

## PRESS RELEASE

### **Study investigates mask-wearing intention after the mandatory mask-wearing requirement was lifted in Hong Kong**

(Hong Kong, 7 April 2025) – **As mask-wearing was a critical non-pharmaceutical intervention during the COVID-19 pandemic, a research team from the College of Professional and Continuing Education of The Hong Kong Polytechnic University identified predictors of mask-wearing intention of local people after the mandate was lifted. The findings of the research have been recently published in the *Hong Kong Medical Journal*.**

The team conducted a cross-sectional study and recruited 483 Hong Kong residents aged  $\geq 18$  years from 8 to 20 March 2023. The respondents were asked to complete a questionnaire applying the protection motivation theory and the theory of planned behaviour. The findings reveal that more than half of the respondents (53.6%) reported consistently wearing a mask even after the mandate was lifted. The study identified attitude towards continued mask-wearing as the strongest predictor of mask-wearing intention, followed by subjective norms (ie, whether they think important others expect them to wear a mask) and perceived self-efficacy (ie, their perceived confidence in being able to wear a mask properly even in difficult situations). Conversely, those with perceived reward of not wearing a mask (maladaptive behaviours) were less likely to want to wear one.

The study suggests that enhancing positive attitudes towards mask-wearing and leveraging social norms can encourage continued use of masks during health crises. The high frequency of mask-wearing observed indicates that Hong Kong citizens are well-prepared for future health emergencies, and maintaining public health measures even after mandates are lifted remains crucial.

The article “Mask-wearing intention after the removal of the mandatory mask-wearing requirement in Hong Kong: application of the protection motivation theory and the theory of planned behaviour” was published in the *Hong Kong Medical Journal*. <https://doi.org/10.12809/hkmj2311274>

## 新聞稿

### 研究調查香港在強制佩戴口罩要求撤銷後的戴口罩意圖

（香港，2025 年 4 月 7 日） — 由於佩戴口罩在新冠疫情期間是一項重要的非藥物干預措施，香港理工大學專業及持續教育學院的研究團隊在強制要求撤銷後了解影響港人戴口罩意圖的因素。研究結果最近已在《香港醫學雜誌》發表。

研究團隊於 2023 年 3 月 8 日至 20 日進行了一項橫斷面調查，招募 483 名 18 歲及以上香港居民完成一份應用保護動機理論和計劃行為理論的問卷。研究結果顯示，即使強制要求已撤銷，超過一半受訪者（53.6%）仍然持續佩戴口罩。研究發現，對持續佩戴口罩的態度是戴口罩意圖的最強預測因素，其次是主觀規範（即受訪者認為對他們重要的人對受訪者佩戴口罩的看法）和感知自我效能（即受訪者在有需要情況下能正確佩戴口罩的自信）。相反，認為不佩戴口罩會有獎勵（適應不良行為）的受訪者不太可能想佩戴口罩。

研究表明，增強對佩戴口罩的積極態度和利用社會規範可以在健康危機期間鼓勵持續使用口罩。高頻率戴口罩現象反映香港市民已為未來的公共衛生緊急情況做好準備，即使強制要求已撤銷，保持公共衛生措施仍然至關重要。

詳細內容可參閱原文《香港撤銷強制佩戴口罩要求後的戴口罩意圖：保護動機理論與計劃行為理論的應用》。

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Source: Tommy KC Ng, Ben YF Fong, Vincent TS Law, et al. Mask-wearing intention after the removal of the mandatory mask-wearing requirement in Hong Kong: application of the protection motivation theory and the theory of planned behaviour. Hong Kong Med J 2025;31:Epub 7 Apr 2025. <https://doi.org/10.12809/hkmj2311274>.

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