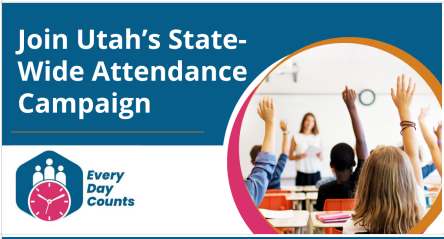













Month	Topic	Caption	Graphic	Campaign Hashtag
August	Intro Post	<p>Introducing Every Day Counts, a statewide attendance awareness campaign led by the Utah State Board of Education. Whether you're a parent, student, or teacher, we all play a role in helping students build strong attendance habits.</p> <p>Did you know, missing just 2 days a month can add up to a month of lost learning by the end of the year? Regular attendance is key to staying on track academically, socially, and emotionally!</p> <p>Follow along as we share tips, resources, and stories on why Every Day Counts, because showing up is the first step to success. #EveryDayCounts</p>		
	Challenge Post	<p>Join USBE's attendance challenge this school year and commit to making sure Every Day Counts for all students across Utah. See our website for more information and to fill out the google form to officially join the statewide attendance challenge. <i>Website Link-</i> https://www.schools.utah.gov/prevention/absenteeismtruancy prevention</p>		
September	Attendance Awareness Month			
Week 1	Parent Target	<p>Did you know chronic absence in early grades is a strong predictor of reading delays by 3rd grade?</p> <p>Attendance habits start early and matter more than many realize. Whether it's a sick day or a tough morning, every day missed is a learning opportunity lost.</p> <p>Let's work together to make Every Day Count. Help your child build healthy routines and stay engaged all year long! #EveryDayCounts</p> <p>Source: https://www.attendanceworks.org/</p>		
Week 2	Student Target	<p>Students, your future is built one school day at a time!</p> <p>Students who attend school 90% of the time or more are more likely to:</p> <ul style="list-style-type: none"> - Score higher on tests - Stay on track to graduate - Build stronger friendships <p>Even one or two days a month can affect performance. Let's show up, level up, and make Every Day Count! #EveryDayCounts</p>		

Week 3	Teacher Target	<p>As educators, we know attendance is a leading indicator of student achievement. When students are present consistently, they're:</p> <ul style="list-style-type: none"> - More likely to meet grade-level benchmarks - Less likely to need remediation - More connected to school culture <p>You can help this effort by incorporating positive attendance messaging in your classroom, celebrating milestones, and helping students and families understand that Every Day Counts! #EveryDayCounts</p>	<p>Attendance Matters: Every Day Is A Step Toward Success</p>  	
Week 4	LEA Leaders Target	<p>Chronic absenteeism is one of the clearest predictors of academic decline and early warning can signs appear even in elementary grades. However, districts and schools with coordinated attendance efforts and tools see measurable improvement!</p> <p>Let's lead by example. Invest in proactive strategies, strong data systems, and community messaging that remind families that Every Day Counts. #EveryDayCounts</p>	<p>Tackle Absenteeism Before It Grows</p>  	
October	Reaching Every Parent	<p>Sometimes, the hardest part of supporting student attendance is simply getting in touch. If you're struggling to reach families, try thinking outside the box by asking siblings, checking school forms, or connecting during school events. Every connection matters when it comes to getting students back in class.</p> <p>Let's make sure no family or student slips through the cracks! #EveryDayCounts</p>	<p>Every Connection Helps Attendance</p>  	
November	Relationships are Key to Healthy Learning,	<p>Relationships are at the heart of student success. When students feel connected to their school community through peers, teachers, and staff they're more likely to show up, engage, and thrive.</p> <p>Inclusive school cultures that promote belonging and positive social interactions can significantly boost attendance rates. Schools and communities working together to foster these connections help students stay on track and reach their goals.</p> <p>Let's build strong relationships because every connection counts! #EveryDayCounts</p>	<p>Relationships Build Better Attendance!</p>  	

