The SBCC Emergency Helix: A Framework for Strengthening Public Health Emergency Programs
Five Emergency Phases
Seven SBCC Objectives
Foundational Concept

Relationship Between Health Systems and Communities
PREPARE
Strengthen the Communication Foundation
INQUIRE
Ground the Response in Current Realities
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!

Contact:
Claudia Vondrasek

cvondrasek@jhu.edu