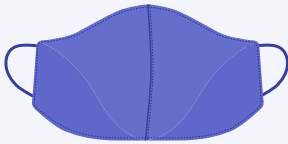


Why don't people wear masks?



Personal Barriers

Gaps in knowledge, attitudes, beliefs about COVID-19

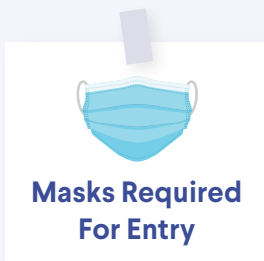
- Don't believe that masks protect; don't trust those who say they do
- Don't believe that the threat is urgent, personal, likely or severe
- Believe that the health costs of mask-wearing outweigh the benefits



Social Barriers

Interactions with community members and identity affect likelihood of adopting wearing a mask

- "I'll be judged for wearing a mask"
- "People like me aren't wearing mask"
- "People will think that I am sick"



Environmental Barriers

A person's environment, including access to masks and economic costs/benefits of wearing a mask

- No or limited access to masks
- Lack of environmental cues or reminders such as posters

Address barriers by using policy, marketing and community engagement to:

- Build individual knowledge, risk perceptions
- Increase positive social norms
- Promote mask-wearing habits
- Support greater access

