

15th
GENERAL MEMBERSHIP MEETING
of the **REPRODUCTIVE HEALTH**
SUPPLIES COALITION
20-24 OCTOBER
MEXICO CITY

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REPRODUCTIVE HEALTH
SUPPLIES COALITION



Total Market Approaches - Facilitating Public Private Collaboration Workstream

Christopher Brady, Sr. Program Officer, Market Dynamics -PATH



Workstream Overview

Mandate & Activities (Completed and In Process)

Review Mandate & Focus

Aim:

“define and clarify the complementary roles of the public and non-public sectors in contributing to national efforts to improve sexual and reproductive health – thus improving collaboration between sectors.”

Accomplished by:

- *supporting the stewardship role of government in ensuring health of the whole population;*
- *recognizing the significant role of the non-public sector in health service provision; and*
- *seeking to promote enhanced cooperation and collaboration between the public and non-public sectors.*

Primary activities: *“the Total Market Initiative and developing data sources for advocacy of market development approaches.”*

Workstream Membership

Organization	Representative/s
PSI	Amy Ratcliffe & Kim Longfield
MSI	Tracey Brett
USAID	Denise Harrison
Merck	Maggie Kohn
CHAI	Sarah Ticku
UNFPA	Renee Van Weerd, Ben Light, Bidia Deperthes & Ezizgeld Hellenov
IPPF	Sarah Fox & Tom Howe
USAID	Clancy Broxton
Family Care International	Sarah Rich
Abt Associates	Francoise Armand & Bettina Brunner
ICEC	Elizabeth Westley
PATH (Workstream Lead)	Chris Brady

Workstream Linkages

Organization	Representative/s
Population Council & MDAWG	Ian Askew
RHSC & FP2020	John Skibiak & Anita Deshpande
Population Council & R&E Working Group	John Townsend
RHSC A&A Working Group	Lou Comernolle
FP2020 CHAI	Alan Staple
Evidence Project/Pop Council	Karen Hardee
UN Commission on Demand Creation	Sarah Rich
FP2020 CEWG USAID	Ellen Starbird

Workstream Activities

Completed in 2014

- TMA overview (2 pager)
- TMA Francophone workshop (Senegal)
- TMA Advocacy workshop for EECA region (Turkey)
- Market Segmentation Webinar
- Draft TMA metrics/indicators
- Ongoing Coordination with FP2020 MDWG

Workstream Activities

In Process/Upcoming

- Testing Draft Metrics
- TMA Landscaping guide (PATH/Evidence project)
- Draft Condom TMI Primer (SHOPS/Abt)
- Measuring out-of-pocket financing and insurance for FP
- ICEC EC pricing & affordability survey

Workstream Activities

Other Possible TMA work for consideration



- Mapping key TMA partners
- Catalogue Market Segmentation studies carried out in the last 10 years
- Expanded Advocacy work reaching out to the private sector & UNFPA Field staff
- TMA workshop in S. Southern Africa (replicate curriculum & process used in Dakar)

Expert Panel

Total Market Tools



Moderator:

Dr. Papa Chimère Diaw, Chef de la Division PF Direction de la Santé de la Reproduction et de la Survie de l'Enfant Senegal

Panelists:

Francoise Armand, Technical Lead & Portfolio Manager - Abt Associates

Julia White, Technical Advisor, Women's Health Project in the Sexual, Reproductive Health & TB - PSI

