



SUPPLYINSIDER

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New tool helps manufacturers target markets

Faced with costly and complicated health product registration processes, many manufacturers limit their market entry to countries perceived as being “low risk”. But they do so, often on the basis of very little information. Responding to the need for better and more up-to-date data, the Coalition has launched a new web-based interactive tool, [RHTargetMarket](#), that helps manufacturers reduce the guess-work. Users simply select criteria such as the relative ease of registration processes, market size and a range of demographic factors, and a specially-designed algorithm identifies potential markets. Mukul Taparia of Pregna International Ltd, has called it “a great decision making tool for identifying markets, and for developing product and regulatory strategies”.

The tool is free and accessible for public use, and includes data from partners such as the World Bank, Population Reference Bureau, and Track20, which tracks progress on the FP2020 initiative. “We are pleased to partner with RHSC on this critical market-shaping tool, which will greatly facilitate strategic, informed decision-making to expand contraceptive markets and accelerate progress against the FP2020 goals,” said Beth Schlachter, FP2020’s Executive Director.

Read more about RHTargetMarket [here](#). Download a [communications kit here](#) and help

spread the word. Have questions? Contact us at RHTargetMarket@rhsupplies.org

Commodity Gap Assessment to address critical forecasting questions

FP2020's goal of 120M additional users by 2020 will boost the demand for family planning to historic levels. And this demand will have a direct impact on the availability of the contraceptive supplies needed to meet it. Many have taken it for granted that global supply capacity is adequate to meet any such increases in demand. But is that really the case?

Motivated by a desire to understand better the supply implications of the growing global demand for family planning, the Coalition is leading a Commodity Gap Assessment (CGA) that seeks to analyse emerging trends in the demand for, and consumption of, contraceptive supplies, focusing on the implications for procurers, manufacturers, donors, and advocates. The first phase of the project—consultations with more than 20 stakeholders—is nearly complete. In April, leading technical experts will convene to formulate a methodology for responding to the community's key concerns. For more information, please contact Nina Miller at ninalmiller@yahoo.com.

Study explores impact of market shaping on maternal health supplies

Nearly 40 percent of all maternal deaths could be prevented by greater access to just three maternal health supplies (MHS): magnesium sulphate, misoprostol, and oxytocin. In a newly published study commissioned by the Coalition, partner organization [Results for Development \(R4D\)](#) explores the role effective market shaping could play in making these supplies more affordable, safer, and ultimately more accessible to all who need them. By focusing its work on three diverse country contexts: Nigeria, Ethiopia and Bangladesh, the study draws on input from relevant supply- and demand-side actors to map the MHS market. It then identifies gaps and opportunities as a basis for recommending future market shaping interventions. The report can be downloaded [here](#).

Exploring e-commerce opportunities for RH supplies

Four key factors drive the online availability of reproductive health products: infrastructure; regulations; product information; and customer profiles and preferences. With support from the Innovation Fund, Georgetown University's Institute for

Reproductive Health (IRH) has tapped key stakeholders to understand better the reproductive health e-commerce environment in four countries. They have assessed the online availability of underused technologies, specifically emergency contraception, female condoms, and CycleBeads®. A [summary report](#) of the findings was discussed in a recent [webinar](#), which is available on the Coalition's online webinar hub. IRH has also leveraged \$100,000 from USAID to disseminate the results more broadly.

New webinar: Can women afford emergency contraceptive pills?

The commercial sector has much to contribute to meeting FP2020's goal of reaching 120 million new contraceptive users. But when it comes to the distribution of contraceptives—be it through private pharmacies or social marketing programs—that contribution often hinges on one simple variable—price. Emergency contraception is one product widely accessed via the private sector, and yet a recent global survey by the International Consortium on EC showed substantial differences in the price of EC pills by country and by region. Financed by the Innovation Fund, the study addressed the influence on price of factors such as EC availability in the public sector, social marketing strategies, and local manufacturing. A webinar of survey results was held mid-March and is now available [online](#).

No-holds-barred voices feed into Coalition youth strategy

Twenty-five youth leaders registered anger, disappointment and hopes at the Coalition's youth consultation held at the Bali International Conference on Family Planning. They bemoaned what many felt was the expense of long-term methods such as the IUD, and expressed concern over prevailing myths that the method compromised long-term fertility even after discontinuation. Cultural taboos surrounding abortion and the use of family planning by unmarried couples were also seen as compromising access to contraception. And finally, participants criticized the imposition of age requirements for accessing family planning and the widespread lack of comprehensive sex education. To learn more about the Coalition's pioneering work for youth-specific access to reproductive health supplies, contact Emilie Peeters at epeeters@rhsupplies.org.

Two governments and a foundation bring total membership to 367

- The Ministry of Health and Public Hygiene, ([Ministère de la Santé et de l'Hygiène Publique](#)) Côte d'Ivoire
- National Reproductive Health Programme of Burundi ([Programme National Santé de la Reproduction](#)). This government institution is a department of the

Ministry of Health tasked with developing a national reproductive health policy, including addressing resource mobilization and contraceptive contraceptives.

- [Michael Adedotun Oke Foundation](#), based in Nigeria, advances reproductive health advocacy by mobilizing parliamentarians to prioritize family planning.

In the calendar

11-15 Apr	49th Session of the Commission on Population and Development , UN, New York
21-22 Apr	Systems Strengthening Working Group meeting , Washington, DC
13-14 May	RHSC Executive Committee meeting, Copenhagen, Denmark
16-19 May	4th Women Deliver Global Conference , Copenhagen, Denmark
23-28 May	69th World Health Assembly , Geneva, Switzerland
18-22 July	International Aids Conference , Durban, South Africa
10-14 Oct	17th General Membership Meeting of the Reproductive Health Supplies Coalition , Seattle, USA
10-12 Nov	Sexual and Reproductive Health and Rights Conference , Wellington, New Zealand

TAKE STOCK | UPDATES

Two FP2020 Countries Now Committed to Take Stock

The Bangladesh Directorate General of Family Planning and the Burundi Ministry of Health National Reproductive Health Program became the first country governments to join the Coalition's global campaign to resolve contraceptive stockouts, setting the standard for measurement and transparency of contraceptive stockouts. For more campaign information, check out NoEmptyShelves.org.

Speak the same language on stockouts

In her recent Family Planning Voices [profile](#), the Secretariat's Reducing Stockouts Officer Ellen T. Tompsett stressed the need for greater transparency on the issue of stockouts. Over the coming years, she said, TakeStock will dedicate itself to getting

donors and country governments to publicly report stockouts using one or more core indicators. #FPVoices was created by the Knowledge for Health (K4Health) Project and FP2020, in order to document and share real stories from real people around the world who are passionate about family planning.

Blog: Using M&E Data to Reduce Stockouts

How does comparable stockout data contribute to resolving stockouts, reducing unmet need, and achieving FP2020 goals? Track20's Senior M&E Specialist Priya Emmart talks about it in K4Health's recent blog [here](#).

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