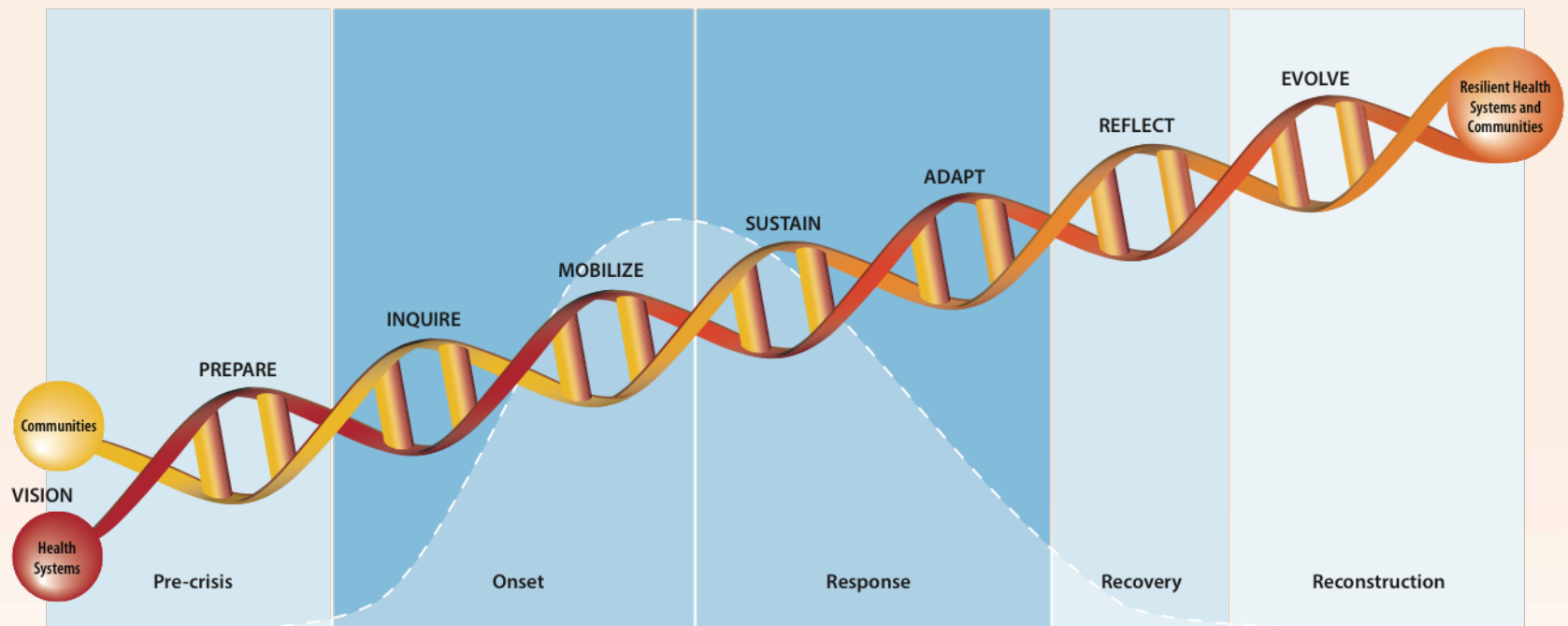




HEALTH
COMMUNICATION
CAPACITY
COLLABORATIVE

The SBCC Emergency Helix: A Framework for Strengthening Public Health Emergency Programs

