



Blue Ribbon

SCHOOL ATTENDANCE CHALLENGE
H A N D B O O K

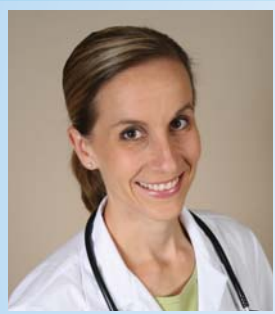


Explore inside for ways your school can teach healthy habits.

Dear Teacher,

Welcome to the **LYSOL® Blue Ribbon School Attendance Challenge** — an initiative to help build healthier communities as part of the **LYSOL® Mission for Health**. This program for schools is designed to motivate students and their families **to strive for good health habits and improved attendance**. It includes digital resources such as classroom curriculum that are designed to help you **reduce absenteeism** and **reinforce healthier habits** at school and at home. Plus, we are awarding **\$25,000 in prizes** to schools during our **Blue Ribbon School Attendance Contest**. Our mission is the same as yours — to help keep kids healthy so they can come to school and learn. When that mission is accomplished, we all win.

Follow the Blue Ribbon to Good Health and Great Prizes!



Meet Dr. Jana

In addition to being the mother of three children, Dr. Laura Jana, M.D., F.A.A.P. is a board certified pediatrician, Fellow of the American Academy of Pediatrics, owner of an educational childcare center, and co-founder of The Dr. Spock Company, where she served as a writer, reviewer, program creator and advisor on a range of pediatric and parenting-related projects. Dr. Jana was a consultant to Dr. Benjamin Spock for the seventh edition of *Dr. Spock's Baby and Child Care*, published in 1998. She is also the author of two parenting books, *Heading Home with Your Newborn* and *Food Fights*, and frequently

shares her reality-style parenting advice with academic institutions, parenting magazines and media outlets, including CNN, The Today Show and NPR's The Parent's Journal.

“As a physician, the mother of school-age children, and as a health communicator with a longstanding interest in both education and health promotion, I am excited to partner with LYSOL® and share my expertise with you throughout the LYSOL® Blue Ribbon School Attendance Challenge.”

Look for Dr. Jana's health tips and facts throughout the **LYSOL® Blue Ribbon School Attendance Challenge Handbook**.

Did You Know?

1. 22 million school days are lost every year due to the common cold.*
2. Children have about 6 to 10 colds a year.*
3. In families with children in school, the number of colds per child can be as high as 12.*
4. Children are two to three times more likely than adults to get sick with the flu, and children frequently spread the virus to others.*
5. Cold & flu viruses are a leading cause of doctor's visits and children missing school.*
6. In the course of a year, people in the United States suffer 1 billion colds.*
7. The flu virus can live on surfaces for up to 48 hours.**
8. During the flu season, 59% of surfaces in homes can be contaminated with the flu virus.**
9. The flu virus can travel up to twelve feet through the air at 100 mph.*



* Centers for Disease Control and Prevention (www.cdc.gov/)

** "The Occurrence of Influenza A virus on Household and Day Care Center Fomites"; S.A. Boone, C.P. Gerba, *Journal of Infection*, 2004 (<http://www.ncbi.nlm.nih.gov/pubmed/16038759>)

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SCHOOL ATTENDANCE CHALLENGE

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Is Your School a Blue Ribbon School?

It may seem obvious to you that your students cannot learn the material they are supposed to learn unless they come to school. The statistics reinforce what we already know — that we have our work cut out for us — and we're all on the same team as we face the challenge.

- In 2006, an estimated 71% of students aged 5-17 years missed school days because of illness. The majority (56%) missed 1-5 days, 10% missed 6-10 days and 5% missed more than 11 days of school.*
- Over 164 million school days are lost that could be prevented with healthier habits and increased education at school and at home.*

At **LYSOL®**, we are committed to helping you and your students meet these school-related germ challenges with open arms (and cleaner hands), and are pleased to announce our **LYSOL® Blue Ribbon School Attendance Challenge** — we've designed it specifically for schools to help them promote healthy habits.

