

## Chapter 8

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

**Cristina Vaz de Almeida**  
*ISCSP, University of Lisbon, Portugal*

### 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

DOI: 10.4018/978-1-7998-4396-2.ch008

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).

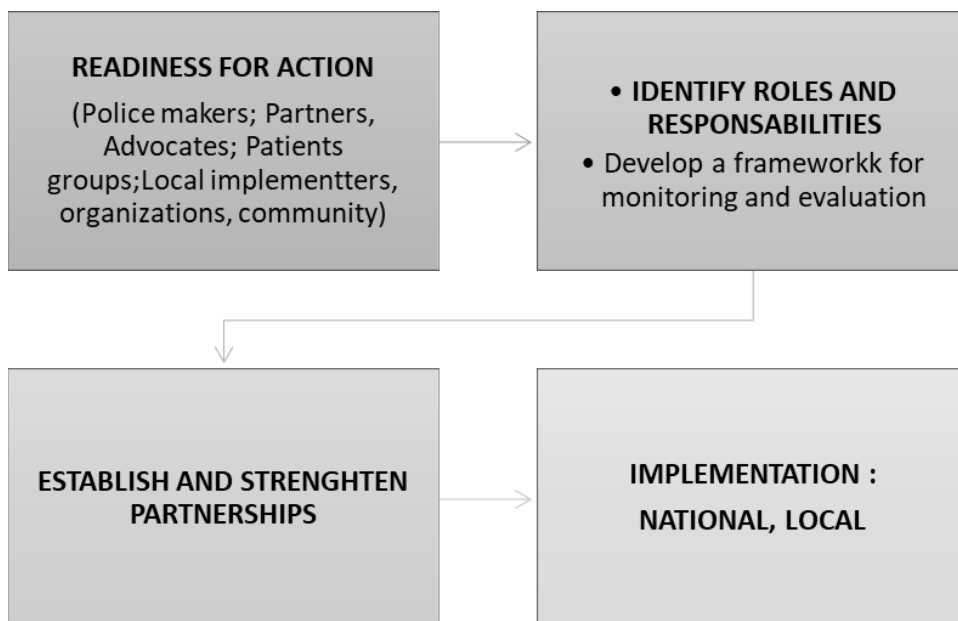
According to Graham et al. (2002), “well-developed guidelines have the potential to improve the quality and process of care by our health care professionals and to improve patient health outcomes” (p. 607).

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)*



33 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/healthy-together/286829](http://www.igi-global.com/chapter/healthy-together/286829)

## Related Content

---

### A Pricing Model to Optimize Transmission Strategies for Mobile Devices

Mohamed El Amrani, Hamid Garmani, Driss Ait Omar, Mohamed Baslamand Brahim Minaoui (2020). *Innovative Perspectives on Interactive Communication Systems and Technologies* (pp. 178-193).

[www.irma-international.org/chapter/a-pricing-model-to-optimize-transmission-strategies-for-mobile-devices/255305](http://www.irma-international.org/chapter/a-pricing-model-to-optimize-transmission-strategies-for-mobile-devices/255305)

### The Joker on the Couch: A Case Study

Joel West (2019). *International Journal of Semiotics and Visual Rhetoric* (pp. 1-11).

[www.irma-international.org/article/the-joker-on-the-couch/224046](http://www.irma-international.org/article/the-joker-on-the-couch/224046)

### Subjective Fatigue in Children and Adults: Evidence From the Research on Speech Perception and Cognitive Abilities

Saransh Jain and Suma Raju (2018). *Handbook of Research on Psychosocial Perspectives of Human Communication Disorders* (pp. 184-208).

[www.irma-international.org/chapter/subjective-fatigue-in-children-and-adults/206436](http://www.irma-international.org/chapter/subjective-fatigue-in-children-and-adults/206436)

### Navajo Weavings in John Ford Westerns: The Visual Rhetoric of Presenting Savagery and Civilization

Thomas Patin and Jennifer McLerran (2018). *International Journal of Semiotics and Visual Rhetoric* (pp. 73-90).

[www.irma-international.org/article/navajo-weavings-in-john-ford-westerns/202476](http://www.irma-international.org/article/navajo-weavings-in-john-ford-westerns/202476)

### Visual Myths: An Alternative Way of Seeing and Believing

G. Brandon Knight (2023). *International Journal of Semiotics and Visual Rhetoric* (pp. 1-13).

[www.irma-international.org/article/visual-myths/319723](http://www.irma-international.org/article/visual-myths/319723)