

Using the awesomeness of cross-group FRIENDSHIP to fight racism and prejudice - #FriendsUniteNow!

1) Take a FRIENDFIE

with a friend(s) from another group (whether it's religion, nationality, ethnicity, race, language, neighbourhood, school, age, ability – just cross group borders!)

2) SHARE it widely

tagging it #FriendsUniteNow
(Facebook, #FriendsUniteNow Facebook, Twitter, etc...!)

You've contributed to a massive intergroup contact campaign designed to reduce prejudice and encourage positive relations between groups worldwide!

#FriendsUniteNow is based on 70 years of research into intergroup contact and prejudice reduction, which has found that cross-group friendship is one of the most powerful ways to reduce prejudice. It builds upon existing collaborations between Dr. Lindsey Cameron and colleagues at the University of Kent and One Globe Kids, a friendship app series for children 4 - 10 years.

Find out more about the power of cross-group friendship and how you can host a #FriendsUniteNow pop-up booth.



friendsuniteNOW.org

University of
Kent

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