

Market Development Approaches Advocacy & Accountability

Joint Meeting

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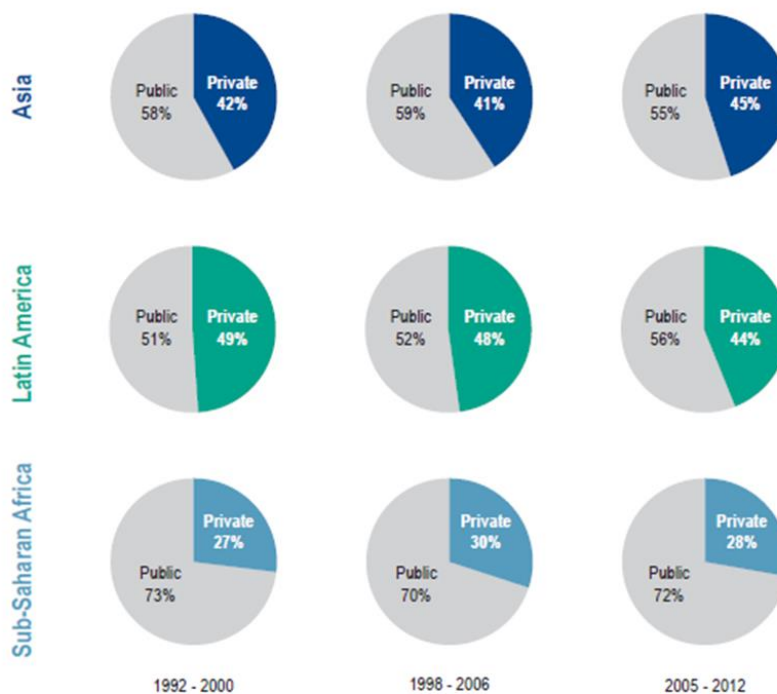
Agenda

- Quality: One of our pillars
- How advocates can strengthen the whole market
- Group discussions: Looking at the whole market to increase access and quality starting from country cases
- Gallery Walk: prioritizing our messages

Quality: An essential pillar,
central to the total market
approach.

The Total Market for Contraceptives

Modern contraception users who obtained method from private sector (%)²



Source: DHS

1. The private sector includes private clinics, private hospitals, private doctors, private pharmacies, and NGO facilities. The public sector includes government clinics and hospitals, government health centers, public family planning clinics, social security programs, and public field workers.

Regulation: private vs. public sector

- Public sector: most commodities are donated
- Donors buy commodities that are regulated by a Stringent Regulatory Authority or the World Health Organization Pre-Qualification Program
- Private sector commodities:
 - May be procured by social marketing agencies
 - Or may be purely commercial sector

Quality: where and how?

- Key differences between the private and public sectors.
- Quality issues can arise in the factory, in transit, in storage, and in the clinic.
- Products that do not have stringent regulatory approval are not necessarily low quality.
- Counterfeit/fake commodities are something of a different issue.

Private commercial sector Emergency contraception in Peru



Advocating for high quality RH commodities

- Talk the same language (glossary of terms under development).
- Understand the nuances - “fakes” get media coverage but quality issues are complex.
- How we talk about quality is important: it is not about “name brand” vs. “generic.”
- We need a strong private sector to meet the needs of couples for RH commodities. How do we regulate this sector?