

Text nudge attendance research project

Monday 12th November

- Good morning! It's a week B at school. Some wise words for you to start the week: 'Education is not preparation for life; education is life itself.' (John Dewey)
- There is a clear link between poor attendance at school and lower grades.

Tuesday 13th November

- Bonjour! According to an old French proverb, 'No person is too old to learn.' Come and learn today.
- Only 3% of pupils with attendance of less than 50% achieve 5+ GCSEs at grade 4 or above.

Wednesday 14th November

- Happy Wednesday! 'An investment in knowledge pays the best interest.' (Benjamin Franklin) Invest in your knowledge by coming to school today.
- Only 33% of pupils with attendance between 80-85% achieve 5+ GCSEs at grade 4 or above.

Thursday 15th November

- Molweni ekuseni! Nelson Mandela said, 'Education is the most powerful weapon which you can use to change the world.' Arm yourself with the most powerful weapon: education. Attend school every day.
- 73% of pupils with attendance of 95% achieve 5+ GCSEs at grade 4 or above.

Friday 16th November

- Zaoshang hao! Happy Friday! 'You cannot open a book without learning something.' (Confucius) Come to school and enjoy reading this afternoon.
- Over 80% of pupils with 100% attendance achieve 5+ GCSEs at grade 4 or above.

Monday 19th November

- Dzien dobry! Ready for another week at school? It's a week A. The Polish say, 'Skill is better than strength.' Learn some skills at school today.
- 264 million children around the world receive no education. Make sure you receive yours today.

Tuesday 20th November

- Buongiorno! Leonardo da Vinci, the great Italian painter, knew the importance of education. He said, 'Learning never exhausts the mind.' Energise your mind at school today.
- In the African countries of Ivory Coast, Somalia, Sudan, Gabon or Cameroon, no education is free – you even have to pay to attend primary school.

Wednesday 21st November

- Kalimera! The Greek philosopher Plato said, 'If a man neglects education, he walks lame to the end of his life.' Don't neglect your education. Attend school today.
- In Guinea in Africa, you have to pay to go to secondary school. For you, an education is free.

Thursday 22nd November

- Assalamu alaikum! 'There are many problems, but I think there is a solution to all these problems; it's just one, and it's education.' (Malala Yousafzai) Be part of the solution. Come to school today.
- The Taliban banned girls in Pakistan from attending school. Malala Yousafzai ignored this ban. Today, she studies at the University of Oxford.

Friday 23rd November

- It's Friday again! Remember, 'Education is the passport to the future...' (Malcolm X). Get a new stamp in your passport to the future at school today.
- You are lucky to live in a country where education is free up to the age of 18. Make the most of it.

Monday 26th November

- Ohayo gozaimasu! The Japanese say, 'There are no national frontiers to learning.' Keep your frontiers open. Come to school today.
- Pupils with 5+ GCSEs at grade 4 or above earn on average £5000 a year more than those who don't.

Tuesday 27th November

- Happy Tuesday! An American author said, 'As long as I am learning, I figure I'm OK – it's a decent day.' Have a decent day by learning at school today!
- If your attendance is 90% every year at high school, you miss four months of school. That's roughly half a year of school.

Wednesday 28th November

- Bom dia! 'Education does not change the world. Education changes people. People change the world.' (Paulo Freire). Learn to be part of the change you want to see. Attend school today.
- The links between attendance and achievement are strong. Higher attendance = higher achievement.

Thursday 29th November

- ¡Buenos días! 'I am always doing that which I cannot do in order that I may learn how to do it.' (Pablo Picasso). Come and learn how to do something you don't yet know how to do. Come to school today.
- Education extends your life. On average, a person with a university degree lives 9 years longer than someone who did not finish high school.

Friday 30th November

- Happy Friday! Barack Obama believes 'The future belongs to young people with an education and the imagination to create.' Develop your education, imagination and creativity at school today.
- Studies show that 17 missed school days = 1 grade less at GCSE across your subjects.