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Principals and Boards of Governors of all

- Grant-Aided Nursery Schools,
- Grant-Aided Primary Schools and
- Grant-Aided Post Primary Schools;
- Grant-Aided Special Schools
- EOTAS

Dear Principal and Board of Governors,

### **Launch of media campaign – Miss School. Miss Out**

I wanted to let you know that our new advertising campaign has been launched recently entitled 'Miss School. Miss Out'. See link here: <https://youtu.be/hAjz0YTPPhGA>. Further information on the campaign can be found at: <https://www.nidirect.gov.uk/miss-school-miss-out>

The campaign seeks to highlight the fact that school attendance is not just essential, it's also beneficial and that in missing school you are also missing out on a range of other positive life experiences. This was something you had highlighted by school principals at our attendance workshops earlier this year.

We will also be highlighting two other key points:

1. Each year, 40,000 children in Northern Ireland have an attendance level of 90% or lower.
2. There is a misunderstanding amongst some parents that achieving a 90% attendance record is a good result. On the contrary, this level of attendance equates to 19 days absence / one month out of school.

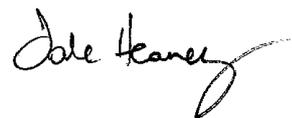
The campaign will feature on television, radio, outdoor advertising, newspapers and social media.

A request was made at the attendance workshops to produce a pupil version which can be used as a resource within schools. We hope that it will allow teachers to engage pupils in discussion about the content. It can be found at <https://youtu.be/pkbqP3niWyM>

Furthermore any assistance in promoting our social media messages would be greatly appreciated. It would be viewed as an endorsement and strengthening of our message and efforts to improve levels of school attendance in Northern Ireland.

Regards

Yours sincerely,

A handwritten signature in black ink that reads "Dale Heaney". The signature is written in a cursive style with a long, sweeping tail on the final letter.

**DALE HEANEY**

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