TMA Workstream Overview

Focus on TMA landscaping, resource documents and government stewardship capacity assessment tool
Christopher Brady
6 October 2015
## TMA workstream

### Membership and organizational linkages

<table>
<thead>
<tr>
<th>Organization</th>
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<tbody>
<tr>
<td>Population Council</td>
<td>Population Services International</td>
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<tr>
<td>FP2020</td>
<td>UNFPA</td>
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<tr>
<td>Merck</td>
<td>USAID/UNFPA TMA Workstream</td>
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<td>RHSC A&amp;A Working Group</td>
<td>FP2020 CEWG  USAID</td>
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<td>CHAI</td>
<td>International Consortium of Emergency Contraception</td>
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<td>Evidence Project/Pop Council</td>
<td>Family Care International</td>
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<td>UN Commission on Demand Creation</td>
<td>Abt Associates</td>
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<tr>
<td>PATH (Workstream Lead)</td>
<td>International Planned Parenthood Federation</td>
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<td>John Snow Inc.</td>
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Workstream Activities

Completed in 2015

- Market Segmentation webinar
- Total Market Approach to Health Services: Compendium and eLearning course
- Using Total Market Approaches in Condom Programs Primer
- Government Stewardship Capacity Assessment Tool
Workstream activities

In process/upcoming

- TMA Landscaping and market segmentation guides (Evidence and MEASURE projects)
- Expanded TMA advocacy/Private Sector Engagement work with UNFPA field staff in Eastern Europe/Central Asia
- ICEC EC pricing & affordability survey
TMA landscape assessments Uganda, Myanmar, and the Democratic Republic of Congo
Overview

Two PATH grants:
• USAID/ Population Council Evidence project (Uganda).
• The David and Lucile Packard Foundation (Democratic Republic of Congo and Myanmar).

Broad objectives for each country:
• Assess the understanding and interest in future total market approach (TMA) focused on family planning.
• Understand the fundamental issues affecting equitable access to family planning products and services.
• Weigh opportunities and barriers to institutionalizing ongoing TMA support.
• Identify research needs/evidence gaps.
Total market landscaping steps

STEP 1
Assess and catalyze interest

Conduct desk review

Preliminary scoping
Total market landscaping steps (continued)

STEP 2
Stakeholder analysis

- Determine need for ethics review/approval
- Hone objectives for stakeholder analysis
- Assemble and prioritize stakeholder lists
- Develop data collection instruments
- Interview stakeholders
- Revise desk study
STEP 3
Validate and prioritize issues for future TMA

- Analyze findings including mapping stakeholders
- Convene stakeholders under government stewardship to validate findings/prioritize actions
- Plan for next steps
Key findings - all countries:

Favorable family planning market environment
- Cadre of TMA “champions” with mandate and capacity to support specific follow-on TMA activities.
- Strong government commitment to family planning.

Demonstrated the need for increased:
- Market data collection and analysis,
- Capacity building for cross-sector coordination mechanisms, and
- Advocacy around the TMA concepts.
Key challenges - all countries

• Lack of clarity how TMA supports the family planning sector in concrete terms, lack of familiarity with TMA concept.

• Total market coordination mechanisms need to be defined and strengthened.

• Highly divergent public and commercial sectors perceptions of one another.

• Undisciplined and fragmented markets.
Proposed next steps/opportunities - all countries

• Market segmentation analysis

• Strengthen government stewardship

• Support public-private partnership (PPP) initiatives

• TMA in subnational context
Proposed next steps/opportunities - all countries

• TMA advocacy efforts focusing on government and commercial sector.

• Support strategic alliances between family planning NGOs.

• Follow-up required to identify resources (donor and government) to support increased coordination and other TMA efforts.
A University Resource Network
Government Stewardship Capacity Assessment Tool

ABT Associates, RHSC Innovation Fund (Round 12)
Background

Objective:

“Assess the government's ability to steward a Total Market Approach for family planning commodities by assessing its current ability to fulfill certain tasks and manage specific aspects of a multisectoral strategy.”

Why?

• Provides a baseline provides a means of assessing stewardship areas with more precision

• Guide future plans when developing a list of immediate TMA priorities, particularly in addressing areas of weakness.
Tool development process

• Conducted a literature review of TMA and government stewardship concepts.

• Identified key stewardship tasks, characteristics and minimum infrastructure.

• Organized tasks, characteristics and infrastructure under components within key responsibilities.

• Asked RHSC MDA WG members to review initial design and indicators.

• Field tested draft tool in Malawi and Tanzania.
## Measurements (key criteria)

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<thead>
<tr>
<th>Components</th>
<th>Policy &amp; Dialogue</th>
<th>Regulation</th>
<th>Data Collection and Analysis</th>
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<tr>
<td>Mandate</td>
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<td>Data Collection</td>
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<td>Sufficient Funding Sources</td>
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<td>Data Analysis</td>
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<td>Recognized Need</td>
<td>Legal Framework</td>
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<td>Data Management</td>
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<td>Dialogue</td>
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## Scoring and sub-criteria

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### Policy & Dialogue

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<tr>
<td><strong>Total</strong></td>
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Stakeholder observations during field testing

Both public and private stakeholders mentioned:

- Playing a strong stewardship role is predicated on the ability to conduct routine market studies, with sufficient resources to carry out supplemental research on specific topics/issues.

- Government HIV/AIDS programs generally have better data sources and stewardship capacity than FP programs.

- Government might consider empowering an NGO, FP consortium or other multi-lateral organization to fill the TMA coordination role.
Key recommendations

• The scope of the assessment should be focused on a *single agency* with additional technical assistance and dedicated resources.

• The tool could be modified to be used for self-assessments.

• Disseminate the tool widely in addition to identifying follow-up opportunities to pilot and improve tool.
THANK YOU!