



Dear Contra Costa County Educator:

For the past four years, ***the Contra Costa County Office of Education, the Contra Costa District Attorney's Office, the Contra Costa County Probation Department and Contra Costa Juvenile Court*** have worked together to reduce truancy and chronic absenteeism through the “***Every School Day Counts***” awareness campaign. More than 200 schools in Contra Costa County have participated in this extraordinary effort to promote the importance of attending school each day!

This year, we are proud to announce that the ***Every School Day Counts*** campaign will be part of a broader countywide initiative focused on school safety and mental wellness. The cornerstone of this initiative involves a unique partnership with the Contra Costa County Office of Education and ***Sandy Hook Promise***. Sandy Hook Promise is a non-profit organization whose mission is preventing incidents of gun violence on school campuses before they happen. Beginning this Fall, Sandy Hook Promise’s “*Know the Signs*” programs will be introduced into every high school and middle school in Contra Costa County, as a comprehensive approach to addressing social isolation, marginalization, and other issues impacting mental health that can lead to students harming themselves or others. Please be on the lookout for more detailed information about this initiative in early Fall.

Research shows that student attendance and school safety are closely linked. We continue to believe that school is the safest place for students to be on any given day, which is another reason why attending school each day is important. And the more connected students feel to their school, the more likely they are to attend school every day. The ***Every School Day Counts*** campaign will continue to be a resource for schools in our county by providing communication resources and engaging communities with the goal of reducing truancy and chronic absenteeism, and boosting student attendance across the entire county. The ***Every School Day Counts*** communication toolkit is central to the campaign, and includes hard copies and digital files of:

- Parent flyers in English and Spanish
- Talking points about the importance of school attendance for multiple audiences
- Tips for getting in touch with hard-to-reach parents
- Guidelines for establishing school-wide attendance incentives
- Attendance certificates to incentivize and reward good attendance
- School self-assessments
- Posters in English and Spanish
- \*Vinyl banners are in place at every school throughout the county
- \*\*This toolkit, which has been customized with each district’s logo, can be found online at <http://www.cocoschools.org/attendance>.

The Contra Costa County Office of Education continues to work with its county partners and Attendance Works ([www.attendanceworks.org](http://www.attendanceworks.org)) to provide additional tools and resources to assist principals and teachers with prevention and intervention strategies as a significant aspect of this 2018-19 Attendance Awareness Campaign. *This year, we also plan to promote a **K-12 Classroom Public Service Announcement (PSA) Video Contest** that will run throughout the year!*

Information about this year's Attendance Awareness Campaign can be found online at <http://www.cocoschools.org/attendance>. You can also follow the status of this county-wide campaign on social media ([#cocoschooleveryday](https://twitter.com/cocoschooleveryday)).

For more information about our countywide school safety initiative and Sandy Hook Promise, go to: [https://www.cccoe.k12.ca.us/news/spotlight/school\\_safety](https://www.cccoe.k12.ca.us/news/spotlight/school_safety)

Please join us in these important efforts as we promote safe schools for all, and strive to have every student attend school every day!

Sincerely,



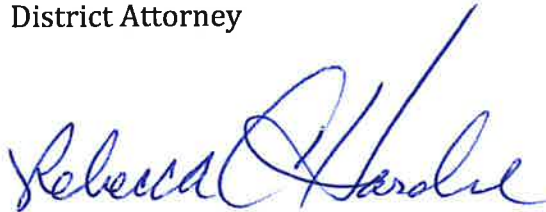
Karen Sakata  
Superintendent of Schools



Diana Becton  
District Attorney



Todd Billeci  
Chief of Probation



Honorable Rebecca Hardie  
Presiding Juvenile Judge