

The Mobile Clinic Project at UCLA Presents:

MINDFUL MEDIA CAMPAIGN

What is it?

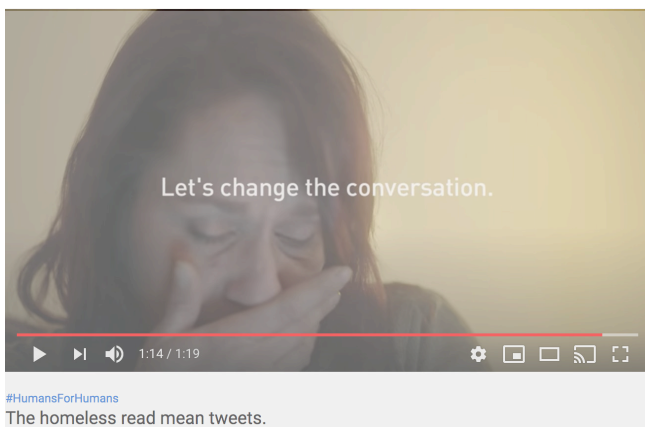
The Mindful Media Campaign is a campaign for reporting videos on social media that promote derogatory footage/ references toward people experiencing homelessness.

Why are we doing it?

Videos negatively depicting the homeless community can promote destructive and misleading information that:

- reinforce stereotypes about people experiencing homelessness
- fail to capture the full picture
- promote violence/fear towards homeless individuals

These videos are more than just words, they can hurt the homeless population directly and indirectly; when these videos give people the wrong impression they are less likely to sympathize/help and so the greater problem of homelessness never gets solved.



How YOU can help:



WATCH THIS VIDEO

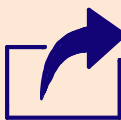
<https://youtu.be/biuRrMdetFs>



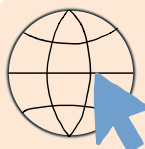
REPORT POSTS ON ANY PLATFORM



ENCOURAGE OTHERS TO REPORT



SHARE OUR FLYERS TO SPREAD THE WORD



VISIT OUR WEBSITE TO LEARN MORE

<https://www.mobileclinicproject.org/>