Background

- Cornell MPH faculty are a part of the Cornell re-activation teams

- As a part of this, MPH team asked to support data collection and analysis to inform progress and processes

- One aspect of this relates to adoption of and adherence to COVID-19 prevention behaviors, including mask wearing and social distancing

Goals of Project

- Estimate what % of people on campus are adhering to prevention behaviors (distancing and mask wearing)

- Understand what factors are motivating or limiting these behaviors

- Gather input and ideas to inform and improve processes and practices on campus, and even off campus, where possible

Process Used

- Enumeration of mask-wearing or not, and physical distancing or not

- Short interviews with quasi-random sample of people on campus

  - 19 data collectors

  - 1-4 2-hr shifts per week

  - Assigned to 14 different zones on campus and in CollegeTown
    - Rotating schedule so we're interviewing people at different times in each place

  - 3 locations per shift

  - Interview every 10th person → appx 5 interviews per location per shift

Findings

- 598 interviews completed (July 26-now):
  - 1/3 of those in last week

- 84% of respondents are students; 9% are employees

- Mask Wearing:
  - **87% expected behavior** (wearing masks when inside, or when outside near others)
  - **5% wearing masks inappropriately**
  - **8% not wearing masks when expected**

- Physical Distancing:
  - **89% yes**
  - **11% no**

Mask Wearing

Why

- To protect others (28%)
- To protect self (27%)
- Because it's required (24%)
- To prevent COVID (19%)

Facilitators

- Being around others (59%)
- The rules (30%)
- Social pressure (8%)

Why not

- With people they know (24%)
- Forgot to (19%)
- Don't care (19%)
- Risk feels low (14%)

Barriers

- Discomfort (70%)
- Memory (7%)
- Work (7%)
- Eating/drinking (7%)

Distancing

Facilitators

- Signage + Rules (37%)
- Social pressure (21%)
- Care for others (12%)

Why not

- With roommates (45%)
- With colleagues (35%)
- No signage (5%)

Barriers

- Crowded spaces (47%)
- Social situations (13%)
- When others aren't wearing masks (13%)
- Trusting others (8%)