

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 billboards across the Commonwealth, including the attached submission, along with ads on television and radio across the Commonwealth 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, and the billboards were placed in areas of high-visibility across the Commonwealth. Some of our efforts, including the placement of some of these billboards, were focused on regions of the state where we saw higher chronic absenteeism rates. This billboard contributed to the success of the campaign by providing an eye-grabbing image ? an empty seat in a classroom ? with a simple message, telling Kentucky students that we miss them in class. Data our agency is tracking indicates chronic absenteeism numbers as a whole are dropping in Kentucky since we started the campaign in August 2024.