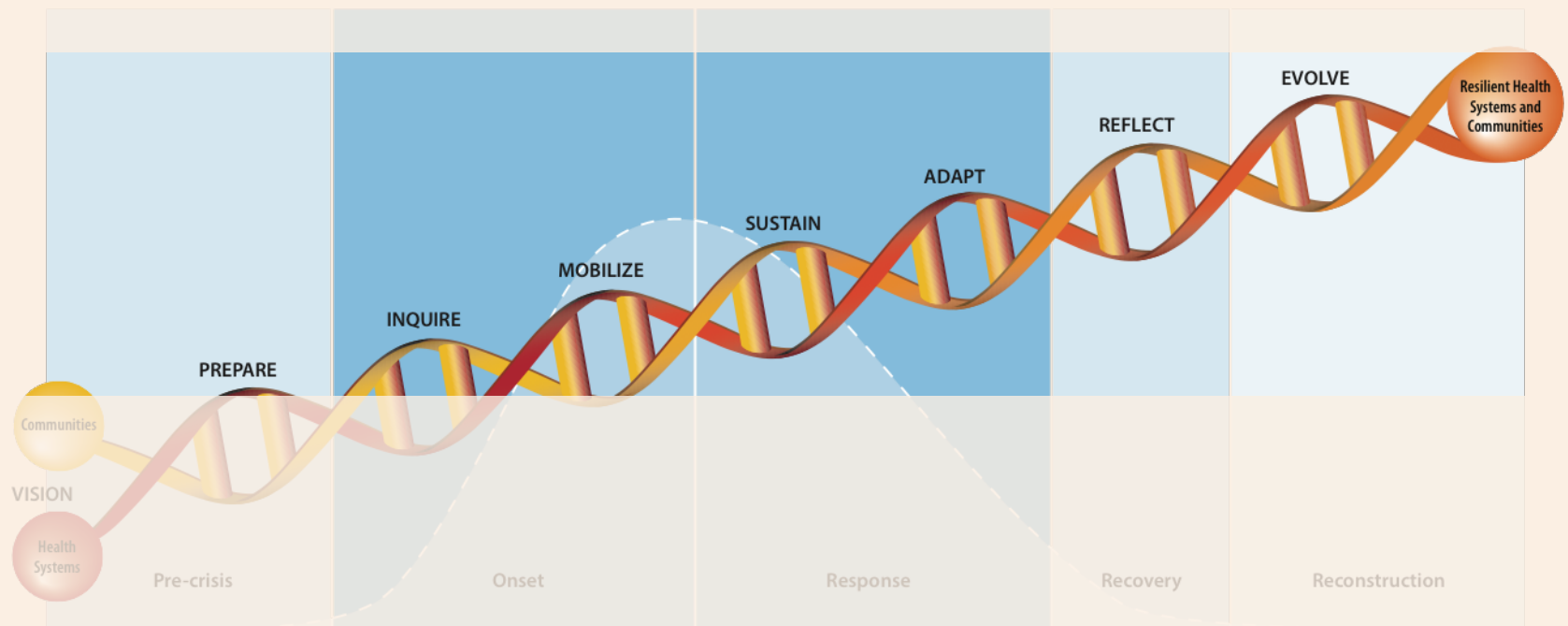


USAID
FROM THE AMERICAN PEOPLE

Five Emergency Phases

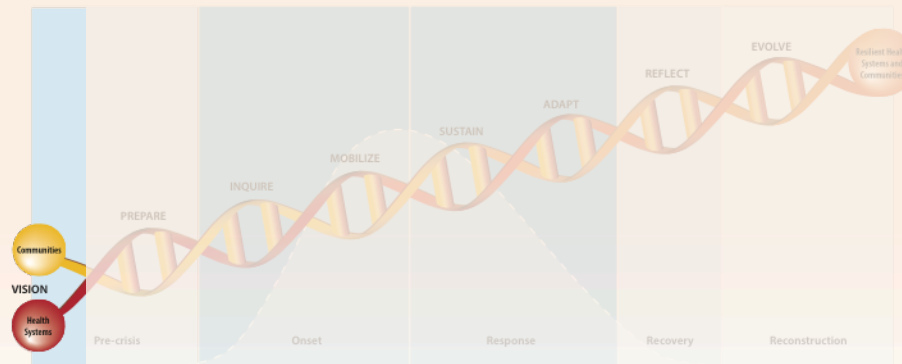
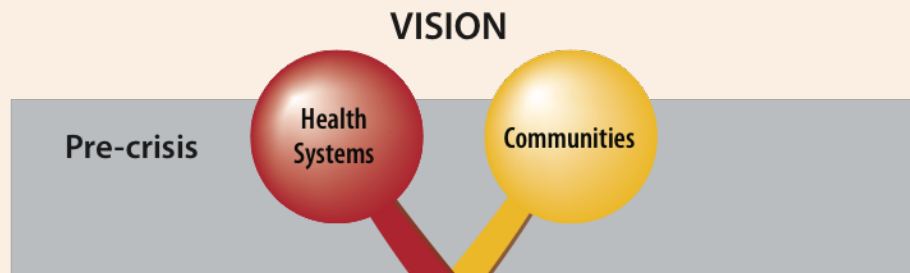


