Giving effective information to fight COVID-19

Researchers:

Sergio Bautista

Enrique Seira Bejarano

Martin Lajous

Sector(s): Health

J-PAL office: J-PAL Latin America and the Caribbean

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

Target group: Teachers

Outcome of interest: Communicable diseases Health outcomes Take-up of program/social service/healthy behavior

Intervention type: Information COVID-19 response

Different and often contradicting messages occur in social media about COVID-19, so developing trustworthy communication strategies is critical to reduce the negative impact of the virus. Researchers are conducting a randomized evaluation to test the impact of public health messages on hand washing and compliance with government mandated guidelines in Mexico.