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Central Texas Flu Immunization Campaign

November 28, 2017



E3 Alliance is a Catalyst For Educational Change in Central Texas



E3 Alliance uses objective data and focused community collaboration to align our education systems so all students succeed and lead Central Texas to economic prosperity

- Dedicated to system change in education
- Aligning efforts Cradle to Career
- Serves as the Central Texas regional P-16 Council
- Nationally recognized as a highly effective model of Collective Impact

Missing School Matters



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Missing School Matters Background

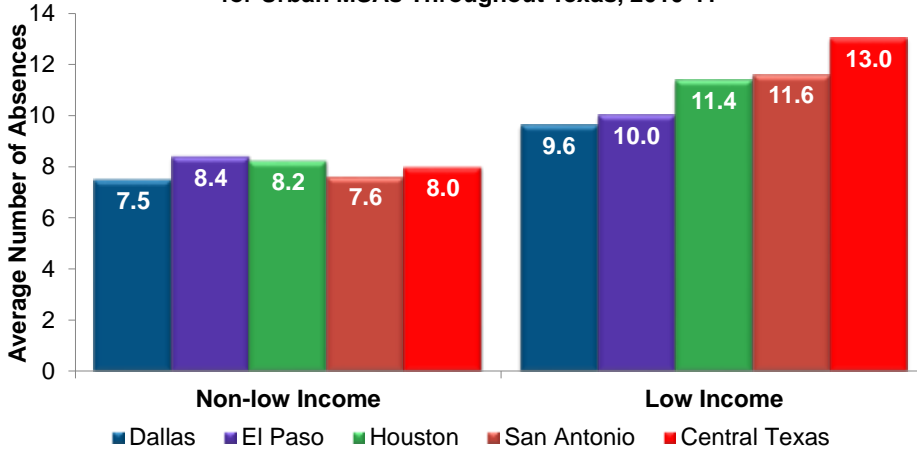
- Spring 2011 Legislative Session: What can we do to stem the bleeding?
- Superintendents: community can help increase attendance:
 1. “Triple Bottom Line” benefit
 2. Unlike teacher quality, communities can directly and positively impact
- E3 Alliance using powerful data to spearhead regional approach

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Central Texas Low Income Students Miss More School Than Students in All Other Urban Areas in Texas

Average Number of Absences in High School by Economic Status for Urban MSAs Throughout Texas, 2010-11



Source: E3 Alliance analysis of PEIMS data at the UT Austin Education Research Center

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Branding & Public Awareness

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A regional public awareness campaign
Our goal: increase student attendance by 2 percentage points (average 3 days/student)

**MORE
STUDENTS
ACHIEVE**

**\$34
MILLION**

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Every school day a student misses costs their district:



These absences come at a price:



Average high school cost:
\$20,000/week



Central Texas region loses:
\$91,000,000/year

**Reducing absences by just 3 days per student can
save Central Texas school districts \$34,000,000**



= \$1,000,000

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Missing School Matters Messaging

- Missing School Matters taskforce outreach – posters, newsletters, articles, etc.
- Annual Attendance Rally
- SXSWedu
- 50+ media stories
- Holiday Radio PSA's – Ricky Williams, Vince Young
- Texas Monthly PSA ads
- Yellow Cab Signs + Social Media Campaign
- Blue and Brown Santa flyers
- Capital Metro Bus Signs

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Yellow Cab helping to Curb Absences in CTX



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Capital Metro Signs

✓50!



✓3!



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Holiday Flyer, pushed to parents

In this Season of Giving...

- ✓ **Give students the chance to learn**
Only miss school on scheduled school holidays.
- ✓ **Give teachers the chance to teach**
Teachers can't teach effectively when they are "teaching up" students who miss school days.
- ✓ **Give school districts needed dollars**
Every day missed costs a school money that could support their teachers, sports programs and elections.

Plan family vacations only during school holidays.