Seven SBCC Objectives



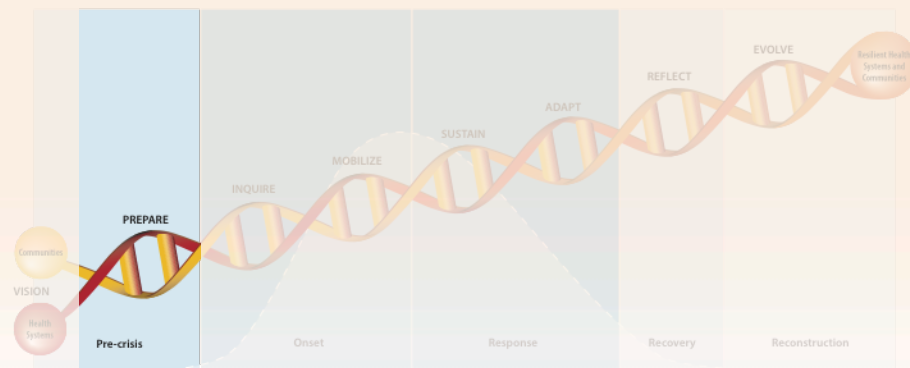
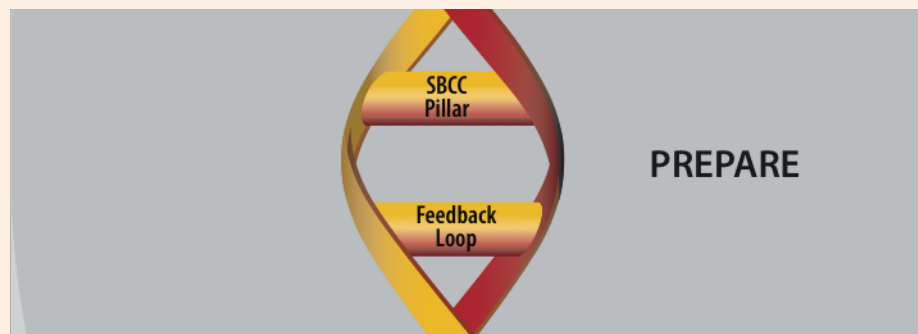
Foundational Concept

