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:

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

- **Governments**
  - Purchase and supply health products, and establish policy and legal frameworks for markets

- **Advocates**
  - Raise awareness and promote policy solutions to foster enabling environments for markets

- **Donors**
  - Invest in market strengthening and support market actors

- **Suppliers**
  - Move products safely to outlets for consumers

- **Developers & Manufacturers**
  - Innovate, design, produce, and sell products

- **Health Care Providers**
  - Provide appropriate information and products to support health

- **Individuals**
  - Access and use products to live healthy, productive lives

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.

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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 market-relevant policies for specific health issues.
What do YOU need to strengthen policy environments for RH & MH markets?

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