

## Staff

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## NORMalizing Mask-wearing in Urban Areas



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## Introduction

In mid-2020, PA partnered with researches from Yale University, Stanford University and other organizations like Green Voice in Banglidesh to research different strategies to increase mask-wearing and measure its impact on COVID-19. They found that the new called NORIM model, consisting of No-cost free masks distribution, differing information or mask-wearing, Beinforcement in-person and in public, and Modeling and endorsement by trusted lea dens tripted mask-wearing, increased physical distancing and reduced COVID-19, Pay partnered with Shakii Foundables to treask this rural is odd into an unban context for Ohkia North City Corporation (ONCC) and replicate the NORIM program for an unban population Overall, the intervention secreted to increase mask-wearing among middle-aged (20 to 30 years old) and ma more it has a bo been lawinged on the intervention secreted in increase mask-wearing been designed in the rural setting.

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## NORMalizing Mask-wearing in Urban Areas

In mid-2020, IPA partnered with researchers from Yale University, Stanford University, and other organizations like Green Voice in Bangladesh to research different strategies to increase mask-wearing and measure its impact on COVID-19. They found that the now called NORM model, consisting of No-cost free masks distribution, offering information on mask-wearing, Reinforcement in-person and in public, and Modeling and endorsement by trusted leaders tripled mask-wearing, increased physical distancing and reduced COVID-19. IPA partnered with Shakti Foundation to tweak this rural model into an urban context for Dhaka North City Corporation (DNCC) and replicate the NORM program for an urban population. Overall, the intervention seemed to increase mask-wearing among middle-aged (30 to 50 years old) and men more. It has also been learning to understand the implementation impacts and challenges of the NORM module in urban areas, which has been designed in the



rural setting.

February 28, 2022