

GUIDELINES FOR DIALOGUE

How to use the Guidelines for
Dialogue on COVID-19 Vaccination

PAHO



Pan American
Health
Organization



World Health
Organization
Regional Office for the Americas



What is the purpose of this series of documents?

The *Guidelines for Dialogue* are a series of nine documents that **promote COVID-19 vaccination** through clear and useful communication that simplifies technical information and is accessible to the general public.



Who are these guidelines for?

- For the **technical teams and specialized professionals** of the Expanded Program on Immunization (EPI) who work in contact with various sectors, stakeholders, and communities.
- For **health workers** in direct contact with users of vaccination services.
- For **journalists and communicators** who disseminate information about health, COVID-19, and vaccination.



What is the purpose of the *Guidelines for Dialogue*?



To provide health workers with tools **to communicate more effectively with the public** in different settings and situations.



To facilitate **communication** between technical teams, authorities, and journalists and communicators, and between them all and the general public.



To address the **main topics** of debate identified in different sectors and communities, using **questions that foster dialogue**.



To offer simple answers that **clear up doubts about COVID-19 and vaccination**.



To facilitate the work of **technical staff** who visit different communities and face questions and concerns about COVID-19 vaccination.



To support the **technical and scientific work** of health workers so that, through communication, their efforts can have an impact on informed decision-making.



To inform the public about COVID-19 and promote vaccination in different sectors of interest by **distributing the guidelines to teams** working in the field.

How were these guidelines developed?

- Ideas and misinformation that have affected how people in the Region of the Americas make decisions about COVID-19 and vaccination were considered.
- A question-and-answer format with several alternatives was used to facilitate user action.



What topics do the Guidelines for Dialogue address?

- Vaccination of children
- Vaccination during pregnancy
- General questions about COVID-19
- General questions about COVID-19 vaccination
- Responding to denialist theories about COVID-19 and vaccines
- Journalists and communicators: how to approach COVID-19
- Talking to the general public about COVID-19



This material has been prepared based on documents from the Ministry of Health of Guatemala and with the support of the PAHO Country Office.

