

Young People's Minds

- A four part documentary



(McMaster, 2021)

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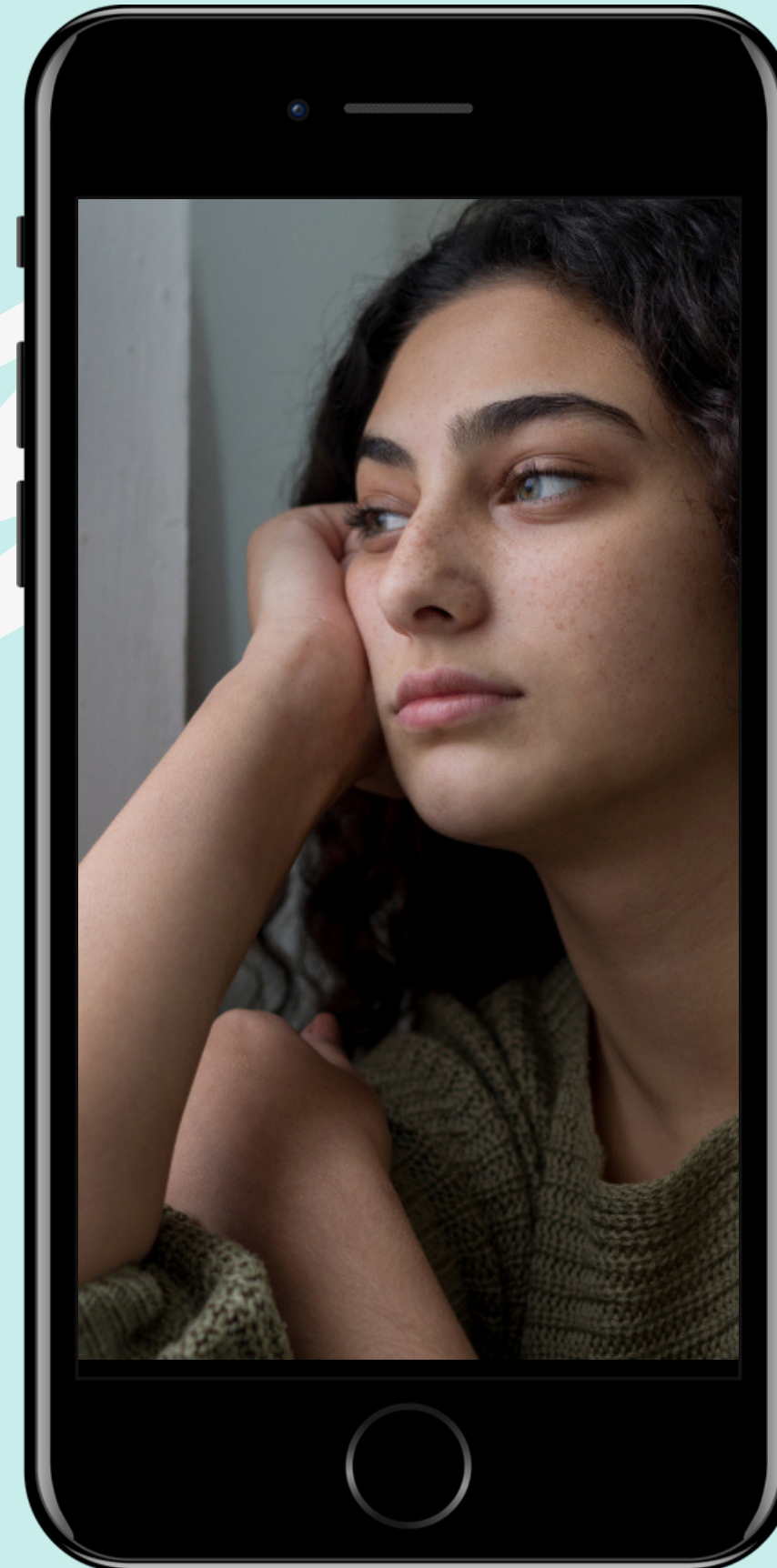
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(Documentaries | Channel 4, 2021)

Young People's Minds

Young People's Minds follows a teenage girl and boy through their current DOTL (Day of the life) at Ninestiles Secondary School, harnessing into some of the issues their poor mental health leads to within the school environment, and the safe space schools provide for them, through interventions and pastoral leads such as school counsellor. The documentary will look back over the last year experiencing the impact of Covid19, whereby the UK has seen the closure of schools, lockdowns and scrapping of exams, which have all drastically affected our next generation. The documentary is advocating the importance of attending school, the hard work and safeguarding care school staff provide, as well as encouraging parents and carers to communicate with their children.



