DNCC adapts the "NORM" model for normalising mask use

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per cent for surgical masks. However, after ten washes with bar soap and water, the surgical masks retained a filtration efficiency of 76 per cent, which is still higher than that of cloth masks. With the appropriate promotion, surgical masks are just as likely to be accepted as cloth masks with one-third the price and superior filtration.

The results demonstrate the cost-effectiveness of introducing NORM interventions through empirical evidence. Although lockdowns provide approximately four times the value of the NORM-alising mask-wearing programme, it would be at least ten times the expense. Large-scale mask distribution with NORM intervention can potentially decrease the need for lockdown. Moreover, data suggest that people with mask are more likely to adhere to social distance and other hygiene rules.

The NORM intervention illustrates a scalable and cost-effective method for mask adoption and improvement by identifying the specific, intervention activities required. Researchers are already collaborating with governments and NGOs to enact this study's recommendations in Bangladesh, Pakistan, India and Latin America, where there has been an alarming increase in infections since March. Dhaka North City Corporation has already initiated a mass mask-wearing campaign across several locations, led by Mayor Atiqul Islam in partnership with Innovations for Poverty Action, Shakti Foundation for Disadvantaged Women and BRAC Institute of Governance and Development.

With the help of 130 volunteers, BD Clean and Young Bengal have joined the campaign for periodic surveillance in public places to remind people to wear masks. The campaign is led by Mayor Atiqul Islam in partnership with Innovations for Poverty Action, Shakti Foundation for Disadvantaged Women and BRAC Institute of Governance and Development.

"Decisive leadership from the mayor of Dhaka-North (DNCC) leads to quick implementation of an evidence-based masking campaign before the Eid rush, in partnership with several local NGOs. This is how we can slow the rapid spread of the coronavirus in India."

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