

**Article Link**

<https://som.yale.edu/news/2021/07/yale-som-led-mask-promoting-initiative-in-the...>

## **Yale University on NORMalizing Mask Use in South Asia and Latin America**

Yale University's School of Management features their research in collaboration with IPA and Stanford University to [NORMalize mask-wearing](#) in Bangladesh. The article outlines how the approach is currently being [scaled up](#) across South Asia and beyond with the help of local partners. [Mushfiq Mobarak](#) talks about how these partners helped to reach rural communities in Bangladesh and IPA Policy Manager [Jose Pinilla](#) peaks on efforts to expand the model in Latina America, with initiatives in Mexico, Uruguay, and Peru.

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