Total Market Approaches - Facilitating Public Private Collaboration Workstream

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

Mandate & Activities (Completed and In Process)
Facilitating Public Private Collaboration Workstream

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

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

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<tr>
<td>Population Council &amp; MDAWG</td>
<td>Ian Askew</td>
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<tr>
<td>RHSC &amp; FP2020</td>
<td>John Skibiak &amp; Anita Deshpande</td>
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<tr>
<td>Population Council &amp; R&amp;E Working Group</td>
<td>John Townsend</td>
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<tr>
<td>RHSC A&amp;A Working Group</td>
<td>Lou Comernolle</td>
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<td>FP2020 CHAI</td>
<td>Alan Staple</td>
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<tr>
<td>Evidence Project/Pop Council</td>
<td>Karen Hardee</td>
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<tr>
<td>UN Commission on Demand Creation</td>
<td>Sarah Rich</td>
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<tr>
<td>FP2020 CEWG USAID</td>
<td>Ellen Starbird</td>
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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
DEMAND CREATION:
AN IMPORTANT ELEMENT TO TMA

Julia N. White, PSI
MDAWG, 21 October 2014
A shared interest in the potential for markets to provide sustained choices to an informed consumer
WHAT IS THE TOTAL MARKET?

Universe of Need

Demand

Supply
OVERALL GOAL OF TMA

- TMA
- Healthy Market
- UHC (easier for consumers to be healthy)
- Health Impact