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 households 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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