



Truancy Prevention Contest Award Announcement

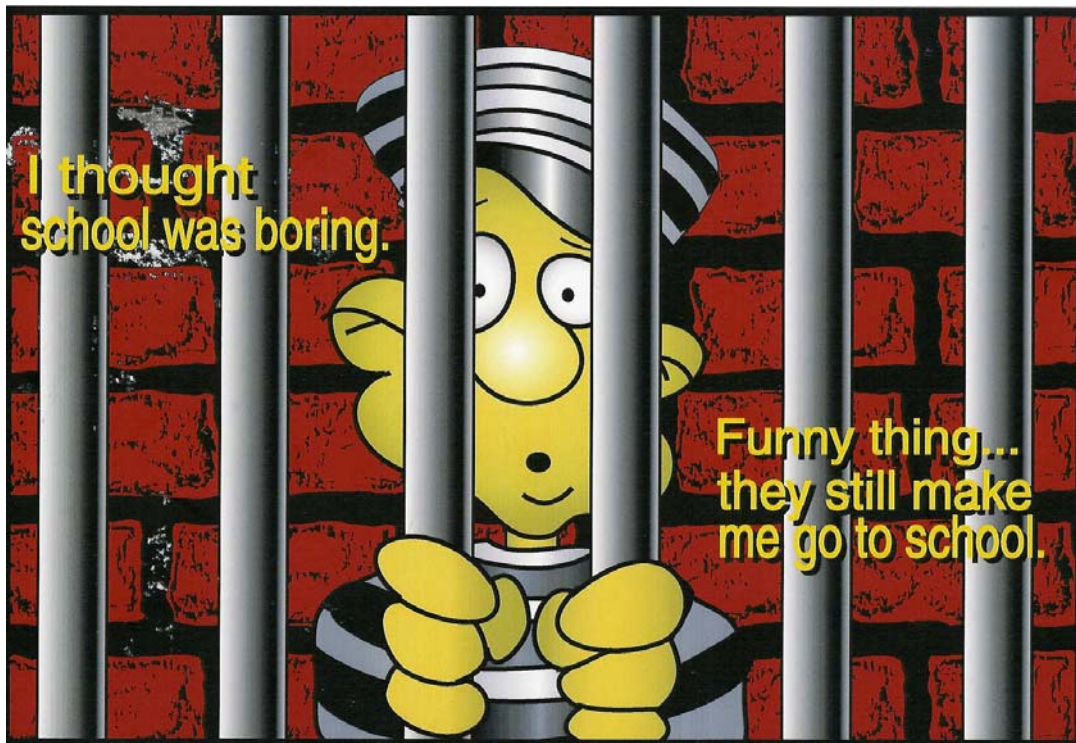
The Purpose of the contest:

The National Center for School Engagement (NCSE) hosted a national truancy prevention contest to find out what materials communities are using to support truancy prevention and to promote the importance of school attendance.

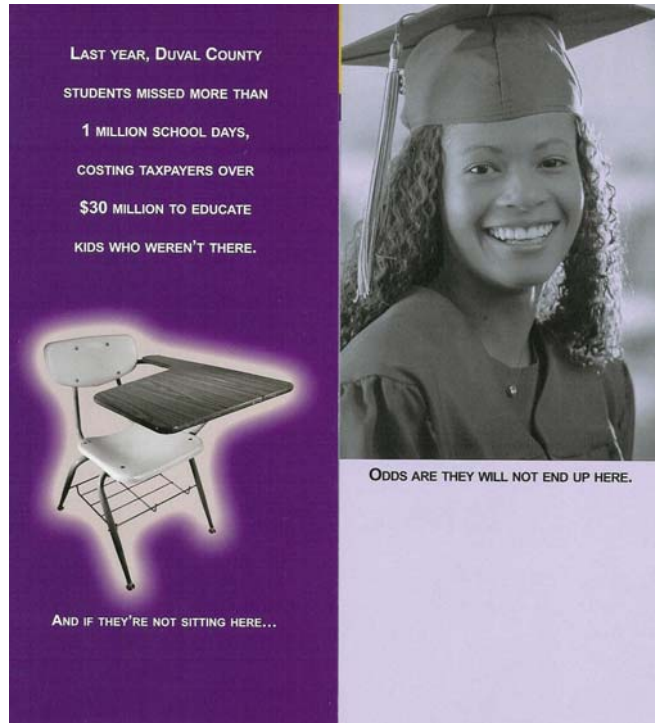
Contest Results:

Awards were given in three categories: Community campaign; School district/area-wide campaigns; and Individual school/community campaigns. In addition, two Judge's Awards were acknowledged.