In addition to the materials included in this booklet to activate the **Blue Ribbon Attendance Contest**, we also have 9 Healthy Habits lesson plans available for download at:

<http://www.scholastic.com/lysol/lessons>
or <http://www.lysol.com/schools>

*Source: CDC.gov



Enter for
your chance
to win.
\$25,000
in prizes
awarded!





Blue Ribbon

SCHOOL ATTENDANCE CONTEST

During the month of November 2011, your class can participate in the **LYSOL® Blue Ribbon School Attendance Contest**.

Here's How it Works:

1. Detach the Classroom Attendance Tracker (see page 6). Be sure to block off any holidays when your school is not in session during November 2011.
2. Complete your contact information and track attendance for your students daily. At the end of the month, tally total attendance.
3. Complete the Stay Well Card lesson plan (see page 5) with your class during the month of November 2011.
4. Submit your completed Classroom Attendance Tracker form and classroom Stay Well Card to Scholastic:
Lysol Blue Ribbon Attendance Contest, 557 Broadway, PO Box 711, New York, NY 10013. All entries must be post-marked by December 15, 2011.
5. Winners will be selected based on the best attendance record and the most creative/accurate classroom Stay Well Card executions.
6. Register on scholastic.com/lysol to receive contest updates and important reminders.



What You Can Win!

Grand Prize	\$10,000	3rd Prize	\$2,500
2nd Prize	\$5,000	15 runners up	\$500 each
Total prizes			\$25,000

PLUS 25 Scholastic books will be awarded to each of the 18 winning classrooms and a FREE book given to the first 1,000 teachers who submit a valid entry.

LYSOL® BLUE RIBBON SCHOOL ATTENDANCE CHALLENGE ABBREVIATED RULES. SEE ONLINE FOR FULL RULES.

NO PURCHASE NECESSARY TO ENTER OR WIN. The Contest is open only to public and accredited private schools that are located in the 50 United States (including the District of Columbia) and have any or all of the following grades: PreK - 5th (a "School"). The Contest entries on behalf of the School shall be submitted by an authorized teacher in a School, who is a legal resident of the United States, is currently over the age of 18 and is authorized by the School to participate in the Contest on behalf of the entering School. The Contest begins November 1, 2011, 12:00 a.m. EST and all entries must be received by December 15, 2011, 11:59 p.m. EST. The entries must be true and accurate. To enter, a single teacher with the authority to bind the school as set forth in these rules (the "Designated Official") from an eligible school (as defined above) shall track attendance for their students daily during the month of November 2011 and submit a classroom Stay Well Card to Scholastic by December 15, 2011. Mail to: Lysol Blue Ribbon Attendance Contest; 557 Broadway, PO Box 711; New York, NY 10013. For further entry details, please see the Official Rules. The Grand Prize Winning Classroom will receive \$10,000 for their school, the 2nd Prize Winning Classroom will receive \$5,000 for their school, the 3rd Prize Winning Classroom will receive \$2,500 for their school and 15 Runners Up will receive \$500 for their schools. All 18 winning Schools will also receive twenty-five (25) Scholastic books for the classrooms that submitted the winning entries. Approximate total retail value of all prizes for the LYSOL Blue Ribbon School Attendance Contest: \$37,325. Designated Officials who submit complete entries will receive a free grade appropriate Scholastic book for use in their classroom (estimated retail value: \$8.50). This offer begins on November 1, 2011 and ends at (a) the time at which the first One Thousand (1,000) free books have been awarded or (b) December 15, 2011, whichever occurs earlier. Void where prohibited or restricted by law. For Official Rules, visit www.scholastic.com/lysol



Lesson Overview

Instead of “Get Well” cards, students create a “Stay Well” card for the classroom that illustrates ways to avoid getting sick.