Benedict Light, Senior Technical Advisor - UNFPA

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DEMAND CREATION: AN IMPORTANT ELEMENT TO TMA

Julia N. White, PSI
MDAWG, 21 October 2014



AVAILABILITY



QUALITY



EQUITY

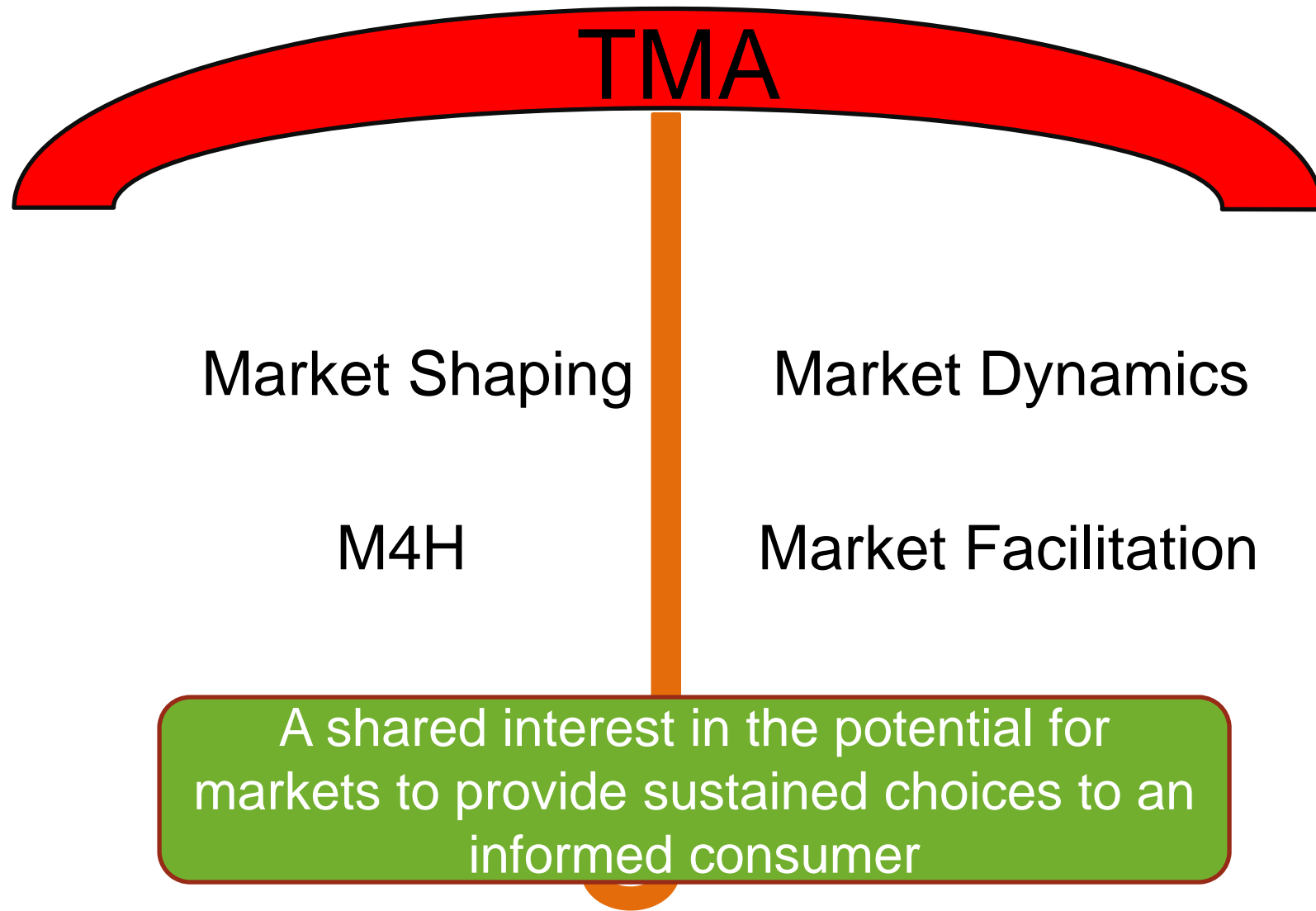


CHOICE

SALUD
SECRETARÍA DE SALUD

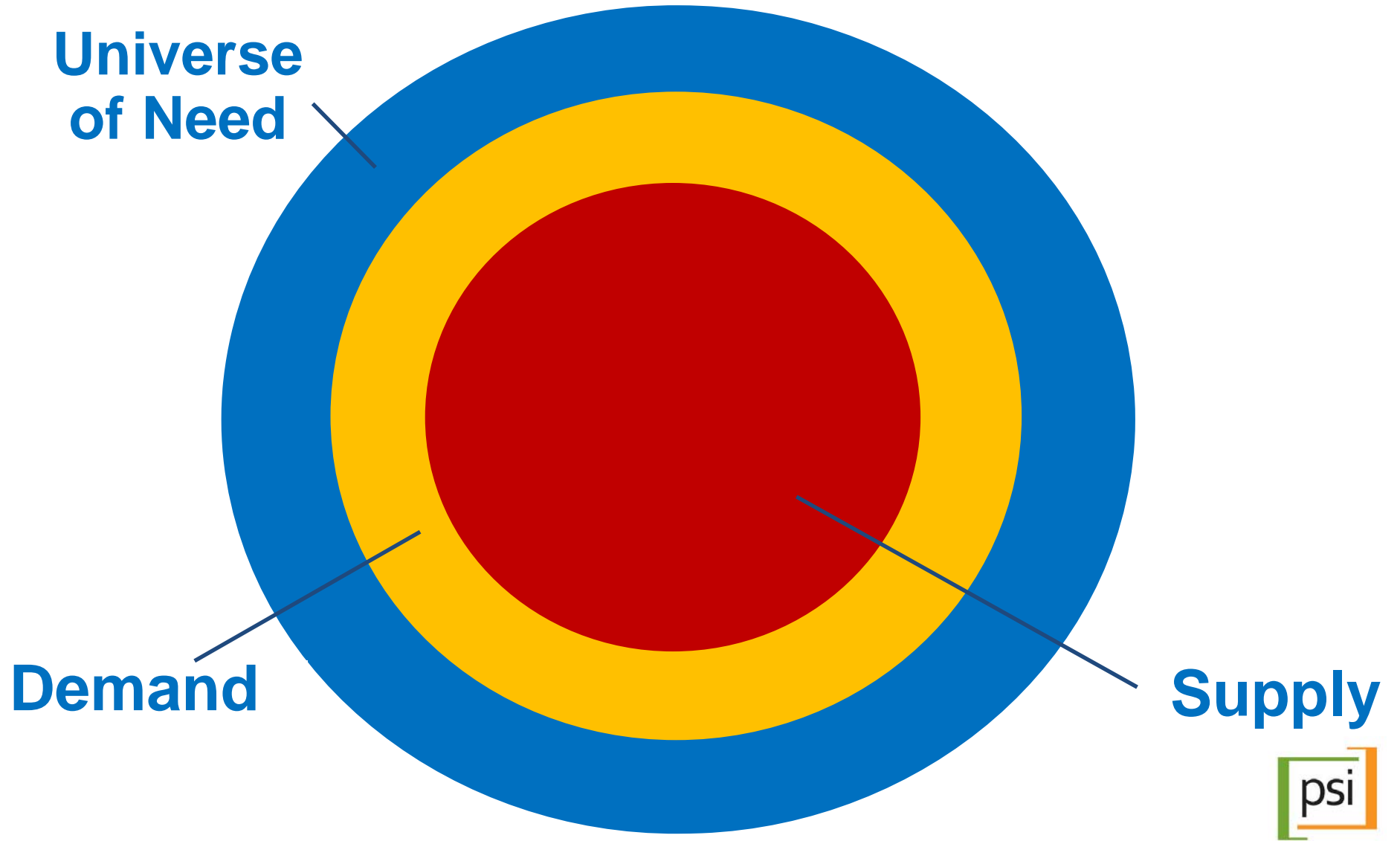


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WHAT IS THE TOTAL MARKET?



OVERALL GOAL OF TMA

