

Chapter 8

Healthy Together: Analysis of WHO Guidelines and CDC Guidelines in Developing Countries (The Case of COVID-19)

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ABSTRACT

Clinical practice guidelines are procedures, ideas, integrating records, multiple interventions, and decisions that are systematically developed to support professional and patient decisions about healthcare appropriate to specific clinical circumstances. The sudden pandemic that occurred in December 2019 that devastated the world forced reflection and globalized intervention. It was necessary, in a short time, to elaborate and disseminate a set of key rules in order to be able to control the coronavirus pandemic, global information, the protection and safety of people, and the treatment of patients and multiple and complex issues brought up in a communication crisis. In this chapter the author evaluates some of the moments of this global communication led by the World Health Organization and supported by the Centers for Disease Control and Prevention and other entities.

INTRODUCTION

“Guidelines advise people on how something could be done or what course of action can be taken in a particular circumstance (National Health and Medical

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Research Council Act, 1992). The guidelines provide precise instructions on how to provide health care services (Woolf, Grol, Hutchinson, Eccles & Grimshaw 1999, p. 527) and have the potential to improve the care process, especially the results for the patient, although their beneficial effects are related to the success of implementation, being essential the use of a rigorous and transparent process to identify, evaluate, adopt and adapt the guidelines (Graham et al., 2002, p. 608).

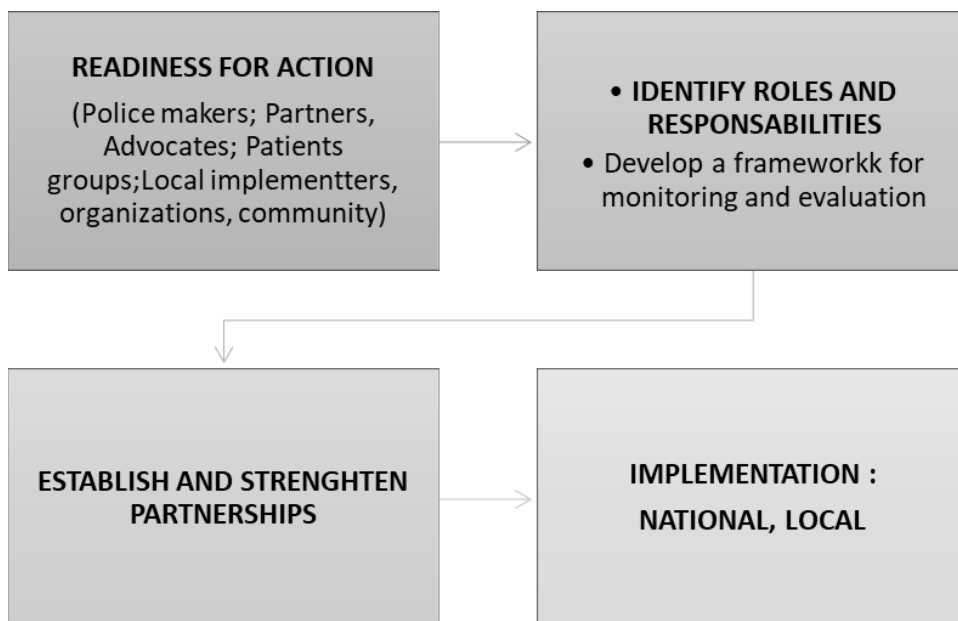
According to Graham et al. (2002), “well-developed guidelines have the potential to improve the quality and process of care by our health care professionals and to improve patient health outcomes” (p. 607).

In 2002, WHO announced the importance of a set of approaches (World Health Report, 2002) carried out at the national level that must be implemented to reduce specific risks in health. These approaches included the dissemination of information to the public, especially through the media as it is useful on a large scale of intention to change behaviors (World Health Report, 2002).

A process for implementing the guidelines generally involves a set of entities, the identification of the roles and responsibilities of each, the creation of partnerships, and the implementation at national and local levels, as shown in Figure 1.

Figure 1. Implementation process for health action

Source: (WHO, 2019, p. 188)



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