Skills & Objectives

- Uses a variety of basic art materials (e.g., paints, crayons, pencils) to create works of art and express ideas and feelings
- Sets goals for improving daily life
- Uses skills and strategies of writing process to communicate ideas
- Understands that healthy habits can help them stay well

Healthy Habits Lesson

Stay Well Card

Materials

Whiteboard and dry erase markers

Poster board

Paint supplies, markers, colored pencils or crayons

Directions:

- 1 Tell students that instead of traditional *Get Well* cards, you are going to create a *Stay Well* card for the classroom.
- 2 Invite students to brainstorm examples of healthy habits, such as brushing teeth, washing hands, eating fruits and vegetables, etc. that can help them stay well. Write everyone’s ideas on the board under the heading “Stay Well Card Ideas.”
- 3 Next, ask students to name a few unhealthy habits, such as drinking soda, skipping breakfast or forgetting to wash hands after playing with pets.
- 4 Review the *Stay Well* list together. Fold a large sheet of poster board to create a card. Have each student take turns drawing a picture that illustrates one of the *Stay Well* ideas on the list. Give students drawing supplies for their creations.
- 5 After the paintings or drawings are complete, children can add *Stay Well* wishes to the card.

Submit your classroom’s Stay Well Card to Scholastic along with your completed Classroom Attendance Tracker by December 15, 2011.

Lesson Extension

If someone in your class gets sick, have the children create a *Get Well* card.



Dr. Laura Jana is a mother of three children, a board certified pediatrician, and owner of an educational childcare center.

Dr. Jana's Blue Ribbon Healthy Tips

According to the Centers for Disease Control, 22 million school days are lost every year due to the common cold. Show children how to do the “elbow” cough and sneeze (using their elbows to cover their mouths instead of their hands). Or, remind them to cover their mouths and noses with a tissue, immediately throw it away and then wash their hands.



Classroom Attendance Tracker

Teachers: Print out this Attendance Tracker and use it to help motivate your students to come to school every day.

Submit this completed Classroom Attendance Tracker along with your classroom's Stay Well Card by December 15, 2011

Teacher Name	Grade	School	School Address	# of students in class	
Phone #					
Email					
NOVEMBER 2011					
Monday	Tuesday	Wednesday	Thursday	Friday	WEEK TOTAL
	1	2	3	4	
7	8	9	10	11	
14	15	16	17	18	
21	22	23	24	25	
28	29	30			
GRAND TOTAL					



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SCHOOL ATTENDANCE CONTEST

November 1 — November 30, 2011

Submission deadline: no later than December 15, 2011

Checklist

- ☐ Detach the Classroom Attendance Tracker (see page 6). Be sure to block off any holidays when your school is not in session during November 2011.
- ☐ Complete your contact information and track attendance for your students daily. At the end of the month, tally total attendance.
- ☐ Complete the Stay Well Card lesson plan (see page 5) with your class during the month of November 2011.
- ☐ Submit your completed Classroom Attendance Tracker form and classroom Stay Well Card to Scholastic:
**Lysol Blue Ribbon Attendance Contest, 557 Broadway,
PO Box 711, New York, NY 10013.** All entries must be post-marked by December 15, 2011.



Also don't forget to Incorporate Healthy Habits lessons into your wellness curriculum (lesson plans can be found at scholastic.com/lysol/lessons or lysol.com/schools).

That's all you need to do! Good luck and thanks for doing your part to help keep your students healthy!



Resources for Teachers and Parents

Recommended Books



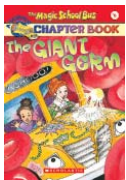
Germs Are Not For Sharing

by Elizabeth Verdick; illustrated by Marieka Heinlen
Achoo! Cough! F-L-U-S-H! What to do? Rather than focus on what germs are, this book teaches the basics of not spreading them: Cover up a sneeze or cough. Hug or blow kisses when you're sick. And most of all, wash your hands! Child-friendly words and full-color illustrations help little ones stay clean and healthy. Includes tips and ideas for parents and caregivers.



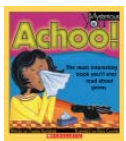
I'm a Booger...Treat Me With Respect!

by Julia Cook; illustrated by Carson Cook
Boogie knows that most people think he's gross, and some people even call him a snot. But he doesn't feel bad because he helps teach children about health, hygiene, and how to keep from getting sick!



