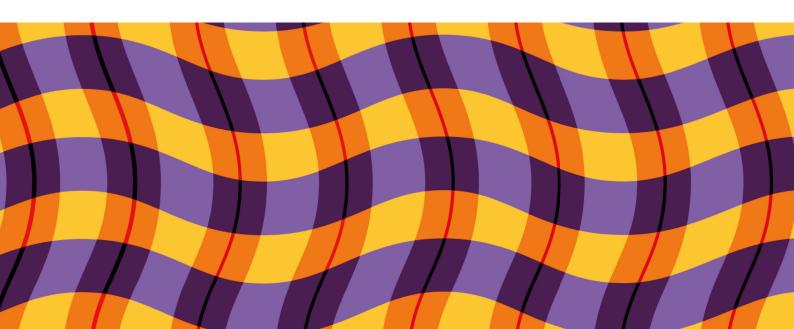


GUIDELINES FOR DIALOGUE

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







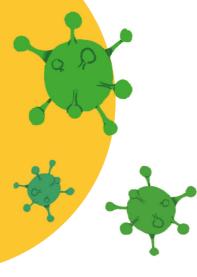
What is the purpose of this series of documents?

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.

