

Markets Matter for Advocates!

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

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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:



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.
- ✓ **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.

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 market-relevant policies for specific health issues.

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

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