

The Kentucky Department of Education embarked on a public messaging campaign to raise awareness of and address chronic absenteeism, an issue affecting nearly 30% of students across the Commonwealth each year. The campaign includes the attached ad we ran on Spectrum cable throughout Kentucky and on social media, emphasizing that attendance matters. All of our ads were targeted with an emphasis on families with children and minority communities, because they tend to have higher chronic absenteeism rates, although we also focused some of our efforts on the general public and on educators, developing chronic absenteeism resources for districts and other educational partners to use. Some of our efforts were focused on regions of the state where we saw higher chronic absenteeism rates. This ad started with several eye-opening images and provided a children-led message about how Attendance Matters. Data our agency is tracking indicates chronic absenteeism numbers as a whole are dropping in Kentucky since we started the campaign in August 2024.