



Stay the course

Support attendance in the winter months - for schools, districts and community partners

What can schools and districts do?

Brainstorm alternative ways to get students to school



- Start a “walking school bus” that picks up children around the neighborhood and walks with them to the bus or to school.
- Communicate with city agencies to make sure sidewalks are cleared quickly and snow doesn’t pile up at corners.
- Organize a group of volunteers to ensure that sidewalks closest to your school are safe for walking.
- Recognize the extra effort students, families and staff make to come to school on bad weather days by offering a warm welcome and, if possible, a warm beverage.
- Prepare a letter and/or robocall offering families help in getting their children to school.
- Connect families and caregivers with neighbors who can drive to school.
- Make sure families know how to obtain resources to keep students learning and connected to school if they must stay home.
- Share [this handout](#) for families.

Emphasize good health habits



- Make sure that families and caregivers complete annual health forms. Schools should be aware of all students with chronic health issues, and have permission to keep and use necessary medications at school.
- Provide students access to mental and physical health services on campus or through telehealth. This includes preventive care such as immunizations. Help families connect with community providers when services are not available at school.
- Work with local partners to provide immunizations or specific health screenings (vision, hearing, dental, etc.).
- Screen for food and housing insecurity.
- Promote hand washing before and after eating and after using the bathroom. If soap and water are not readily available, provide access to hand sanitizer.
- Offer breakfast in the classroom or grab-and-go items to ensure every child has a good meal.
- Keep a closet full of donated coats, hats and mittens for students who show up at school without cold weather clothing. Ask parent organizations, community partners and businesses to stock the closet.
- Aim for students to be physically active (recess, gym, after-school activities, etc.) every day.
- Ensure buildings are clean, properly ventilated and free of mold. Poor air quality and dust can contribute to respiratory illnesses. Consider bus idle reduction policies and monitoring of outdoor air to determine if outdoor play should be limited.



What community organizations and local leaders can do

- **Volunteer** to walk children to school on bad weather days or shovel snow near the school.
- **Donate** winter coats and hats, snacks or bottles of hand sanitizer.
- **Offer** your expertise, whether in health care, transportation or another area.
- **Advocate** for a nurse in every school and support other district or school programs that address mental or physical health barriers to attendance.
- **Connect** with city agencies to make sure sidewalks are cleared quickly and snow doesn't pile up at corners, or organize a group of parents and volunteers to ensure that sidewalks closest to your school are safe for walking.
- **Advocate** at the local and state level to put in place adequate and accessible transportation services for students.
- **Provide** access to tutoring, mentoring or after-school programs especially for students who have missed significant amounts of school.



What to say to families

Let families know how much you appreciate having their students in your school community. Your partnership with families is crucial to ensuring students get to school every day possible. Share some or all of these talking points with families during conversations, community events or even in school newspapers or blogs.

- Your student is an important member of our school community. If you're having trouble getting to school, we want to help! Please call the school office.
- This is the time of year when winter weather and children's illnesses can take a toll on school attendance. But it's important to get your children to school every day possible.
- Too many absences can make it hard for students to stay engaged, connected and learning. This is as true in kindergarten and elementary grades as it is in high school.
- Children who miss too much school in kindergarten are less likely to read well by third grade. By middle school, absenteeism can predict who will graduate from high school.
- Do what you can to keep your children healthy. Dress them warmly for the cold weather. Encourage students to eat a healthy diet, be physically active, get enough sleep and wash their hands regularly.
- Schedule a yearly physical for each child and make sure students are up to date on immunizations, including flu.
- If your child seems anxious about going to school, call the child's medical practitioner and/or the school nurse for advice.
- If your child is unable to get to school due to illness or other significant challenges, ask the school for materials to keep learning at home. Help your child stay connected to classmates and teachers.
- Help your children learn to persevere. Today, they learn to overcome wintry weather. In the future, they will have the confidence to triumph over other obstacles.

To view the full toolkit, go to <https://www.attendanceworks.org/resources/messaging/stay-the-course-a-winter-messaging-toolkit/>