Relationship Between Health Systems and Communities



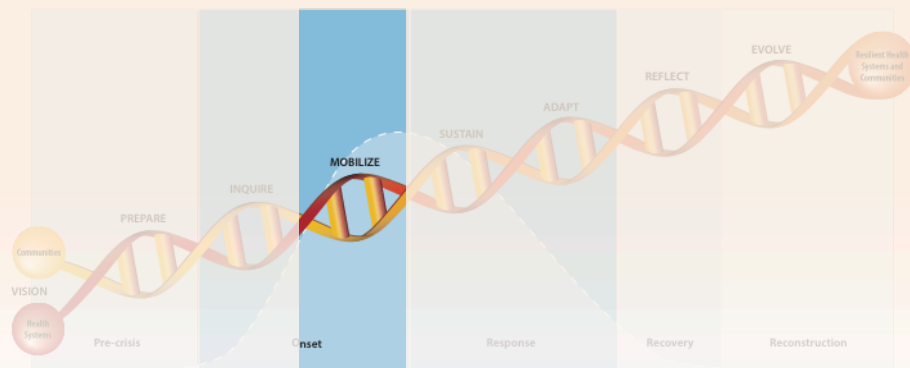
PREPARE

Strengthen the Communication Foundation



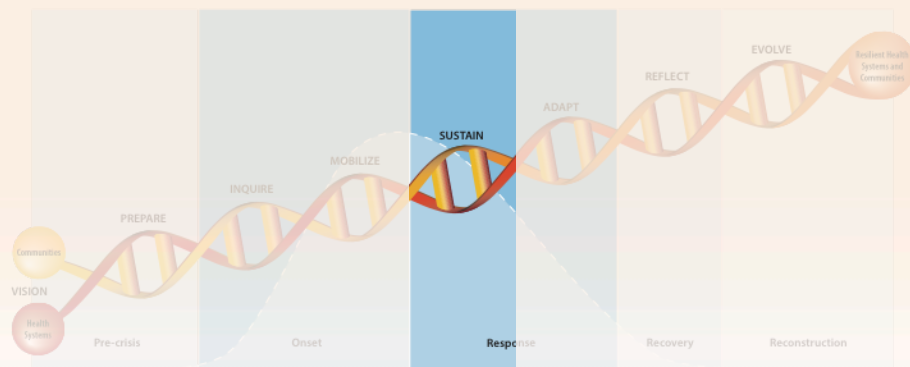
MOBILIZE

Activate the Communication Response and Feedback Loops



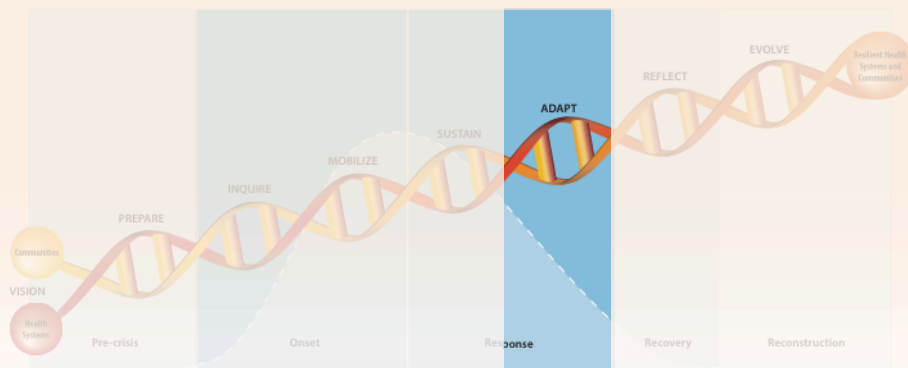
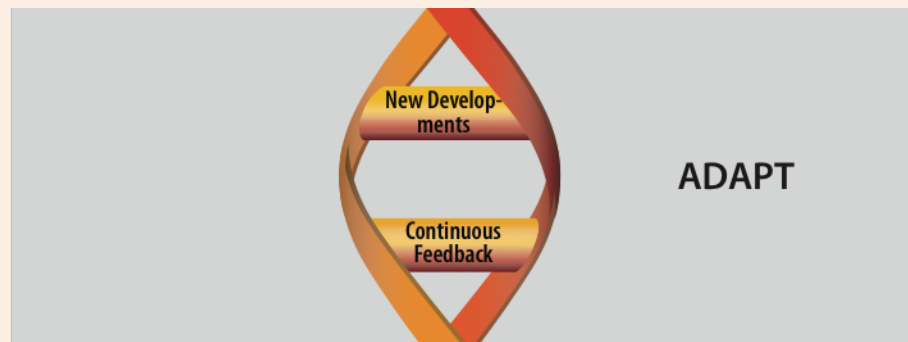
SUSTAIN

