



4063 Glencoe Avenue, Marina del Rey, CA 90292
310.402.0275 | hello@lemonlight.com
lemonlight.com

KESSLER FOUNDATION SCRIPT V3

Type: PSA
Run Time: 30 Seconds
Locations: House, Office
Talent: Actors

VO: A stroke can be easy to detect.

Description: We see a daughter, 50's, casually dressed. She is sitting with her elderly mother, 70's, casually dressed. The mother is painting at home.

A loved one can't speak, perhaps they can't move.

The mother is painting. We see a flower vase in the foreground. Older completed paintings are in the background. The daughter approaches the painting to admire her mother's work.

But there is another sign of a stroke that many of us can't see.

The daughter approaching her mother and looks at the painting with concern. it's clear something is wrong. She tries to evoke a response from her mother, but her face is unresponsive. The mother's head has a slight turn to the right. The daughter dials 911. The incomplete painting looms in the background.

It's called "spatial neglect" and it can occur during or after a stroke causing distorted visual movements.

We cut to the daughter sitting with her mother. The daughter stares in question at the incomplete painting. Two EMT's arrive at the home. They begin to help the mother. The daughter watches with concern.

Fortunately, there is a solution by using optical prism technology during rehabilitation.

We cut to mother experiencing her first spatial neglect treatment. A nurse, 30's, Liz, she helps to put the goggles on. The mother works on the therapy exercises. The mother's posture and head position reflect what a post stroke victim can look like. We establish that the nurse is helping during the session.

If you or a loved one have experienced a stroke, ask your doctor about Spatial Neglect.

The daughter is speaking to the doctor about spatial neglect. The mother sits alongside.

Spatial neglect. See the whole picture at [Kessler Foundation.org](http://KesslerFoundation.org)

We cut to the mother at home again painting. The painting is nearing completion. The daughter watches and smiles.

Call to Action + Logo