

San-Dem: Creating Demand for Sanitation in Zambia

Assessing whether behaviour change approaches can increase demand for improved toilets without improving supply in peri-urban informal settlements in Lusaka, Zambia.



The situation

70% of the urban population live in informal settlements, where hygiene is poor

What we want to know

Can behaviour change enhance demand for and acquisition of improved toilets in peri-urban informal settlements?

Research: Phase 1

Design intervention (Behaviour Centred Design methodology)



What we'll measure

1. Proportion of households that improve motivation to acquire a toilet
2. Proportion of household that acquire an improved toilet

Research: Phase 2

Cluster RCT: 916 households recruited (50% intervention, 50% control)



Outputs

Journal papers;
Policy brief on urban sanitation demand creation

Relevance

Offers a creative sanitation intervention that can be scaled nationally



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