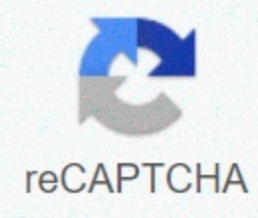




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They live mask

In these difficult times, we've made a number of coronavirus articles free for all readers. Sign up for the Daily Alert Newsletter to deliver all HBR content to your inbox. In 21 U.S. states where Co-vid-19 cases increased just a few weeks after reopening, it has been found that maintaining control of pandemics without lockdown is a challenge. Stay open, as well as really revive the economy - as people take part in sporting events and dine in restaurants to get people back to work, they need to be convinced that they and their loved ones are at low risk of infection. There is an order of magnitude lack of testing for what is needed, and vaccines will not be available until at least early next year. However, if a mask that is more protective than the cloth currently worn and is more protected by the general public than the high-flying surgical mask used by healthcare professionals and a cloth closer to the N95 is available, you can now gain control and confidence. In the previous article, I emphasized the need for such a mask to resume safety. Now, as the case soars, we will explain why a better mask is still important and outline the criteria for its effective design. Scientists believe that Covid-19 is mainly transmitted through virus-containing particles released when people breathe, speak, cough, or sneeze. The N95 mask can block almost all of this spread if worn correctly. The high-flying surgical mask, which is a cut below the N95s, can block most of this transmission, but is not so effective against small particles known as aerosols. There is a debate about how wide the Covid-19 will spread through aerosols and whether the N95 needs additional protection to provide against them. You need to better understand the level of protection you need, but what's clear is that if you have a mask that's better than your current cloth or homemade mask, you can effectively and quickly suppress transmission. The problem is that N95s are uncomfortable to wear for a long period of time, both surgical and N95 masks remain insufficient for medical personnel, neither is a choice of the general population. The model suggests that the extensive use of cloth masks, bandanas and scarves can dramatically reduce transmission. However, its effectiveness varies and they mainly function as source control: they provide those who wear some protection from in-coming particles, but mainly reduce the amount that the wearer expels. This means that your personal safety due to infection is largely dependent on your control, not the reliability of the people around you wearing masks - a big problem considering that only half of Americans consistently wear masks and resolutely refuse to wear them as political statements. All you need is one super-spreader that doesn't wear a mask to infect many others. The System As a result, we need a mask for the general population that prevents the virus from entering and prevents the general population from going out in the same way that high-flying surgery or N95 masks do for healthcare professionals. Such masks will give people greater incentive to control their safety and wear them, and the confidence to resume economically important activities. If most transmissions are worn widely enough in crowded indoor settings that may occur, these masks may potentially stop fading almost out completely. They will also reduce the likely possibility of influenza infection and a horrific double epidemic in the fall. A better mask may be the most effective way to combat Co-vid-19 in low-income countries where testing is limited and social and economic damage caused by lockdowns is more serious. These masks should meet five parameters: the level of protection required depends on how important the defenses against aerosols are. Protection is due to deflection and refocus (the degree of blocking of particles passing through the mask) and fit (the mask seals around the face and prevents particles from coming around). There are more and more examples of how to achieve these characteristics. Recent studies have shown that the combination of cotton and other common fabrics such as silk, flannel and chiffon can achieve shy refocus in the N95s. Other studies have demonstrated how to enhance the fit by lining the outside of the mask with materials from nylon stockings or creating braces using rubber bands. Another researcher is experimenting with fabrics that can be inserted into the mask to expand low-level charges and relieve viral particles. Some infectious disease experts suggest that facial shields (also stopping particles from entering a person's body through the eyes) may also provide sufficient mouth and nose protection. Scalability Every design requires the use of commonly available materials that commercial manufacturers can purchase in large quantities. It does not depend on a single set of materials that may be missing because multiple designs may be required using different materials. One of the reasons masks are an attractive option is that they can scale more easily and widely, unlike testing and contact tracing. Comfort masks should be comfortable enough to wear for long periods of time without the need to touch or take off too often. There may be a way to do this while maintaining protection. For example, researchers at Stanford University are experimenting with wearable devices that send oxygen to masks to increase breathability. Reusability To eliminate the constant need for new masks, you must be able to use them repeatedly by simply cleaning the mask or replacing certain parts (such as filters). (Some hospitals have started using elastomer masks, which are usually worn.) Industrial plants and construction sites that meet this requirement. The adoption of masks across a wide range of styles needs significant cultural changes so that they become a seamless part of the new normal. They must be fun, cool and fashionable. For example, you may want to display the color or logo of an individual's favorite sports team or brand. Designing and producing such masks is not easy to persuade a large number of people to wear them, and ultimately causes engineering, manufacturing, and marketing challenges that require trade-offs. There are already some efforts to overcome them. Johnson and Johnson's unit, J Labs, held a contest last year to develop better masks. Winners and other participants have created a design along the line of what we need now. A San Antonio nurse executive created an N95 caliber mask using materials found in a local hardware store. And Stanford's team designed a similarly effective version to adapt ready-made snorkeling masks. With stakes in mind, the federal government needs to convene companies, build public-private partnerships, and accelerate the process of developing, validation, and scaling effective designs. The award of the big challenge may help to accelerate this effort, and defense production methods can be used to quickly scale up manufacturing. But we don't have to wait for the federal government's actions to move forward. Academic institutions, businesses and civilians can start creating and testing designs and produce large quantities of effective ones. A trendy

