementary, middle, and high school.

Research shows almost 90% of students that miss 15 days a year in high school drop out of college.

Prepare for the future by encouraging consistent attendance **every day your student isn't sick.**

Costs of Absence – Text Version with Sources

Copy and paste any of the below costs of absence into a social media post or body of a newsletter.

Beginning of the Year

- Don't let 2 missed days define your year! Research shows that most students with just 2 absences in the first month of school go on to miss more than 25 days total. Start the year off strong by making sure students are in school whenever they are not sick. ([Source](#)).
- Hit the ground running this year! Students missing 5 days of school in the first month fall behind in critical reading and math skills for the rest of the year. Prepare students for a successful year by making sure they are in school when they are not sick. ([Source](#)) ([Source](#)).

Any time of year

- A day of missed school is a lost opportunity for social development. By coming to school every day they're not sick, your child is gaining social skills that will land them their first job as an adult like time management, collaboration, and problem-solving.
- Children's mental health is important. Students who miss just 2 days of school a month tend to be more stressed and anxious. Help lower student stress by encouraging attendance when students are feeling well. ([Source](#)).
- Make the most of classroom opportunities! When students are not in school, they miss opportunities to participate in classroom activities and socialize with their peers. By attending school each day they are not sick, students are more engaged in learning. ([Source](#)).
- Help your student AND their classmates! Research shows that one student's absence negatively impacts the learning of an entire classroom. Encourage your student to be in class everyday they're not sick to support the success of all students. ([Source](#)).

Mid-year

- Set your student up for success. Research shows that students missing 10 days by December are more likely to fail at least one class. Maximize learning time by encouraging attendance when students are not sick. ([Source](#)).
- Thinking about missing another day? Research shows that improving attendance by just 5 days a year leads to higher achievement in reading, English, and math ([Source](#)).

Elementary School

- Research shows that children who miss more school in kindergarten and first grade gain 15% fewer literacy and math skills than their peers. Students who attend school when they are not sick set a firm foundation for success in the future. ([Source](#)).
- Did you know? Research shows that students missing just 2 days a month in kindergarten are 25% more likely to be held back by 3rd grade. Help students stay on track by making sure they are in school each day they are not sick. ([Source](#)).
- Consistent attendance builds stronger reading skills! Research shows that students who miss just 2 days of school a month are less likely to read at grade level by the end of 3rd grade. Make sure your student is in school each day they are not sick. ([Source](#)).
- Research shows as few as 2 absences a month in elementary school can lead to missing 15 days or more a year throughout a child's education. By giving your child a routine each morning, you are helping them develop the habit of coming to school every day they are not sick. ([Source](#)).

Middle/High School

- Consistent attendance is the best way to prevent high school drop-out. Research shows students who miss 2 or more days a month in high school are 7 times more likely to drop out by senior year. Going to school each day they're not sick helps students set positive habits for attendance throughout their school career. ([Source](#)).
- Thinking about staying home? Research shows that students that miss more than 10 days a year are 20% less likely to graduate on time. By coming to school each day they aren't sick, your students is staying on track for graduation. ([Source](#)).
- Attending school every day has impacts beyond elementary, middle, and high school. Research shows almost 90% of students that miss 15 days a year in high school drop out of college. Prepare for the future by encouraging consistent attendance every day your student isn't sick. ([Source](#)).