Problem

'One in six people suffering with mental health issues are aged 10-19 years'

(Adolescent mental health, 2021)

Explained Further

Most mental health issues develop during the age of 12-14, although they are often first detected later in life. There is a firm correlation between Poor mental health and other health and development disorders in adolescents. An example of these are 'notably lower educational achievements, substance abuse, violence, and poor reproductive and sexual health.' (Patel et al, 2007)



Target Market

To determine our customer profile for our target market we carried out consumer research via face to face interviews and compiling existing intelligence. We then reviewed historical and present competitors to maximise our audience attention (Santo, 2020).

Consumer Profile

- Age range - 25-50
- Gender - 70% female 30% male
- Preferred content types - real-life documentaries, dramas, reality TV
- Preferred channels - Facebook, Instagram, Twitter (Research and Insight at Channel 4, 2021)

Main Characters



Headteacher

Mr Garcia

Ran Ninestiles Secondary School for 10 years, sits on board of trustees for local young peoples mental health charity.



School Counsellor

Mrs Ahmed

Current school counselor, loves her job and superb track record of her relationships with students. Integral to the storytelling element of 'Young Minds'.



Student

Liyana Ball

Outgoing, popular student who doesn't make her mental health issues known to friends. Regularly meets with school counselor due to current issues at home.



Student

Amari Oluwuse

Quiet, reserved student who moved to the UK 2 years ago. Language barriers have made it hard for him to communicate his feelings, which has resulted in poor behaviour. Great relationship with Mr Garcia who is supporting him.



Overview of Episodes

Episode 1

- Introduction to school & main characters
- Insight into the current issue surrounding young peoples mental health in the UK
- Begin to understand some of the struggles the main students Liyana and Amari are facing

Episode 2

- The drastic impact of Covid19 on young peoples mental health - missed opportunities, delay in exams, university applications, social skills
- Interviews with teachers, parents and students
- Storytelling - viewers will see how students issues are evolving, struggles they are facing that may affect their future goals

Episode 3

- Viewers will see the work school counsellors, teachers, pastoral staff do to help students, viewers will appreciate and value the work they do
- Liyana and Amari will face an ultimatum/ big event that will define their development and future

Episode 4

- The journeys of the main characters will be shown and they will accomplish an element of their personal struggle
- Main character interviews to see what the future holds for the school, the staff and for the students
- Signs and symptoms of young mental health will be discussed
- Helplines, community work, charities will be directed to viewers

Why Channel 4?

9pm Short Series

We are proposing a '9pm short series, set in a community'. Similar short series Channel 4 have commissioned include:

- Extremely British Muslims
- Tax Dodgers
- The Romanians Are Coming

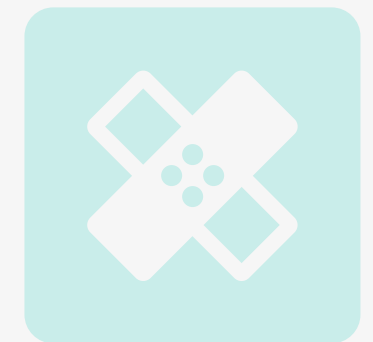
(Documentaries | Channel 4, 2021)

Authenticity

Channel 4 is 'a major cultural asset for a culturally diverse Britain' (Channel 4 Television Corporation, 2021) Our proposal reflects the real world & a prevalent issue we're facing.

Compelling Storytelling

Our proposal will delve into the lives of young people and explore thought-provoking stories that will leave viewers gripped to see how they unfold.



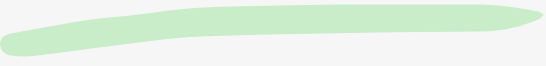


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