industry, such as airlines, sports leagues, and hotels, has an incentive to see this happen and should use resources and know-how to drive the industry. Once you have an effective design, you need to get enough people to actually wear them in important situations. No matter how comfortable you are, it's hard to wear a mask for hours. However, not all situations involve equal transmission risks, and it is not so important to wear a mask when performing some activities, such as walking alone outdoors. Masks are most important when engaged in activities involving long-term close contact with others (e.g., sitting on the other side of the table at dinner) or heavy breathing (e.g. exercise, singing) indoors, in crowded or small spaces (public transport, bars, etc.). Cooperative promotional campaigns carried out by governments and companies can convince many people to wear masks in such places. Approaches from behavioral economics and anthropology that use nudge to encourage healthy behavior may also play a role. Laws requiring people to wear masks at high-risk settings may increase their use, but similar laws are enforced in a way that discriminates against black Americans. Therefore, it should be applied carefully to avoid biasThe expansion of testing and contact tracking remains important, but increasing design, production, and wearing protective masks is more feasible and faster to achieve. This may be the only most important low-hanging time opportunity that slows down the spread of Covid-19 and gives people the security they need to make our society come back to life. Editor's Note (June 22): This article has been updated to reflect that the fit of the mask can be enhanced by lining outward with nylon stocking material instead of inside. If our content helps you fight coronaviruses and other challenges, consider subscribing to HBR. Purchasing a subscription is the best way to support the creation of these resources. Stimulate your child's imagination with this easy and creative project perfect for class crafting, scouting, or birthday parties. Supplied used: Craft Foam Fiscal Advertising Sheet Finger Chip Craft Knife Craft Mat Sinho Ball Impact Pen (White) Mini Glue Dot Prima Paper Flower Kaiser Craft Rhinestones Adjustment Ribbon R Memory Keeper Crop -A-Dile Using Scissors Template or Freehand Pattern Cut the mask shape from the craft foam with a craft knife. To create your own template, use a computer printer to print the number 8 on paper in a very large font. Trim around 8, fold the paper in half, trim it again to create a symmetrical shape, and cut out the center of 8 to make an eye hole. Create a decorative pattern on the foam with a pen (test any pen on the scrap form before drawing on the mask). This can be done before or after applying flowers and other decorations. Attach flowers and rhinestones and mask them in any pattern. Make one hole on both sides of the mask. The string ribbon through each hole is tied to a loose knot (for later adjustment). Let your imagination soar!

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