Ensure Ongoing Attention to Emergency and Other Health Issues



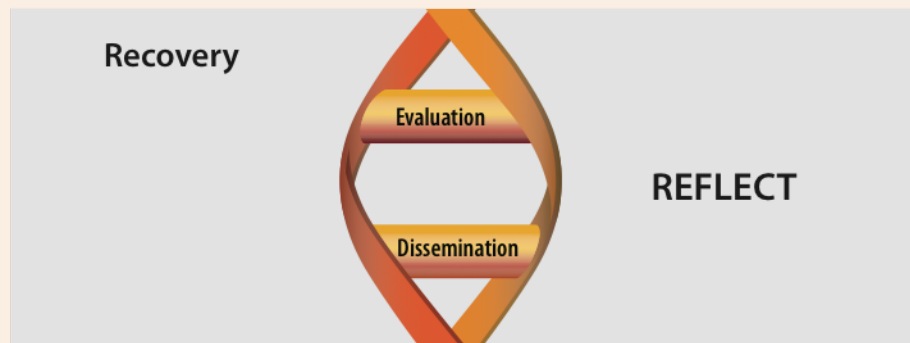
ADAPT

Collect and Respond to Feedback



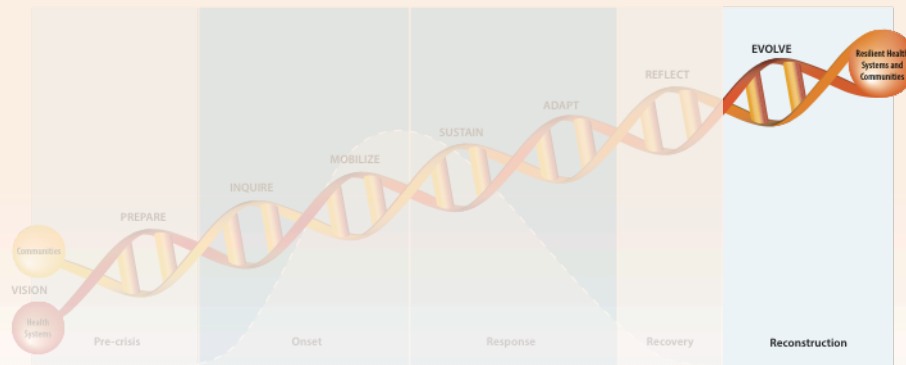
REFLECT

Evaluate the Communication Response



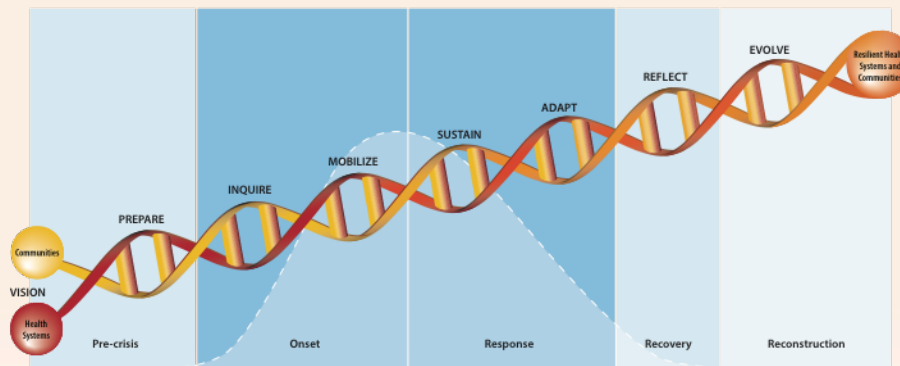
EVOLVE

Build Resilient Communities and Health Systems



Four Key Principles

- Community-Centered
- Rapid
- Systematic
- Coordinated



Thanks!

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