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<http://nymag.com/scienceofus/2014/10/text-messages-as-an-anti-malaria-measure.h...>

New York Magazine on IPA's SMS reminders for malaria meds study



New York Magazine's *Science of Us* column features IPA's new evaluation of text message reminders for malaria patients in Ghana. The piece highlights one of the interesting parts of the study, helping people to stick to intentions when it comes to health behavior, a notoriously difficult problem in public health. You can read the piece on New York Magazine's site [here](#), see the announcement on IPA's site [here](#), and find a summary of the full study [here](#).

October 30, 2014