Giving effective information to fight COVID-19

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Sector(s): Health

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

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

Grupo objetivo: Teachers

Resultado de interés: Communicable diseases Health outcomes Take-up of program/social service/healthy behavior

Tipo de intervención: 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.