

MOULD IS POLITICAL: A SCREENING GUIDE

Your guide to showing the film and building power

1 WHO

are the people you want to show the film to?

- We suggest they're people affected by the housing crisis, who may not have thought about its causes or how to tackle them. If you are an existing campaign group, you might want to use the screening as a public event to broaden your reach.
- Think about any needs they have that you will need to adapt for, such as BSL interpretation, an accessible venue, or making your screening child friendly.
- Think about how much notice you'll need to give them to attend a meeting, or if an existing meeting you might already go to can be used for a screening.



To watch, scan the QR code or go to
homesforus.org.uk/pages/mould-is-political

2 WHERE

- All you need is a room or space that allows people to watch the film comfortably and talk about it afterward. This can be a community centre, workplace or even someone's living room.
- Make sure that you will have an appropriate audio visual set up and materials to show the film (consider things such as having the right cables, clear speakers, and correct lighting if you are using a projector)
- The film is available on YouTube so make sure you have access to WiFi. If you will not have access to the internet and need a file of the movie contact jordilopezbotey@medact.org



3

HOW

Before screening

Content warning: Before you show the film, do warn people that there are some upsetting things in the film

After the screening

Ask: What did people think of the film?

Things to discuss to help start the conversation – you may want to break into small groups to tackle these:

- Why did you like or dislike the film? How did it effect you?
- Did the issues remind you of things you've seen in your community?
- What housing issues did the film not cover?
- How can you organise to challenge these issues?
- What examples of organising are there in your community?

4

WHAT NEXT?

What can you do about this?

- Point to wins you might have already had in your community. How can these efforts be supported?
- If you're only just starting campaigning, tell people about wins other housing campaigners have had.

What is our priority?

- Get people to identify what housing issues they are seeing. Put these all down on post-its, or an online document.
- Then ask them to, collectively, decide what is their highest priority, medium priority.

Join the movement

Join the Homes for Us Alliance with your organisation and be part of building an action-oriented national housing movement.



medact.org/homes-for-health-toolkit



homesforus.org.uk/campaigns/join-us

