Replication and Adaptation of Incentivized Peer Outreach From Tuberculosis in India to COVID-19 in Zambia

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We replicate the test of a theoretical framework put forward and tested by Goldberg et al. (2022) on financial incentives to send peers information about health behaviors. The study we replicate validated the theory in the context of tuberculosis testing in India. We adapt the intervention to preventative COVID-19-related behaviors in Zambia. Similar to the India study, individuals respond favorably to the suggestion to pass messages to peers; however, unlike in India, financial incentives neither generate further passing of messages nor cause changes in health behaviors. We discuss the contextual differences that may explain why key results failed to replicate.