

Local Activists Take Aim at LA County's *Mission Possible* Campaign in New Video Spoof *Mission Neglectful*

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Contact: [REDACTED]

Full Episode: <https://youtu.be/Uk6OWI7FoMg>

Mission Neglectful Segment: <https://youtu.be/sAgcfkREJ08>

In the highly anticipated second episode of **Grassroots with Jayda**, Jayda Rasberry and the Dignity and Power Now (DPN) team premiere *their own* version of Los Angeles County's *Mission Possible* campaign in a video they call **Mission Neglectful**. Using green screen and scenes from the county's original *Mission Possible* video, the DPN staff members act as doctors working in the LA County jails to critique the county's new method of promoting healthcare work in the jails as "social justice medicine," "medical careers with meaning," and a "good work life." Jayda introduces the video by pointing out that a self-proclaimed social justice video should not be using "crazy" as a describing word, then delves into deeper issues including how there have been 6 deaths in the jails so far in 2018 and an average of 25 deaths every year.

In the video DPN Campaign Lead James Nelson acts as a doctor who loves his job because he gets to do whatever he wants – including clocking out and working at other jobs. The script was based on information provided by a DPN source inside Twin Towers who handed over details on medical staff who work several other healthcare jobs while on the clock in the jails, including the psychiatrist whose name is bleeped out in the DPN video.

DPN Deputy Director of Health and Wellness Melanie Griffin points out the absurdity of DHS Director of Community Health Mark Ghaly's statement that "there's a high no show rate to appointments," saying, "You know, because *prisoners just don't show up*." The DPN source also provided information about how doctors will deliberately try to see prisoners while they're in court or meeting with their lawyers so they can check them off on their list and send them back to the beginning of the line. Outside of procedural neglect, Melanie Griffin also brought light to systemic abuses like the fact that the people in the jails often do not have access to healthcare on the outside, expressing that people won't be able to get followup treatment for diagnosed ailments and that they were probably caused by unaddressed socioeconomic issues to begin with. In the hiring video spoof Melanie sarcastically states, "But you get the be the doctor that tells them they have cancer."

"Grassroots with Jayda is exploring themes and issues no other show has, like medical neglect in the county jails," says DPN Director of External Relations Jayda Rasberry. "The *Mission Neglectful* video may poke some fun at LA County's attempt to promote jobs in the jails, but we are making this content intentionally with the families affected by medical neglect in mind. Like Saharra White, whose partner Quinten Thomas died in Twin Towers under mysterious circumstances last month."

DPN has bought missionneglectful.com and is routing it to a webpage with their video and more info.

Grassroots with Jayda Episode 2 opens with a monologue on current events and the *Mission Neglectful* video before going into an interview with statewide health and wellness organizer Mark-Anthony Johnson.

Grassroots with Jayda is a Dignity and Power Now produced talk show where Jayda Rasberry interviews movement makers, talks real talk, and showcases the world of grassroots activism. Grassroots is made by formerly incarcerated people for formerly incarcerated people – and beyond. This ain't your late night white man's talk show, so don't set your sleep timer – set your woke timer. The premiere episode guest starred DPN Founder and Black Lives Matter Cofounder Patrisse Khan-Cullors and got about 10,000 views on Facebook alone. New episodes of *Grassroots with Jayda* will stream monthly on Dignity and Power Now's YouTube channel: youtube.com/dignityandpowernow.