- Students in Central Texas miss \$1.8B (8% of school) when they miss an hour in 18.5 weeks.
- The problem is worse in high schools!
- One half of the absences in Central Texas are potentially preventable (including routine activities, dental checkups, shopping or just sleeping in bed).

Central Texas school districts now realize all districts realize challenges with the holidays.

- Each day a district missed costs, on average, \$300.
- Absences add up quickly, especially high school. In Central Texas, one hour 125,000 a week, due to student absences.
- One lost hour can be anywhere \$1.1 million a year due to teacher absences.

Wrap up the year right!

- Let's give our students the gift of education and help them to take home knowledge in November and December!
- One thought we want to get Texas has learned it's better to miss the school by making absences. Let's do our part to make sure the positive trend the second of giving.

www.missingschoolmatters.org

En esta época de bondad...

- ✓ **Dé a los estudiantes la oportunidad de aprender**
Solo falté a clases los días escolares programados...
- ✓ **Dé a las maestras la oportunidad de enseñar**
Las maestras no pueden enseñar debidamente cuando tienen que preparar al comenzar a los estudiantes que faltaron en días escolares.
- ✓ **Dé a los distritos escolares los dólares que tanto necesitan**
Cada día de ausencia, la escuela pierde dinero que podría ser con otros programas más esenciales, programas deportivos y clases optativas.

Planee las vacaciones familiares solamente durante los días escolares programados.

- Los estudiantes en el Centro de Texas pierden \$1.8B (8% de los dólares) cuando faltan una hora en 18.5 semanas.
- El problema es peor en los preparatorios.
- Una mitad de las ausencias en el Centro de Texas son potencialmente prevenibles (incluyendo actividades rutinarias, chequeos dentales, compras o simplemente no ir a la escuela).

Los distritos escolares del Centro de Texas ahora reconocen los desafíos con las vacaciones escolares.

- Cada día que un distrito escolar pierde, en promedio, \$300.
- Las ausencias se acumulan rápidamente, especialmente en los preparatorios. Una hora perdida en el Centro de Texas puede perder \$1.1 millones al año debido a las faltas de los maestros.
- Una hora perdida puede ser cualquier cosa, desde \$1.1 millones al año debido a las faltas de los maestros.

¡Terminemos bien el año!

- Hagamos el regalo de la educación a nuestros estudiantes, permitiéndoles que aprendan en Noviembre y Diciembre.
- Una hora perdida puede ser cualquier cosa, desde \$300.
- El problema es peor en los preparatorios. Una hora perdida en el Centro de Texas puede perder \$1.1 millones al año debido a las faltas de los maestros.
- Una hora perdida puede ser cualquier cosa, desde \$1.1 millones al año debido a las faltas de los maestros.

www.missingschoolmatters.org

A Parent's Guide to Student Attendance

Each year, Central Texas students are absent 2.4 million days of school. Here are a few ways & reasons to help keep your child (and others) in school.

Don't make others sick

- Given that acute illnesses like flu count for almost half of all absences, you can keep your child healthy by getting a flu vaccine.
- Your child should stay home for at least 24 hours if:
 - She is running a fever of 100 degrees or more
 - He has vomited more than once or has diarrhea
 - She has flu symptoms, like fever, cough, sore throat, chills, aches and pains


Appointment times matter
 Schedule appointments when they are least disruptive to school -- Saturdays or late afternoons.


Listen to the nurse
 School nurses are trained in how to understand symptoms. If your child contacts you from school, call the school nurse FIRST before deciding what to do.


Keep your child safe
 If your child is being bullied or is scared to go to school, keeping him home won't solve the problem. Go to your counselor or assistant principal for help.

Don't miss out if you don't have to
 Missing school has long-term impacts: if your high school student misses 10 days, he is 3 times more likely to drop out than a child who missed 5 days.

Find tools to help at www.MissingSchoolMatters.org


 Here Everything's Better!


