

EBCI

Event-Based Community Interaction (EBCI) is a groundbreaking public-health strategy coined by WOH4L in 2021. At its core, EBCI is about the power of *community gathering*. Instead of focusing solely on clinical treatment, it brings people together in joyful, inclusive settings where connections naturally form—between neighbors, families, and the organizations that support them. These gatherings create protective environments that strengthen resilience, reduce stigma, and open the door to life-saving resources.

By applying EBCI at the scale of a festival, it becomes more than an event: it becomes a dynamic meeting ground where thousands of individuals engage directly with community organizations, discover practical tools, and leave with both hope and connection. This innovative framework ensures that mental wellness isn't just talked about—it's lived and shared across entire communities.