

North Branch Area Schools

6655 Jefferson Rd
P.O. Box 3620
North Branch, MI 48461-0620
(810) 688-3570
Fax (810) 688-7010
www.nbbrncos.net

Jim Fish
Superintendent

Dear NBAS families,

It has been brought to our attention that many of our students are talking about a new Netflix series that was released on March 31, 2017 called *13 Reasons Why*. This series is based on a book by Jay Asher. It is rated “MA” for mature audiences only and is already claimed to be the most watched series that Netflix has ever produced. If you have not heard about or watched this series, it follows a high school student who has received 13 cassette tapes made by a classmate before she died by suicide; the tapes explain her 13 reasons for taking her own life, essentially uncovering various dark secrets that caused her suicide.

Our philosophy here at North Branch Area Schools is “All In,” therefore; we not only focus on the academic needs of all students but their social and emotional needs as well. This is why we felt it was important to reach out to our NBAS families and make them aware of this new television series.

Although, we respect and recognize that it is completely your decision on what your children watch, we wanted you to be aware of this current trend. It is our intention to make sure students who may be exposed to material beyond their maturity level are supported emotionally and mentally. Every student’s well-being is our number one priority.

Please be sure to touch base with your child(ren) if you hear them referencing this show. The following are additional resources that have put together talking points for this series:

- National Association of School Psychologists, www.nasponline.org
- Suicide Awareness Voices of Education, www.save.org
- American Association of Suicidology, www.suicidology.org
- National Suicide Prevention Hotline; 1-800-273 TALK(8255)

If you have any additional concerns, please contact your child’s school counselor.

Sincerely,

NBAS Administration & Counseling Staff