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/

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