 HOME & COMMERCIAL SERVICES
 Specialists for your environment



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Absence Reasons Study

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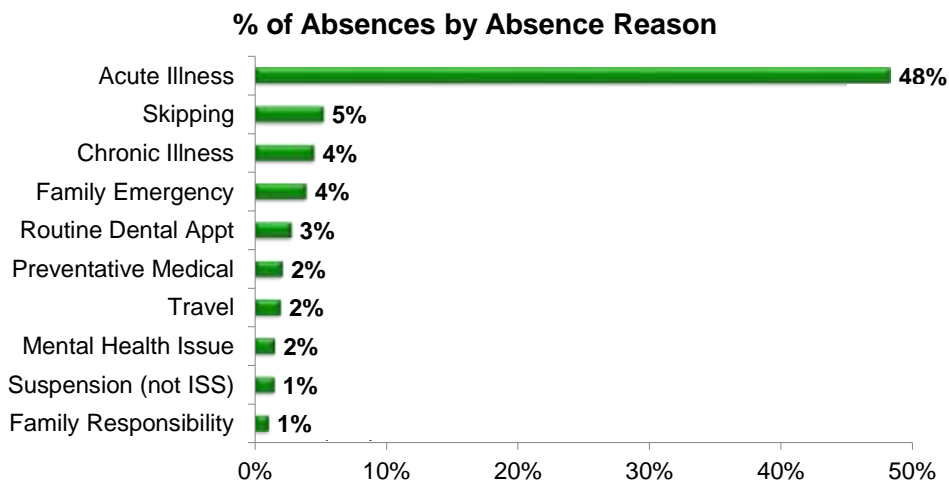


E3 Alliance Absence Reasons Study

- **Which** students miss school, **where** and **why**?
- First of its kind study in Texas
- Data to drive regional decision-making
- Collected, aHow community systems interact with student attendance and achievement
- Collected, analyzed, mapped detailed student attendance data from CTX schools that were a representative sample of regional population



What Did We Find?

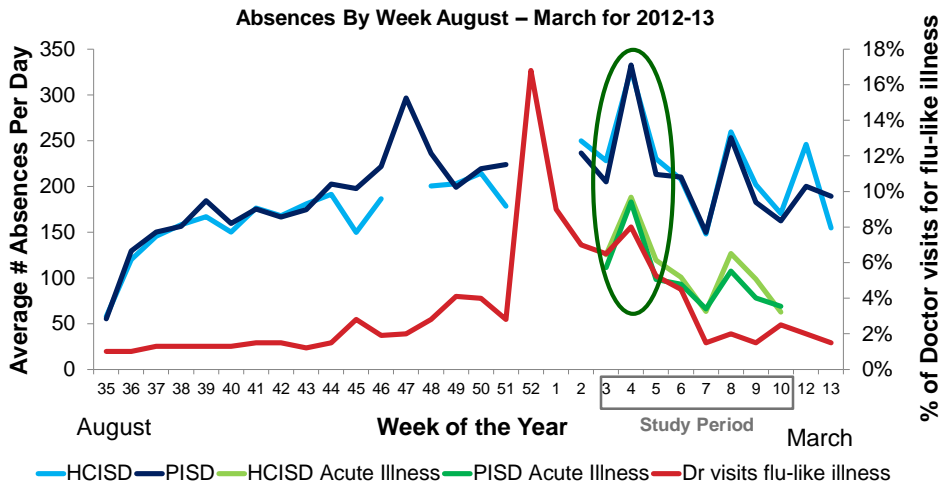


Source: E3 Alliance analysis of absence data from 9 schools in PISD & HCISD, 1/14/13-3/8/13

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Secondary 'Flu' Peak Matches Acute Illness Absences



Source: E3 Alliance analysis of Absence data from 9 schools in PISD & HCISD August 2012 through March 2013
Influenza-Like Illness doctor visit data from Austin/Travis County Health and Human Services

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WHY Flu Immunization Campaign?

