

**SOCIAL ACTION INITIATIVE**

**DEADLINE CAM XUC**



Deadline Cam xuc (Emotion Deadline) social action initiative by Pham Thi Hang, Cao Hoai Son, Truong Thanh Dat, Tran Nho Anh, and Vu Van Minh to promote mental health awareness for people with disabilities in the digital era, creating a safe online space for emotional sharing, empathy, and community connection.



## Objectives and impacts

- Create a safe online space for sharing emotions and experiences
- Raise awareness of mental health and emotional pressures faced by people with disabilities
- Foster community connections and promote the message of respecting each person's emotions
- Encourage greater attention to mental health and foster a positive, humane online environment



## Activities

- **Launch Deadline Cam Xuc fanpage:** sharing mental health content for persons with disabilities
- **Create an online space** for safe, non-judgmental storytelling and emotional sharing
- **Produce communication content:** articles, podcasts, and videos to raise awareness of emotional pressures in the digital age



## Key figures

**100 +** baseline survey respondents

**500 +** media reach

**1** safe space for people with disabilities to share feelings

