

2021-01-20

Auna launches campaign to raise awareness about the key role of vaccines in the fight against COVID-19

Auna, the health and wellness company with presence in Peru and Colombia, has launched its "Vaccinate against misinformation" campaign. Through this campaign, Auna aims to raise awareness about the importance of COVID-19 vaccines, as well as provide truthful information to combat misinformation about them.

The campaign includes the website www.vacunate.info, where users will find relevant and reliable information on candidate vaccines. The content has been prepared and validated with the team of doctors and scientists of Auna Ideas, Auna's health and well-being co-laboratory. The website answers different questions asked by the public, such as what is a vaccine, why is it important to get vaccinated, how the candidate vaccines differ, and what has been the validation process for each of them.

Additionally, the campaign will be completed with the launch of informative videos, in which Auna's medical collaborators in Peru and Colombia will address the main doubts and urban legends that may arise about vaccination against COVID-19. These videos will be distributed on

Auna's social networks in both countries with the hashtag #VacúnateContraLaDesinformación, translated as "Vaccinate against misinformation" in English.

For Melanie Cornejo, director of Auna Ideas, with this campaign "Auna shows its commitment to the health care of the population, providing scientific and medical content in a didactic way, making information about vaccines more accessible and thus promoting vaccination, which is our main defense in the fight against this virus".