December	Stay Healthy, Stay in School, Every Day Counts	<p>Not sure if your student is too sick for school? Your school's nurse can help! Reach out for guidance before keeping your child home. We're grateful for the dedicated healthcare professionals in our schools who help keep students safe, healthy, and learning every day. #EveryDayCounts</p>	<p>A graphic with a teal and blue background. On the left, the text "Stay Healthy And Stay In School!" is written in white. Below it is the "Every Day Counts" logo, which features a clock face with three stylized figures inside. On the right, there is a circular inset photo of a female nurse in a blue uniform smiling while examining a young child's ear.</p>	
January	Start 2026 Off Right, Attend School, Every Day Counts	<p>Parents and students, start the year strong by making school attendance a shared priority! Every day in class is a chance to learn, connect, and grow.</p> <p>Did you know that missing just 2 days a month can put students at risk of falling behind both academically and socially? In the 2023–2024 school year, 24% of Utah students were chronically absent.</p> <p>Let's work together to build strong habits and make every day count! #EveryDayCounts</p>	<p>A graphic with a blue and teal background. On the left, the text "Team Up For Strong Attendance!" is written in white. Below it is the "Every Day Counts" logo. On the right, there is a circular inset photo showing a group of students in a huddle, with their hands raised in the center.</p>	
February	Mental Health Matters, Every Day Counts	<p>Mental health and school attendance go hand in hand. Struggles like anxiety, depression, and lack of motivation can make it hard for students to show up and missing too many days can worsen these challenges.</p> <p>Students who miss 10% of the year (18+ days) are more likely to repeat a grade or drop out. Early support matters. Let's break the cycle by talking openly about mental health and helping students stay connected. #EveryDayCounts</p>	<p>A graphic with a blue and purple background. On the left, the text "Mental Health Matters... Every Day Counts!" is written in white. Below it is the "Every Day Counts" logo. On the right, there is a circular inset photo of a group of students sitting at a table, engaged in an activity.</p>	
March	Communities can work together for all students, Every Day Counts	<p>It takes a community to support student success. When schools, families, and local organizations work together, we can break down barriers to attendance and create lasting change.</p> <p>Students who show up thrive! Did you know, 9th graders with high attendance are up to 4x more likely to graduate than those who miss frequently. Let's work as one to ensure every student is in class, every day.</p> <p>#EveryDayCounts</p>	<p>A graphic with a blue background. On the left, there is a circular inset photo of a group of students walking towards a yellow school bus. On the right, the text "Stronger Together: Supporting Student Attendance" is written in white, with "Supporting" on a pink bar, "Student" on a purple bar, and "Attendance" on an orange bar. Below the text is the "Every Day Counts" logo.</p>	
		<p>Use these resources to help address barriers– https://www.attendanceworks.org/resources/addressing-barriers/</p>		

April	Sprinting Through Spring, Every Day Counts	<p>Attendance dips before and after spring break can disrupt a student's learning. Plan ahead with engaging activities and communicate the importance of showing up! Small efforts make a big difference in keeping students engaged this spring!</p> <p>Follow this link to get more ideas on how to keep students engaged and attending school this spring https://tinyurl.com/4e7deetw</p>	<p>Avoid the Spring Slide... Help Students Attend Class!</p>  	
		EveryDay Labs Short Video on Celebrating Small Wins		
May	Finish the Year Strong/Celebrate Small Wins, Every Day Counts	<p>As the school year wraps up, staying consistent with attendance is more important than ever. Small wins, like showing up on tough days, can add up to big success.</p> <p>Watch this short video for helpful tips and ideas on how to finish the year strong and keep the momentum going. Let's celebrate progress, build good habits, and end the year on a high note! https://www.youtube.com/watch?v=N9fJ8rDocGM</p>	<p>Finish Strong! Every Day Matters</p> 