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The Yale School of Management on Growing Efforts to NORMalize Mask-Wearing

An article from T the Yale School of Management covers the expansion of efforts, originating an IPA study in Bangladesh to boost community mask-wearing through a four-part behavioral intervention. Several million dollars of new grants, based on the strength of the findings, are being used to further the understanding of COVID-spread mitigation, but also to test if the model can be used to expand vaccine delivery in rural parts of India and Sierra Leone.

January 13, 2022