- ✓ CDC recommends universal Influenza vaccines every year for people 6 months and older
- ✓ School aged children have the highest annual flu rates: ~40%
- ✓ 90% of children that died from Influenza in 2012-13 were not vaccinated
- ✓ National research shows Influenza causes more absences than all other immunizable diseases combined

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Flu Immunization Campaign



Clinic Provider



Medical Director



District Coordinator

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Campaign Highlights

- 2013: E3 Alliance Absence Reasons Study showed spikes in student absences exactly overlay county ILI (flu) reports
- 2014: 6500 flu immunizations provided at no cost to districts or families in 56 elementary schools
 - ✓ Largest in-school immunization campaign in state!
- 2015: 19,413 vaccines given in 136 elementary and middle schools in 9 districts
 - ✓ Awarded national model flu campaign by CDC!
- ✓ **2016: 52,441 vaccines administered in 396 schools in 17 districts in Texas**

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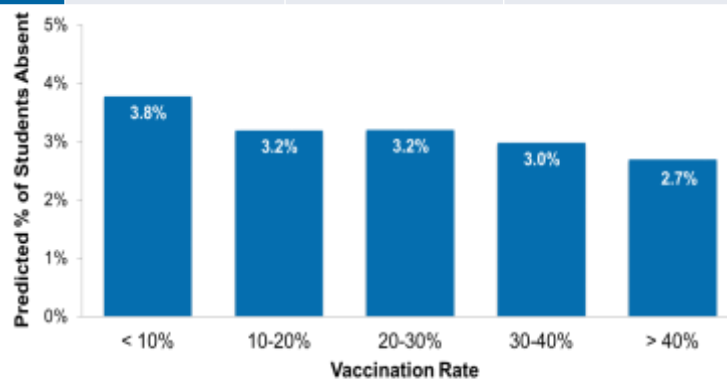
2016 Evaluation

- Collected aggregate attendance data for 227 campuses from 10 districts
 - Compared “clean” weeks before, during, and after peak flu season
 - Saw biggest impact on attendance at schools with > 40% participation – approaching herd immunity
- **Decrease in absence rates saved schools an approximate combined \$500,000 across the three peak weeks of flu season**

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2016 Evaluation

Mean Absence Rate			
Baseline	Early Flu Season	Peak Flu Season	Post Peak Flu Season
3.1%	3.4%	3.9%	3.6%



Avg. %
Low
Income

72%

51%

46%

43%

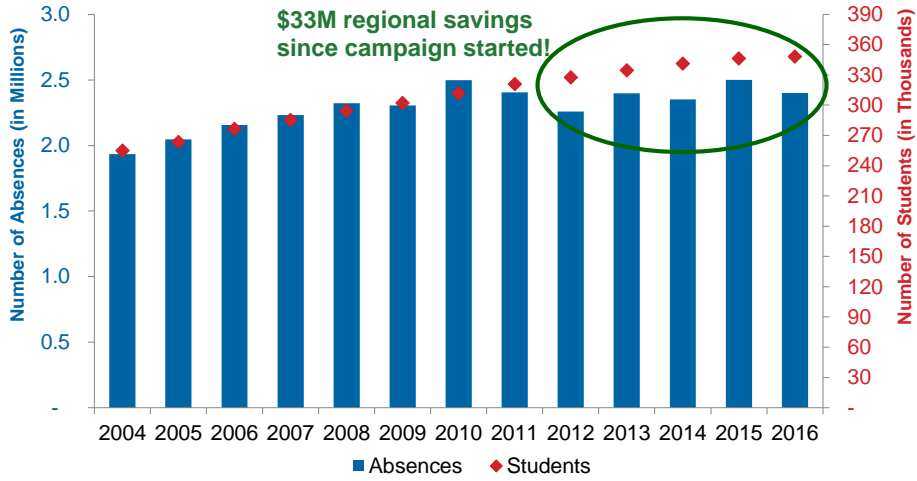
56%

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It's Working!

Student and Absence Counts, Central Texas



Source: E3 analysis of PEIMS data at UT Austin Education Research Center for 2002-2013; TEA ad hoc request for 2014-16