

**JBI KOCHI, INDIA**

**February 2025**

**Communications Brief**

**Abstract Submissions Open**

**About JBI Colloquium: Kochi, 2025:**

The JBI Colloquium 2025 will bring together interprofessional and multidisciplinary researchers, policymakers, healthcare professionals and providers, and community representatives to discuss shared evidence-based practices, promoting a collaborative approach to tackle health disparities and improve health outcomes.

The theme, **Diversity in Healthcare | Unity in Evidence**, emphasises the strengths of embracing diverse, culturally relevant healthcare policies, practices, and perspectives guided by robust evidence to foster inclusivity. By recognising and integrating cultural, social, and technological diversity and promoting a collaborative environment, we can drive innovation and develop adaptable, evidence-based practices.

**Know more:** <https://jbi.global/jbi-colloquium>

**Communication Brief Overview:**

Our **JBIC Partners** are driven by a united desire to contribute to improvements in the quality and outcomes of healthcare globally. JBI along with supporting partners looks forward to supporting the sustainability of improved health practice.

This communications plan provides key messages and content for our JBIC partners, to promote the **2025 JBI Colloquium in Kochi, India.**

**Key Target Audience:**

* Healthcare professionals and providers
* JBIC members
* Academics and researchers
* Community representatives
* Students

# **Event Title:** **JBI Kochi**

# **Tagline:** ***Diversity in Healthcare, Unity in Evidence: Achieving Improved Health Outcomes***

# **Hashtags:**

#JBIKochi

#HealthEquity

#EDI

#HealthForAll

#EBHC

# **SOCIAL MEDIA COMMUNICATION CONTENT**

1. **Abstract Open Now – 17th February**

***The following short format content can be shared on the platforms -******X (formerly Twitter), BlueSky, Threads***

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JBI is delighted to announce that abstract submissions are now open for oral presentations, posters and workshops for the JBI Colloquium 2025, #JBIKochi. See abstract submission guidelines: <https://jbi.global/sites/default/files/2025-02/JBI-Colloquium-2025-Abstract-Submission-Guidelines.pdf>

[@JBIEBHC](https://x.com/JBIEBHC)

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Help address health inequities with evidence-based solutions: Submit your abstract for #JBIKochi2025 and share evidence-based strategies to reduce disparities and promote #HealthEquity. <https://jbi.global/sites/default/files/2025-02/JBI-Colloquium-2025-Abstract-Submission-Guidelines.pdf>

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1. **Abstract Open Now- 17th February**

***The following long format content can be shared on the platforms – LinkedIn, Facebook, Instagram***

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The #JBIKochi theme, 'Diversity in Healthcare, Unity in Evidence', emphasises the strengths of embracing diverse, culturally relevant healthcare policies, practices and perspectives guided by robust evidence to foster inclusivity.

The abstract submissions are now open for oral presentations, posters and workshops for the JBI Colloquium 2025, #JBIKochi. See abstract submission guidelines:

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Be a part of the JBI Colloquium 2025 and submit an abstract, today!

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***(The above content is a guide – please feel free to adapt, translates in your home language or simply copy and paste)***