

## **Giving effective information to fight COVID-19**

**Researchers:**

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**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.