

POLICY BRIEF

Yale  
**Y-RISE**  
Yale Research Institute for the Study of the Resilient and Inclusive Economy

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**Normalizing Community Mask-Wearing: Evidence from a Randomized Evaluation in Bangladesh**



Evidence suggests that face masks can slow the spread of COVID-19 and save lives, but getting people to consistently and properly wear masks has been a public health challenge. In Bangladesh, researchers partnered with policymakers to design and evaluate strategies to increase mask uptake. Masks were distributed to households and in public places. Mask use was promoted through role-modeling, messages by prominent Bangladeshi leaders and personalities, informational brochures, and in-person reinforcement. The researchers also tested a number of incentives and behavioral nudges, including public commitment devices and text message reminders.



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