

**Article Link**

<https://www.thedailystar.net/opinion/news/changing-mask-wearing-norms-no-easy-t...>

## The Daily Star Op-Ed on Changing Behavior to NORMalize Mask Use

Bangladesh's *The Daily Star* features an op-ed with Mushfiq Mobarak and Asif Saleh on IPA's work in Bangladesh to NORMalize mask-wearing through **N**o-cost free masks distribution door-to-door, **O**ffering information on mask-wearing via video and brochures, **R**einforcement in-person and in public, and **M**odelling and endorsement by trusted leaders. They describe how the NORM model works and ongoing efforts to scale up the approach.

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