

# SUPPLYINSIDER

## JUNE 2014



### SECONAF co-hosts regional workshop on Total Market Approaches

Participants from 12 Francophone African countries met this month in Dakar for a three-day regional workshop on “Total Market Approaches (TMA) for Family Planning”. Co-hosted by SECONAF, PATH and UNFPA, the workshop introduced more than 60 participants to the core elements of TMA and demonstrated its effectiveness as a tool for expanding and sustaining access to FP and RH commodities and services. By the end of the workshop, the country teams had drafted national TMA action plans and, under the leadership of SECONAF, launched a listserv to sustain engagement with a newly-formed regional TMA community of practice. If you are a French-speaker and interested in joining this listserv, please contact [Jamee Kuznicki](#).



### New report seeks to demystify market shaping

This month saw the publication of “[Market Shaping for Family Planning](#)”, a comprehensive review of the role of market shaping in improving the effectiveness of FP markets. Co-authored by Dalberg Global Development Advisors, the report draws on recent market shaping initiatives to get to the bottom of this increasingly used, but all too often misunderstood, term. The report builds on the Coalition’s brain trust of more than 40 market dynamics specialists who helped identify key elements of a healthy market, contributed to a new conceptual framework for understanding the logic of market shaping; and identified structural tensions and trade-offs that often arise from the implementation of market shaping efforts. “Market Shaping for Family Planning” is now available online.

### Coalition welcomes Brian McKenna as new Deputy Director

In June, the Coalition Secretariat welcomed on board its new Deputy Director, Brian McKenna. Brian joins the Secretariat’s Brussels-based headquarters from Population Services International (PSI) where he had, for the last three years, been serving as Deputy Regional Director for Southern Africa. Brian brings with him strong management skills and broad-based country experience, most recently in Madagascar where he served as PSI Country Director. A graduate of the Johns Hopkins University School of Advanced International Studies, Brian began his development career in Guinea as a Peace Corps volunteer.

### Executive Committee meeting summary now available

A summary of key discussions and decision points from May’s Executive Committee has been posted on the Coalition [website](#). Topics include development of the Coalition’s new Strategy, ongoing revision of the Terms of Reference and venues for the 2015 membership and Executive Committee meetings.

### Leveraging the power of partnership to keep shelves full

The last few months saw the CARhs Group and the Coalition’s DMPA Advisory Group work hand-in-hand to keep shelves stocked in two countries: Nepal and Myanmar. Earlier this year, partners in Myanmar alerted the Coalition to an imminent shortfall of DMPA and oral contraceptives. Within months, the CARhs had negotiated an in-kind donation from UNFPA of more than 1.1M oral contraceptives and 550,000 units of DMPA. A few months later it was the DMPA Advisory Group which alerted the CARhs to an existing supply crisis in Nepal. Again, quick action by UNFPA/PSB, a member of the Advisory Group, and CARhs made it possible to expedite more than 1.75M units of DMPA to Nepal’s Ministry of Health.

## Coalition's membership reaches 293 with 10 new members this month

- Association Burkinabé pour le Bien-être de la Famille (ABBEF), IPPF's Member Association in Burkina Faso, builds the capacity of civil society to support Sexual Reproductive Health and Rights.
- [Association Togolaise pour le Bien Être de la Famille](#) (ATBEF), IPPF's Member Association in Togo, provides a full range of RMNCH services, including HIV/AIDS testing and counselling.
- [CARE USA](#) is a major international humanitarian agency, founded in 1945, that delivers broad-spectrum emergency relief and long-term international development.
- [Centrale d'achat de médicaments essentiels et génériques](#) (CAMEG) is Burkina Faso's central medical store, responsible for assuring the availability of quality essential medicines.
- Centre Médical Social-Baguida (CMS Baguida) is a not-for-profit Togolese health care centre that provides FP/MH services and organizes demand creation campaigns.
- [Equidad de Género, Ciudadanía, Trabajo y Familia \(Equidad\)](#) is a Mexican NGO, founded in 1996, that monitors the provision of SRH services to identify gaps and expand access.
- [Instituto Nacional de la Salud](#) (INSALUD) is a large civil society network in the Dominican Republic that seeks to foster internal dialog and identify development opportunities with government.
- [Kuehne+Nagel](#) (K+N) is a for-profit, global transportation and logistics company based in Switzerland.
- [OCON Medical](#) is an Israeli manufacturer of spherical IUDs.
- [PROMACO](#), Burkina Faso's primary social marketing agency, was established by PSI in 1991 to meet the needs of hard to reach populations.

### FROM THE IMPLEMENTING MECHANISMS



## ForoLAC launches a season of webinars

Partnering with parliamentarians, decentralizing advocacy, and earmarking funds for supplies—these were among the themes shared at a recent ForoLAC webinar, co-hosted by Guatemala's *Observatorio de Salud Reproductiva* with support from Population Action International. So successful was the event that the ForoLAC, together with partners UNFPA/LACRO and [Prisma](#), launched its second series of webinars which will run from June to September. Six in total, the webinars will draw on input from governments across the region, and from the private sector, particularly in the area of information systems for supplies management. For more information please contact Regional Facilitator [Milka Dinev](#).



## Systems Strengthening WG calls for paradigm shift

A new paper, co-authored by leaders in the field of RH supplies, aims to mobilize decision-makers to rethink the way public health systems are managed. [A Business Approach to Transforming Public Health Systems](#) exhorts public health leaders to take a more pragmatic approach—and to ask themselves “Is what we have today working as well as it needs to, and will it work for tomorrow?” Published under the auspices of the [SSWG](#) and co-authored by Alan Bornbusch (USAID), Todd Dickens (PATH), Carolyn Hart (JSI) and Chris Wright (JSI), the paper guides thinking with a view as to what the global health landscape will look like in the year 2035. This longer-term vision requires a hard look at the supply systems of today and how well they are equipped to take advantage of future opportunities and to meet future challenges.

## CARhs sees Erin Seaver off

The CARhs bids a grateful farewell to Erin Seaver who, earlier this month, vacated her seat as USAID's representative on the Coalition's illustrious brigade of supply firefighters. For more than three years, Erin has served on the CARhs, devoting extraordinary energy to its mission and inspiring its recent strategic planning effort. As one of the original workstreams within the Systems Strengthening Working Group, the CARhs—and indeed Coalition as a whole—are grateful for Erin's leadership and hard work. Until Erin's replacement is identified, USAID will continue to be represented on the CARhs by Siobhan Perkins.

## All you've ever wanted to know about TMA...

The Coalition's MDA Working Group has just published in English and French an at-a-glance guide on Total Market Approaches (TMA)—what it is and how it can be applied. This collective effort by several working group members, including PSI, Abt Associates/SHOPS, PATH and UNFPA, can be downloaded from the Coalition [website](#).

### IN THE CALENDAR



21-22 August 4th CLACAI Regional Conference, Lima, Perú  
15-19 September FLASOG Regional Meeting, Quito, Ecuador  
26-30 September 7th China Reproductive Health Expo  
28-30 September 2nd PtD Human Resources for SCM Conference, Copenhagen, Denmark  
20-24 October [15th RHSC General Membership Meeting](#), Mexico City, Mexic  
17-19 November 7th Global Health Supply Chain Summit, Accra, Ghana  
5 December ICRH Meeting on "Sexual and Reproductive Health and Rights", Ghent, Belgium



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