1. Title: COVID-19 Health Messaging to Underserved Communities

2. Authors:
   a. Marcella Alsan, Harvard Kennedy School, Marcella_alsan@hks.harvard.edu
   b. Abhijit Banerjee, MIT, banerjee@mit.edu
   c. Emily Breza, Harvard, ebreza@fas.harvard.edu
   d. Arun Chandrasekhar, Stanford, agc@stanford.edu
   e. Esther Duflo, MIT, eduflo@mit.edu
   f. Paul Goldsmith-Pinkham, Yale School of Management, paul.goldsmit
      h @yale.edu
   g. Lucy Ogbu-Nwobodo, Massachusetts General Hospital and Harvard Medical
      School, nwobodo@mgh.harvard.edu
   h. Benjamin Olken, MIT, bolken@mit.edu
   i. Fatima Cody Stanford, Massachusetts General Hospital and Harvard Medical
      School, FSTANFORD@mgh.harvard.edu
   j. Carlos Torres, MGH Chelsea HealthCare Center and MassGeneral Hospital for
      Children, CTORRES4@partners.org
   k. Pierre-Luc Vautrey, MIT, vautrey@mit.edu

3. Abstract:
   In the US, recent statistics show that African American and Latinx communities bear
   a disproportionate burden from Covid-19. Reaching vulnerable and underserved
   populations is therefore crucial to combating the disease. However, most public
   messaging campaigns are not targeted toward underserved communities and don’t
   address fears of social stigma, mistrust in the healthcare system, or concerns about
   immigration status.

   To tackle these issues, we are conducting a randomized experiment in which a racially-
   and ethnically-diverse set of doctors from Massachusetts General Hospital will record
   video messages that we will send to a large sample of diverse individuals across the US.
   Messages will emphasize health promoting behaviors but some experimental variants
   will also grapple with the disproportionate burden of Covid-19 among minority
   populations and the perceived stigma of wearing masks in public. We will test which
   messengers and which types of messages are most effective at providing information,
   encouraging health seeking behavior, and inducing health-preserving practices. We plan
to disseminate results as soon as possible.

4. Data Description: African American and Latinx respondents in the US, online experiment
   and survey.

5. JEL Codes:
   a. C93 Field Experiments
   b. I12 Health Behavior
   c. I14 Health and Inequality
6. Key-words: Covid19, Information and Messaging, Health and Inequality