



**The Power of Connection**

June 22-26, 2026  
Panama City, Panama  
[sbccsummit.org](http://sbccsummit.org)

Dear

On behalf of the organizers of the 2026 International Social and Behavior Change Communication (SBCC) Summit ([SBCCSummit.org](http://SBCCSummit.org)), it is our pleasure to invite the individual listed below to participate in the upcoming SBCC Summit to be held in Panama City, Panama, from June 22 to 26, 2026.

Name:

Accepted Abstract Title:

Presentation Type:

The 2026 SBCC Summit promises to be the world's foremost event for driving sustainable social and behavior change through cutting-edge strategies. As we gather, we will bring together voices and insights from communities around the world, breaking down harmful behaviors and barriers, and creating a truly global dialogue to enable change and inspire us all.

Participants at the Summit will have the opportunity to share and learn about emerging innovations in the field, including new evidence and methodologies, and to expand connections, while collaborating on social and behavior change (SBC) initiatives and co-creating solutions. Capacity-building sessions will enable participants to acquire new skills. Participants will also engage in the dialogue on the challenges facing the SBC community and help to define and shape global policy and programmatic agendas for the SBC field.

The 2026 Summit will be organized around the theme: **The Power of Connection: Reimagining Knowledge, Action and Equity in a Changing SBC Landscape**. This theme explores the evolving landscape of SBC. It invites participants to critically question and challenge the power structures and relationships that underlie one's ability to change and prioritizes the voices and leadership of those most directly impacted. By drawing on the principles of innovation, equity, and transformation, the Summit's focus will emphasize critical reflection on past practices and collaborative pathways for sustainable and inclusive change.

An international Secretariat is coordinating the 2026 SBCC Summit, including Johns Hopkins Center for Communication Programs, the Centre for Communication and Social Impact, American University of Beirut Center for Public Health Practice, Breakthrough, Mediology, UNICEF, Universidad del Norte, and Global Network of Young People Living with HIV (Y+ Global). An International Steering Committee, also

with diverse representation from the Global South, youth leaders, private sector, technical areas, and SBC pioneers, will guide the program and ensure inclusive participation.

The 2026 SBCC Summit will provide a forum to:

- Create and cultivate new global collaborations and diversify partnerships
- Strengthen local, regional, and global SBC networks
- Share tools, resources, and methodologies
- Update SBC guiding principles and ethical framework
- Create action plans for sustaining and scaling SBC impact globally

We kindly request that you consider financially supporting the person listed above and possibly other members of your staff to attend the 2026 International SBCC Summit in Panama City, Panama this June.

Sincerely,

2026 International SBCC Summit Secretariat