

National attendance campaign strategies and the corresponding Beechwood response

| 7 suggested strategies:                                                                                                                                                                                                                                                                                                                                                                                                  | Beechwood Actions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| 1. Help create a national warm welcome to school for families throughout the spring by sharing the attendance campaign resources on your social media channels, newsletters and website.                                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>a) Resources on website and X (Twitter)</li> <li>b) Shared in newsletter under recurring "Attendance matters" section and referenced in HT introduction</li> </ul>                                                                                                                                                                                                                                                                                                                                   |
| 2. Make the Spring term a fresh start for children and young people struggling to attend school by taking a "support first" approach and sustaining efforts to engage families where absence is severe or persistent.                                                                                                                                                                                                    | <ul style="list-style-type: none"> <li>a) Key message in January, February and March assemblies</li> <li>b) January party - all attendance reset to 100% from 3rd Jan so all can earn the right to attend</li> <li>c) Support continues through the attendance team (now with EWO) and intervention hubs (Explore, compass, Horizon) and additional pastoral support through DDOS teams</li> </ul>                                                                                                                                          |
| 3. Refer to the communicating with families to support attendance toolkit when communicating with families about attendance, to maximise your impact. The campaign we will also encourage parents and carers struggling with their child's attendance to reach out to their school as the first step of support.                                                                                                         | <ul style="list-style-type: none"> <li>a) Attendance letters all supportive alongside informing about the steps the school are taking and the support on offer</li> <li>b) Model transcripts for phone conversations with parents/carers</li> <li>c) "Moments matter" added to all email account signatures</li> <li>d) Suggested social media posts followed weekly from 10.1.24</li> </ul>                                                                                                                                                |
| 4. Set clear expectations for parents and carers about what they need to do to support good attendance (e.g., phoning when their child is ill and having a back-up plan if their child misses school transport). And what you will do for them in return (e.g., phoning parents and carers to discuss a child's attendance where there are challenges and getting them into school for a meeting if there are concerns). | <ul style="list-style-type: none"> <li>a) Expectations and procedures shared through school communication channels and repeated - assemblies; meetings; events; website; social media; newsletter</li> <li>b) Attendance letters highlight expectations</li> <li>c) Procedures at each stage - below 95%; below 90%; below 80% - are clear and shared with all.</li> <li>d) Daily communication - including meetings and home visits - from attendance team, DOS and intervention teams to key families on their monitoring list</li> </ul> |

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| 5. Remind parents and carers of the NHS Is my child too ill for school guidance and the Chief Medical Officer Chris Whitty's letter on mild illness and school attendance that says a prolonged period of absence is likely to | <ul style="list-style-type: none"> <li>a) Guidance sent out to parents in term 2 and shared on the website</li> <li>b) Reinforced to parents calling in/emailing regarding absences</li> </ul> |
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#### Attendance Campaign - DfE Jan 8th 2024

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| heighten a child's anxiety about attending school in the future.                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 6. Help reduce the spread of infection in your school - remind staff and pupils of the importance of regular and effective handwashing and ensure spaces are wellventilated. You can use your CO2 monitors to manage good ventilation. Tell parents and carers about the steps you are taking to reduce infection spread to offer reassurance. | <ul style="list-style-type: none"> <li>a) Reminders in newsletters and assemblies/form times</li> <li>b) Staff briefing</li> <li>c) Site team ensure ventilation monitored and site kept clean - during the day sanitising</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 7. Sign up to share your daily attendance data with DfE if your school has not already done so and use the data to identify and respond to trends early                                                                                                                                                                                        | <ul style="list-style-type: none"> <li>a) Actioned in term 1</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| In addition:<br>Use of DfE blogs                                                                                                                                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>a) Analysis of attendance end of term/key dates: moved non-uniform day to last day to encourage attendance. Have also moved the reward trip to a Friday so no absences the next day.</li> <li>b) Proactively calling those students who miss the first day back of the last term as parents "forgot" despite the many reminders</li> <li>c) Linking rewards to attendance - termly treats for those with good attendance; stars announced in assembly; winning forms for attendance celebrated in assembly weekly; mid-term heroes - chocolates for winning forms; Fab Friday and HT Tea party linked to attendance/improved attendance/Friday attendance</li> <li>d) Ensure all school events reference and link to importance of good attendance</li> </ul> |

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|  | e) Working with partners (external and internal) to identify and support underlying reasons for non-attendance - asked SBC for further support and to ensure they are meeting statutory regulations as an authority |
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[https://dfegovukassets.blob.core.windows.net/assets/Attendance%20campaign/Attendance%20campaign%20communications%20toolkit%20for%20schools.pdf?utm\\_medium=email&utm\\_source=govdelivery](https://dfegovukassets.blob.core.windows.net/assets/Attendance%20campaign/Attendance%20campaign%20communications%20toolkit%20for%20schools.pdf?utm_medium=email&utm_source=govdelivery)