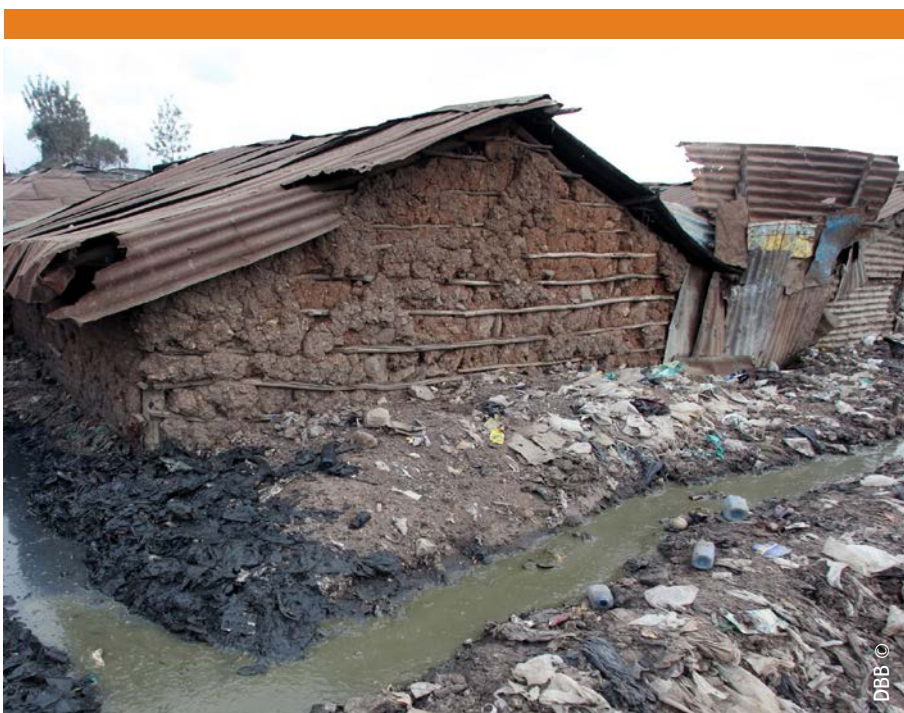


# Phase II Research in Zambia

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BRIEFING NOTE

## Creating demand for sanitation in Zambia.



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### Background

About 70% of the urban population in Zambia live in informal settlements (WHO/Unicef, 2015), where inadequate toilets and open defecation, poor drainage, chronically mismanaged solid waste, and poor hygiene are a daily reality (CIDRZ and LSHTM, 2014). Unless improvements in sanitation access significantly pick up pace, they will likely fail to keep up with rapid urbanisation, threatening a deteriorating, rather than improving, picture for the future in these areas.

Progress on sanitation has been slow for many reasons. Household level demand for sanitation is one important determinant of increased access and use, but, to date, few urban sanitation solutions have given much attention to creating consumer demand (Roma and Curtis, 2013).

With this background and with support from SHARE, CIDRZ partnered with LSHTM's Hygiene Centre to begin addressing this all-important issue of sanitation demand in peri-urban informal settlements.

## Aim and objectives

**Aim:** To determine how far a state-of-the-art approach to behaviour change can enhance demand for and acquisition of improved toilets in peri-urban informal settlements of Zambia. The project will demonstrate the potential role for demand creation in accelerating uptake without improving supply. Furthermore, it will bring into focus critical barriers that may continue to prevent uptake even once high demand is secured.

### Objectives:

- Test the hypothesis that demand for and acquisition of improved toilets can be enhanced without intervention on the supply side;
- Identify the barriers that prevent acquisition of a toilet when demand is improved;
- Provide learnings about what works to enhance demand and a model intervention that can be replicated in informal settlements elsewhere in Africa.

## Project overview



### Stage 1: Intervention Design

The intervention will be designed to lever key drivers of demand at household level, and is likely to include motivational messaging, emo-demos<sup>1</sup>, video content providing cues to action delivered on promoter mobiles or tablets, and scripted interactions which help the householder navigate barriers to upgrading a toilet. The design process will employ the five-step methodology of Behaviour Centred Design (LSHTM; Aunger and Curtis, 2015).

### Stage 2: Pilot and Evaluation

A cluster randomised controlled trial will be used to evaluate the intervention, which will be delivered in Bauleni Compound, one of the poorest, most densely-populated of Lusaka's informal settlements. 916 households will be recruited at baseline, with half receiving the intervention and half acting as a control. The primary outcome of interest is the proportion of households that acquire an improved toilet. The secondary outcome is the proportion of households that improve their motivation to acquire a toilet.

<sup>1</sup> LSHTM defines 'emo-demos' as: interactive activities which intentionally avoid health messaging. They operate by creating a moment of surprise or re-evaluation by heightening or changing the motive (e.g. disgust, affiliation etc.) associated with a behaviour.

Furthermore, a process evaluation will document whether the intervention was implemented as intended.

## Relevance and uptake

If successful in demonstrating that demand can significantly accelerate sanitation uptake without additional supply-side interventions (at least for some segments of the population), this project would offer a scalable sanitation intervention. For example, as a useful addition to current attempts to address urban sanitation through approaches modelled on Community-Led Total Sanitation, or as a component of sanitation marketing. It could be particularly useful in cases when a novel sanitation technology is introduced, facilitating initial rapid uptake in a cohort of households.

The design of the intervention is also intended to provide an example of how imaginative, surprising and effective sanitation communications can be created. The sanitation sector, currently in full flow in Zambia, should be well placed to take the results of the work to scale nationally. The research is thus intended to provide an inspiring example of best practice, influencing the sanitation sector.

## Find out more

Listen to the reflections of Dr Roma Chilengi of CIDRZ, co-Principal Investigator on this project: <https://youtu.be/7qmS1glsMLE>

Sign up to the SHARE newsletter to keep up-to-date with this and other interesting projects: <http://bit.ly/1GrEEi8>

## References

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## Contributors

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