



IT STARTS IN SCHOOL

WHAT IS 'IT STARTS IN SCHOOL'?



IT STARTS IN SCHOOL IS A CAMPAIGN TO SIGNPOST THE SUPPORT AVAILABLE WITHIN THE SCHOOL SYSTEM FOR PARENTS AND STUDENTS, TO ENCOURAGE CONSISTENTLY HIGH ATTENDANCE.

This campaign will highlight the community of support that exists for learners within school to encourage attendance and inspire achievements.

This campaign highlights the benefits of school beyond academic lessons, focusing on key moments, new skills, friendships and shared memories.

WHY ARE WE DOING THIS CAMPAIGN?



Attendance rates in Pembrokeshire have dropped from **94-95%** on average to **89-90%**.

Covid-19 has severely disrupted children and young people's education, with schools and settings closed to most children for lengthy periods, and the pandemic has left some families and young people with an uncertain approach to formal education.

We need to make the transition back to school as supportive and nurturing as possible, so young people and their families feel motivated to return to school, rather than let the events of the last two years define their approach to and relationship with education.

We need to turn the tide on poor attendance, and we need to do this by signposting school as a place of wellbeing, with access to tailored support, and staffed by trained professionals.

Encouraging learners back into school is paramount, and we know that success lies in working together as a community to regain a school-first behaviour for families in Pembrokeshire.

This drive on attendance also relates to punctuality, as being just 5 minutes late everyday adds up to 3 missed days in a year. If we can establish the barriers to punctuality, we can look at finding the resources to tackle this issue.

KEY MESSAGES FOR PARENTS



The last two years have been tough. Young people have missed out. They've missed more than just classes – and in 2022/23 we want you to know that they are returning to a safe environment.

When your child walks in to school every morning, you can be assured they will be supported personally, emotionally and academically. We will provide them with the social and educational development opportunities to shape their futures and become the best versions of themselves.

School is more than grades, timetables, and homework – it's friendships, shared memories and character building. School is more than a place for maths or science lessons – it's where important life lessons are learned.

Support messages:

School isn't always easy. If your child is anxious or worried about coming to school for whatever reason, help is available.

Call us, email us, reach out on social media, or come and see us face to face. Your family's wellbeing is our ultimate priority, and we want to work out the best way to support your wellbeing.

KEY MESSAGES FOR LEARNERS



The last two years have been tough. The world has been an uncertain place and young people have missed out on a lot of social and educational milestones as a result of lockdowns and restrictions. It might even feel like there's been a restriction on your development.

We understand. And as your school community, we are here to support you and want you to know that you are returning to a safe environment.

We are here to help you develop into a successful member of society – and whatever your vision of success looks like – we want to help you get there.

School is more than grades, timetables, and homework – it's friendships, shared memories and character building. School is more than a place for maths or science lessons – it's where important life lessons are learned.

Help us learn more about you, while you learn more about yourself. Let's do this together.

Support messages:

If there's a lot going on at home, there's support waiting for you at school. Because we're not just here for your education – we're here for you.

Whether it's your teacher, a school counsellor or a lunchtime supervisor you trust, there's always somebody at school who can help you find the support you need.

HOW CAN YOU HELP?



We're dedicated to improving school attendance in Pembrokeshire, but we need your help.

By engaging and contributing to the campaign, you can help us expand our reach and share our messages with parents and learners throughout the county.



CAMPAIGN LAUNCH: TUESDAY 30TH AUGUST 2022.





**WILL YOU
HELP US?**

HOW CAN YOU HELP?



2-minute actions:

Follow us on social media to receive the latest information and stay up to date with the campaign.

Share social media posts and graphics from Tuesday 30th August 2022 on all the platforms that you use – Facebook, Twitter, Instagram, Whatsapp, and even TikTok!



Make sure to tag us:

Facebook: @PembrokeshireCountyCouncil

Twitter: @Pembrokeshire

Instagram: @pembrokeshirecountycouncil

5-minute actions:

Download the printable posters to display. These can also be shared digitally via social media or email.

Download the campaign video and play on any available digital screens where it could be seen by learners and parents.

Download the digital assets for your email footer and your website.

15-minute actions:

Send a letter to parents about the support available to them and their children, using the downloadable template for guidance.

Plan a group lesson for learners about the importance of attending school as much as possible and include the non-educational benefits of going to school, using the downloadable lesson guide for inspiration.

Create your own personal content around the theme of #ItStartsInSchool and share to social media and with learners. It could be a video, a photo, or just a story about how school shaped you into the person you are today. This doesn't need to be career-related; maybe you met your partner in school, or your best friend.

EVERYTHING YOU NEED



**YOU CAN FIND ALL OUR ASSETS,
DOWNLOADABLE MATERIALS
AND TEMPLATES IN OUR SHARE
DRIVE FOLDER HERE.**



CHECKLIST



-
- FOLLOW US ON SOCIAL MEDIA
 - SHARE KEY MESSAGES ON SOCIAL MEDIA
 - DOWNLOAD AND SHARE POSTERS
 - UPLOAD DIGITAL ASSETS TO YOUR WEBSITE AND EMAIL
 - SEND A LETTER TO PARENTS
 - HOST A GROUP LESSON FOR LEARNERS
 - CREATE AND SHARE CONTENT AROUND THE THEME OF #ITSTARTSINSCHOOL

THANK YOU!



If you feel there are any assets missing to reach and engage with parents and learners more effectively, please get in touch with us at attendance@wearecowshed.co.uk or call 02920 789321.