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 \( \rightarrow \) 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%)

Why not
• With people they know (24%)
• Forgot to (19%)
• Don’t care (19%)
• Risk feels low (14%)

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

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%)