

Trickle Down: Chlorine Dispensers and Household Water Treatment

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Perspectives on Impact Evaluation

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How to increase take-up of POU chlorine?

- Price, persuasion, peers, product itself
- People use chlorine when it's free and convenient, but aren't willing to pay for it
- Community leaders influence peers
- Solution: reduce cost (cut packaging) and hassle, make it easier to form habit, make use decision public

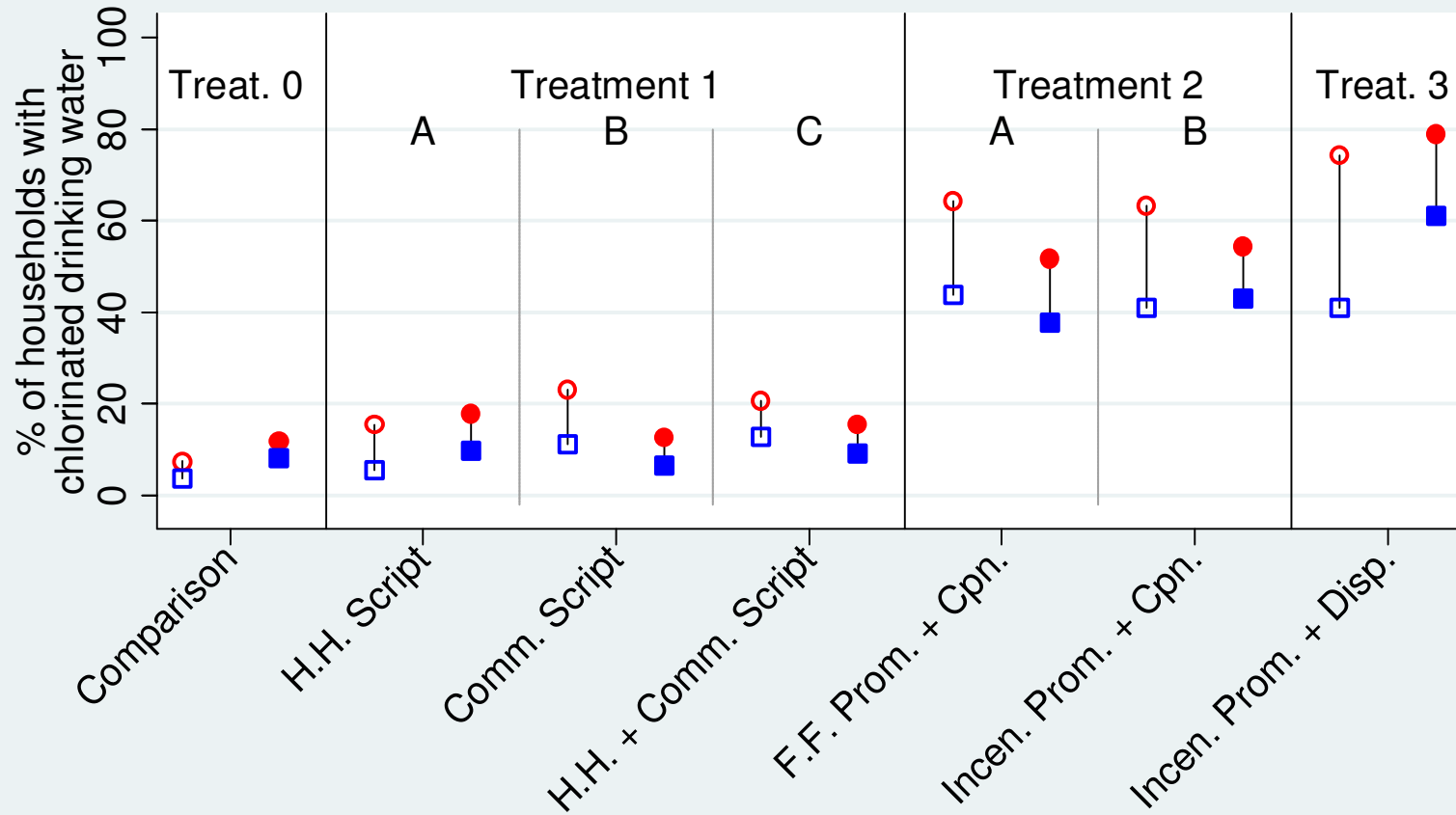
Point-of-collection Chlorine Dispenser



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Berkeley Symposium
on Water & Sanitation

Results



Short-run (~3 weeks):	Medium-run (3-6 months):
○ Self-report	● Self-report
□ Positive test	■ Positive test

Next Steps: Scale-up & Sustainability

- How to finance dispensers at scale?
- How to choose sites?
- How to keep dispensers refilled?
- How to set up supply chain for refills?