Chloe Skelton

1243 Any Town

Douglasville GA 30135

October 30, 2018

Ms. Lisa McDonald

Brighten Academy

5897 Prestley Mill Road

Douglasville, GA 30135

Dear Ms. McDonald:

I am writing this letter for your approval on creating this PSA and showing it to the Brighten community. This PSA is on anxiety and its effect on kids. Most people do not talk about this problem because they may be ashamed and/or scared to talk about it. Though anxiety is a part of all our lives, it can lead to many mental disorders. All kids in Brighten Academy experience anxiety on some level, but in some kids, anxiety does lead to more serious issues. Everyone experiences anxiety and feels like it's something they can handle when they really can’t. However, talking about this issue is important for the students of Brighten Academy and their future.

This PSA will help Brighten Academy become better and safer for kids who may not share their true feelings. We do have a counselor, but some kids may be ashamed to share their feelings with her in a school setting. Most anxiety issues come from bullying (which is something our school has been working on), stress, and people's judgement. According to the National Alliance on Mental Illness, 50% of student’s age 14 drop out of high school and suicide is the 3rd leading cause of death due to mental health issues. Some warnings of mental health I have learned are mood swings, not eating, intense worrying and fears and sudden fears for no reason. These warnings can happen in a school environment! Another fact as stated in dosomething.org is that surpassing even depression, anxiety is the most common form of mental illness in the United States. My focus in this PSA is on anxiety in a school environment. This PSA will send a message of compassion to the students of Brighten Academy to help other students who may be experiencing anxiety, depression, eating disorders, thoughts of suicide and any other mental disorder.

The PSA will be about a girl named Liya and a day with anxiety in school. The PSA will start off at school in the classroom with Liya sitting at her desk with a cloud around her. She is wearing a red t-shirt and navy-blue pants. During class she is called to answer a question. She does not know what to do so she stutters and says something random. Some kid says something and then everybody starts laughing. Liya puts on a fake smile and pretends to laugh. The cloud gets darker around her. Liya goes quiet and in her head, she is saying terrible things. The dark cloud gets darker and starts surrounding her. All hope seems loss, when a girl comes up and starts talking to her and being nice. The dark cloud fades to a normal cloud. The screen cross fades to black and the slogan “Everybody has a dark cloud. One nice gesture can lighten a cloud while one mean gesture can make it darker” appears.

Overall, I feel that this PSA (The Dark Cloud) should be shown to the Brighten community. This PSA will make kids more comfortable about sharing their true feelings (Liya hid her feelings which made it worse for her), give them a better understanding of mental health issues (particularly anxiety), let them know that this a big issue, let them know that being mean can affect someone even if it's as a joke and that one act of kindness can make a difference. Showing this PSA to the brighten community can make a big change for the better.

Sincerely,

Chloe Skelton