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# The Financial Express on NORMalizing Mask-Wearing in Bangladesh

Bangladesh's *Financial Express* article describes the efficacy of 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. This approach has helped inform and influence local policy to promote mask use in Dhaka.

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