# Accelerating Changes in Norms about Social Distancing to Combat COVID-19

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**Initiative(s):** Innovation in Government Initiative (IGI)

**Target group:** General Adults

**Intervention type:** COVID-19 response

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**Research Papers:** Teaching and Incentives: Substitutes or Complements? , Correcting Misperceptions about Support for Social Distancing to Combat COVID-19

While public health messaging seeks to rapidly change norms to make social distancing more acceptable, norms do not shift instantaneously. Researchers are conducting a randomized evaluations to test the impact of different types of public health messaging on the practice of social distancing.