The Giant Germ

by Anne Capeci; illustrated by John Speirs
In this Magic School Bus Science Chapter Book (Book #6), Keesha learns that tiny things can have huge effects when she and her friends find themselves face-to-face with a giant germ. Before long, their picnic in the park turns into a tour of the world of microbes.



Achoo! by Trudee Romanek; illustrated by Rose Cowles
In this installment of the Mysterious You Series, readers discover some astonishing facts. Did You Know?

- In just eight hours, a single bacterium in your body can multiply to 17 million!
- The mucus membranes of the human nose and throat make nearly one cup of slippery, sticky snot every day.
- George Washington caught a cold and died — not from the illness but from the crazy mixture of “cures” that his doctors inflicted on him.

Helpful Links to Learn More About Germs

CDC Germ Stopper Resources

<http://www.cdc.gov/germstopper/resources.htm>

The CDC and its partner agencies and organizations offer a great deal of information for families about hand washing and other ways to stay healthy and avoid the germs that cause flu, the common cold and other illnesses.

HAND HYGIENE SAVES LIVES!

<http://www.cdc.gov/Features/HandHygiene/>

AN OUNCE OF PREVENTION

<http://www.cdc.gov/ounceofprevention/>

PREVENTING THE SPREAD OF GERMS

<http://www2.scholastic.com/browse/article.jsp?id=1453>

For a wealth of helpful germ-fighting content for families, **LYSOL.com** maintains a vast archive of actionable information. Try these links on **LYSOL.com** to help keep your home free from germs and your family healthy.

LYSOL'S® GERM INFORMATION CENTER

www.Lysol.com/healthy-families/cleaning-and-disinfecting

Access a FREE Healthy Habits Activity Booklet for Kids, plus many other helpful resources for moms.

LYSOL® BACK-TO-SCHOOL INFORMATION CENTER

www.Lysol.com/healthy-families/healthy-kids

Contests, tips, information, coupons and more at this must-visit Back to School Information Center.

HEALTHY FAMILIES www.Lysol.com/healthy-families

Important pointers to help protect your family from H1N1 (Swine Flu) and other harmful germs that can enter your home.

KIDZ ZONE www.Lysol.com/KidzZone

Resources to share with your children to help reinforce healthy habits.

OOPKIDS www.oopkids.com

Games, activities, puzzles and other fun things your child can do to learn important information about germs.

Healthy Habits Curriculum

Visit <http://www.scholastic.com/lysol/lessons> or <http://www.lysol.com/schools>



Dr. Jana's Blue Ribbon Healthy Tips

The **LYSOL®** brand has teamed up with Dr. Laura Jana, a pediatrician, author, mother of three school aged-children and owner of an educational child care center, to lend her expert advice to the program. Check out Dr. Jana's tips for a happy and healthy school year.

Serve Healthy Meals

Give kids plenty of high protein foods, fruits, vegetables and vitamins to give their bodies the defenses they need. A good breakfast is especially important to start their school day off right.

Regularly Disinfect Surfaces

Germs can spread when a person touches something that is contaminated with germs and then touches their eyes, nose or mouth. Germs can live for a long time (some can live for 2 hours or more) on surfaces like doorknobs, desks and tables.

Send School Germs Packing

Encourage your children to drop their book bags, take off their shoes and leave their coats at the door when they walk in. Send them straight to the sink to wash their hands for at least 20 seconds (long enough to sing *Happy Birthday* twice!).

