

# Early Readers. Future Leaders. Newsletter



## SEPTEMBER IS ATTENDANCE AWARENESS MONTH!



**September is Attendance Awareness Month!** This is a time to promote the importance of attending school every day with children, families, and the community. Participation will support our 2025 Campaign goal that 95% of Pinellas County Students will miss less than 10% of days enrolled. There are many great efforts and initiatives already under way making significant impact. Pinellas County Schools is one of our key partners within the Campaign, and we want to do our part in supporting this message.

### Attendance Awareness Ideas

Click [here](#) for information regarding our 2025 Every Day Counts Attendance Awareness Campaign to provide some guidance on messaging and to show what we already have in place. The JWB Communications team will feature messages on JWB social media sites. We encourage you to like, share, and/or create some of your own. Below are some ideas you can implement.

#### 1 Marquees Across Pinellas

- Post one of three positive attendance messages on your marquee or sign:
  - Attend Today. Achieve Tomorrow.
  - #SchoolEveryDay
  - #EverySchoolDayCounts
- Snap a photo of your marquee; email to [communications@jwbpinellas.org](mailto:communications@jwbpinellas.org) and post on social media using hashtags: **#SchoolEveryDay** and **#EverySchoolDayCounts**

#### 2 Social Media

- Download this social media toolkit to include social media graphics and sample posts: <http://awareness.attendanceworks.org/social-media/>
- Follow and tag posts: **#SchoolEveryDay** and **#EverySchoolDayCounts**

## UPCOMING EVENTS

### FOCUS + VPK Training

The Pinellas Campaign for Grade-Level Reading will be hosting a training on **September 17**. We invite you to attend this training to gain a deeper understanding of Focus and VPK registration, and learn how to better support and inform families in your programs and the community. Coffee and food will be provided.

**Sign up to attend the training:** <https://forms.office.com/r/2C6ZtDmeq6>

### Celebrate National Read-A-Book Day

Celebrate National Read-A-Book Day with JWB Turbo Babies! Rev up the reading fun at a Racetrack Read Along event happening **Saturday, September 6**. Find a Racetrack Read Along event at a select Pinellas County library near you and enjoy a story time for infants and toddlers, light refreshments, activities, giveaways, entertainment and more! Babies 0-3 years old will receive a FREE book. Find more information at [www.turbobabies.com/read](http://www.turbobabies.com/read).



### Hispanic Heritage Month Digital Read-In 2025

It's time for another reading challenge to celebrate Hispanic Heritage Month! Students are encouraged to read as many books as they can on myON from September 15 - October 15. The top 5 schools will receive a school banner! Learn more about myON reading challenges at [readonmyon.com](http://readonmyon.com)



### FGLRC Updates

Click **HERE** for the latest Florida Grade-Level Reading Campaign updates.

