

How BrightLife Kids can help with school avoidance and absenteeism

Chronic absenteeism has increased dramatically since the pandemic, nearly doubling between 2019 and 2022. For many students, attendance issues are an early signal of stress, worry, or challenges outside the classroom, including:

- anxiety
- bullying or peer stress
- family issues
- sleep disruptions and health conditions



Early support can prevent these challenges from escalating into long-term disengagement. **BrightLife Kids can help families address the root causes of school avoidance before absenteeism becomes chronic.**

What BrightLife Kids provides

BrightLife Kids offers free behavioral health coaching for California families with children ages 0–12. No insurance, referral, or payment is required, regardless of income.

Our coaches help caregivers

- Build consistent morning routines
- Support children experiencing school anxiety
- Develop return-to-school plans
- Strengthen coping and confidence skills

Services include

- Live 1:1 video coaching sessions for kids and/or parents
- Personalized parenting strategies
- Digital tools and activities for families
- Peer communities where caregivers can get and give support



BrightLife Kids wants to partner with your school!

BrightLife Kids serves as a force multiplier for your school and district's essential services. We are here to seamlessly integrate and amplify the work of your existing behavioral health and counseling teams. Get this resource directly into the hands of your families by distributing print and digital assets, inviting our Community Engagement Team to present directly to staff and families, and integrating BrightLife Kids into your referral resources. Reach out to our team to develop a custom partnership plan at ce@hellobrightline.com.

Share BrightLife Kids with your parents: brightlife.kids/ca