Drink Fluids

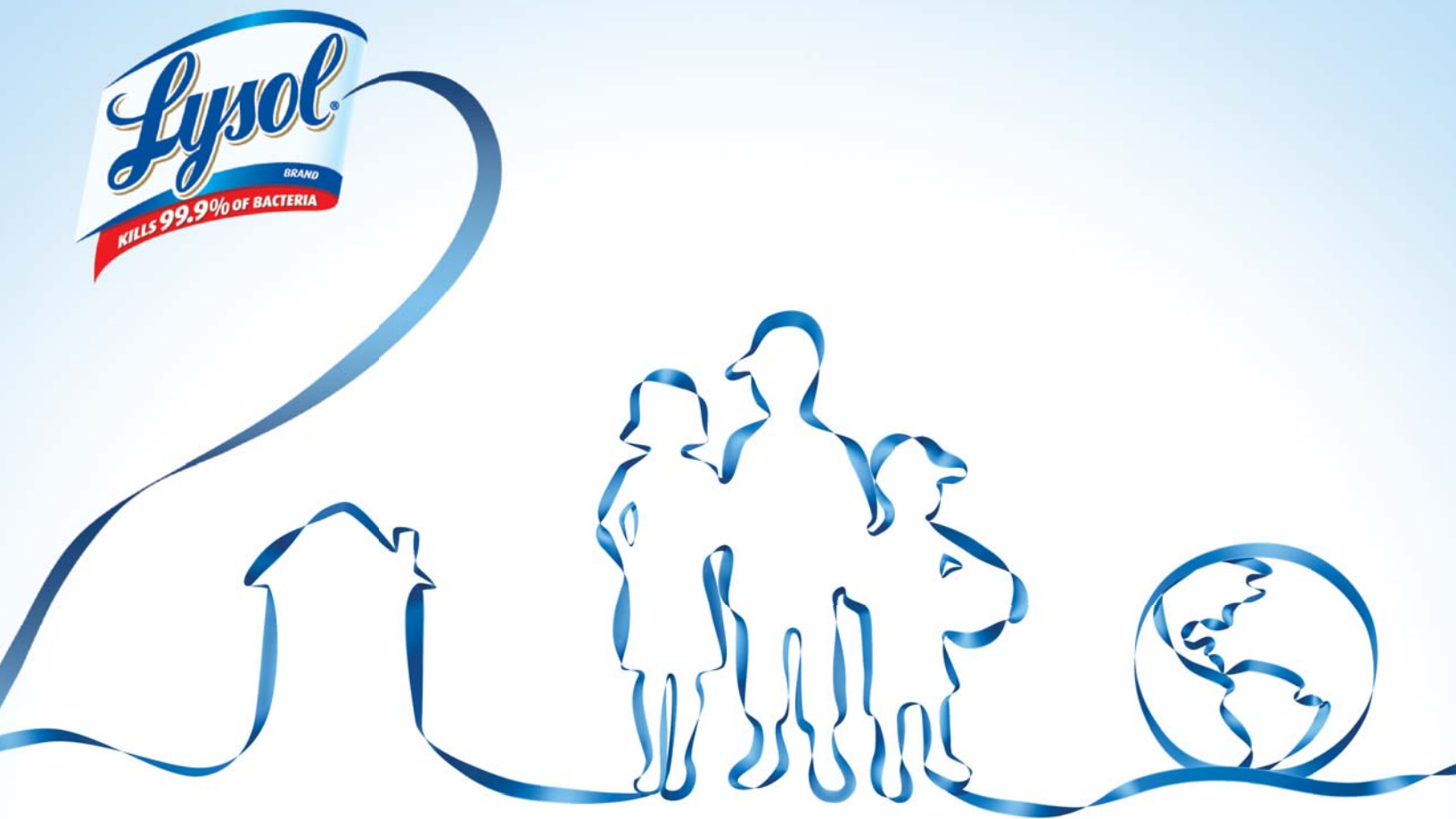
Limit Sugary drinks. Offer water or milk to stay hydrated.

Cover Noses and Mouths

Show children how to do the “elbow” cough and sneeze (using their elbows to cover their mouths). Or, show them how to cover their mouths and noses with a tissue, then immediately throw it away and wash their hands.

Wash Those Hands

Teach your children about the importance of hand washing before every meal, after using the bathroom and after playing outside.



We do more not just because we can, but because we must.

Health matters. To all of us. That's why we've started the Lysol Mission for Health. And it extends from our homes to our communities and beyond. With new mom programs, healthy habits initiatives in schools and disaster relief efforts, we are dedicated to doing more for health. Our mission is fueled by passion and backed by our expertise in killing germs. So when you use Lysol at home, you'll know you're a part of something bigger. Join us.

