Markets Matter for Advocates!

Policy advocacy to strengthen markets and improve access to essential health products

Erin Seaver, PATH October 12, 2016



#RHSUPPLIES2016



IN GLOBAL HEALTH, MARKETS MATTER

Even the most effective health products can't improve health or save lives if they don't reach the people who need them.

HEALTHY MARKETS REQUIRE THE COORDINATED EFFORTS OF:



Regulators Protect the health and safety of populations by regulating all aspects of health products



Donors Invest in market strengthening and support market actors



Buyers Assess demand and purchase products



Suppliers Move products safely to outlets for consumers

Health Care Providers Provide appropriate information and products to support health



Advocates

Raise awareness and

promote policy solutions to foster enabling environments for markets

> Individuals Access and use products to live healthy, productive lives

Developers & Manufacturers

Innovate, design, produce, and sell products

HEALTHY MARKETS MEAN PRODUCTS ARE:

Available

Products can be consistently accessed through a range of local channels and outlets.

🔗 Affordable

Products are offered at a cost that balances what consumers can afford while providing financial incentives for manufacturers and suppliers.

Appropriate

Products are designed to meet the needs and constraints of users, providers, and supply chain managers.

Governments Purchase and supply health products, and

establish policy and

legal frameworks

for markets

Quality Assured

Products are safe, effective, and meet international standards, and quality is safeguarded throughout the supply chain.

🔊 In Secure Supply

Global supply is diversified among manufacturers and suppliers and sufficient to meet demand.

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Advocacy guide

The guide will build knowledge and capacity of advocates to:

- Explain the role of markets in supporting access to essential health products.
- Describe the basic structure of a market and the key actors involved.
- Understand how policies affect markets for health products.
- Develop an advocacy strategy to influence marketrelevant policies for specific health issues.

What do YOU need to strengthen policy environments for RH & MH markets?

... Tools? Definitions? Messages? Case studies?