The São Francisco River Valley, Northeast Brazil, is an important producing area of guava (Psidium guajava L.). The rapid expansion of this fruit crop has been altering the agroecosystem and favoring the emergence of new pests. *Triozoida* sp. (Hemiptera, Psyllidae) is the main guava pest in the region, causing yield lost. Aiming to implement an integrated pest management program, studies involving sampling strategies for monitoring and action level of psyllida were conducted. Monitoring should be done weekly in 20 trees, in areas up to 5 ha. The plants should be sampled randomly, following a zigzag pattern. Each plant must be subdivided in quadrants, observing the presence of infested shoots and/or young leaves at eight branches (two in each quadrant). Insect control should start when 30% of infested shoots and/or young leaves are observed.