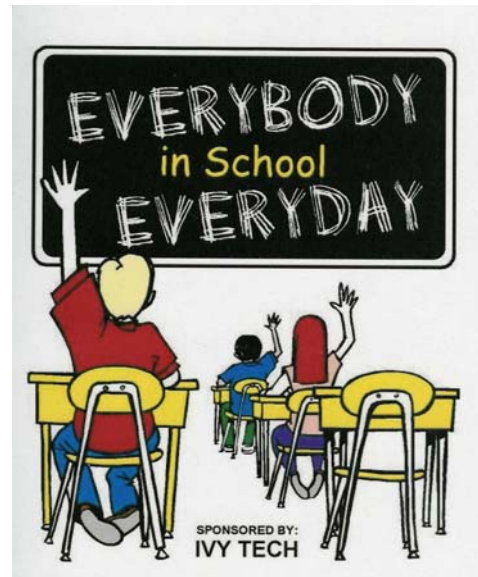
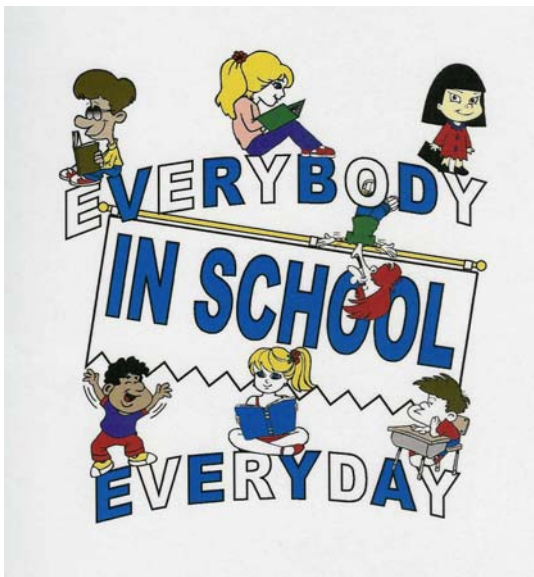
Community Category - The award goes to Richard Williamson, LMSW-AP from Watauga, TX. His entry included hallway posters that can also be featured on websites. Visit www.truants.org to view the posters developed by a former truant.



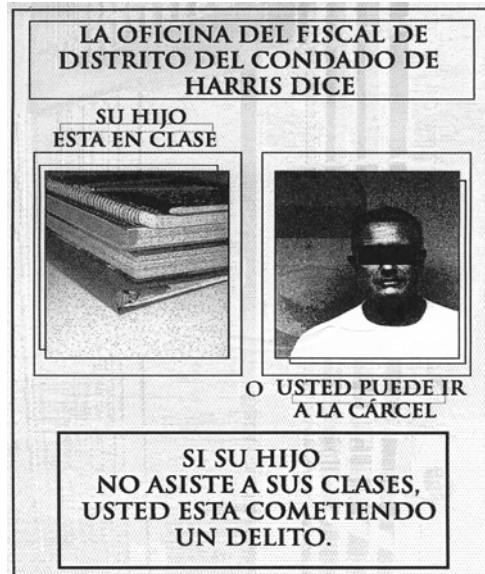
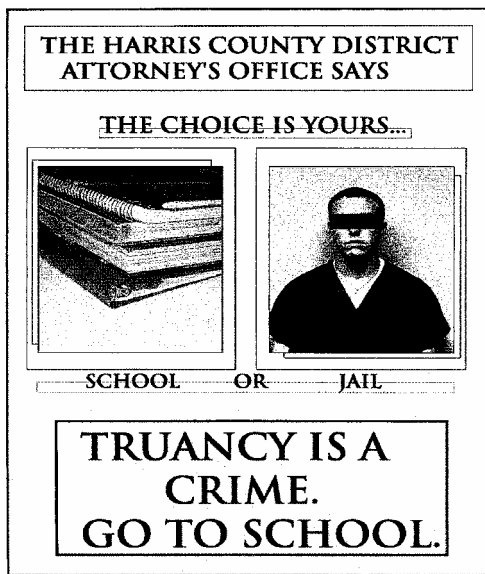
School district/School area Category - The award goes to the State's Attorney's Office, 4th Judicial Circuit of Florida in Jacksonville. This entry included brochures titled, "Count Me In for Learning". They are part of a public awareness campaign to stress the importance of attending school regularly. There are two versions of the brochure: one is for elementary children, the other is for secondary children (as seen below).



Individual school and community Category - The award goes to Evansville-Vanderburgh School Corporation in Indiana. The entry represented a local "Attendance Awareness Month" event. It included hallway posters and T-shirts with the message, "Everybody in School Everyday." A 4th grade student inspired the 2006 poster.



Straight-Up Award - This recognition went to Harris County, Juvenile Division for their entry, "Harris County Stay-in-School Program Posters." This entry generated much discussion among the judges and was controversial. It was recognized by youth as "straight-up" because it sends a clear message that truancy is serious. However, it is important that accurate messages be sent. Not all truants go to jail and not all parents of truants go to jail. Youth detention can be a consequence for a violation of a court order that mandates school attendance. These messages were published in both English and Spanish.



Eye-Catching Award Eye-Catching Award - This recognition went to the State's Attorney's Office, 4th Judicial Circuit of Florida in Jacksonville for a bus poster that was done in collaboration with Florida Community College. It was part of a class project and the group's favorite was selected to be made into a bus poster. Part of its appeal is that it reaches multiple audiences.



Judging:

Sixteen entries were received and judged based on originality, creativity, and marketing appeal. The judges represented juvenile courts, community programs, high school students, truant officers, and social workers/psychologists.

For more information:

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www.schoolengagement.org