



Total Market Approaches in Health Programming

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CH TF PSE Subgroup Meeting
October 29, 2019





What is a Total Market Approach?

A lens or process used to mobilize market actors in all sectors to increase and sustain the provision and use of priority health products

TMAs analyze demand and supply data to develop strategies that help grow the market in an equitable and sustainable manner

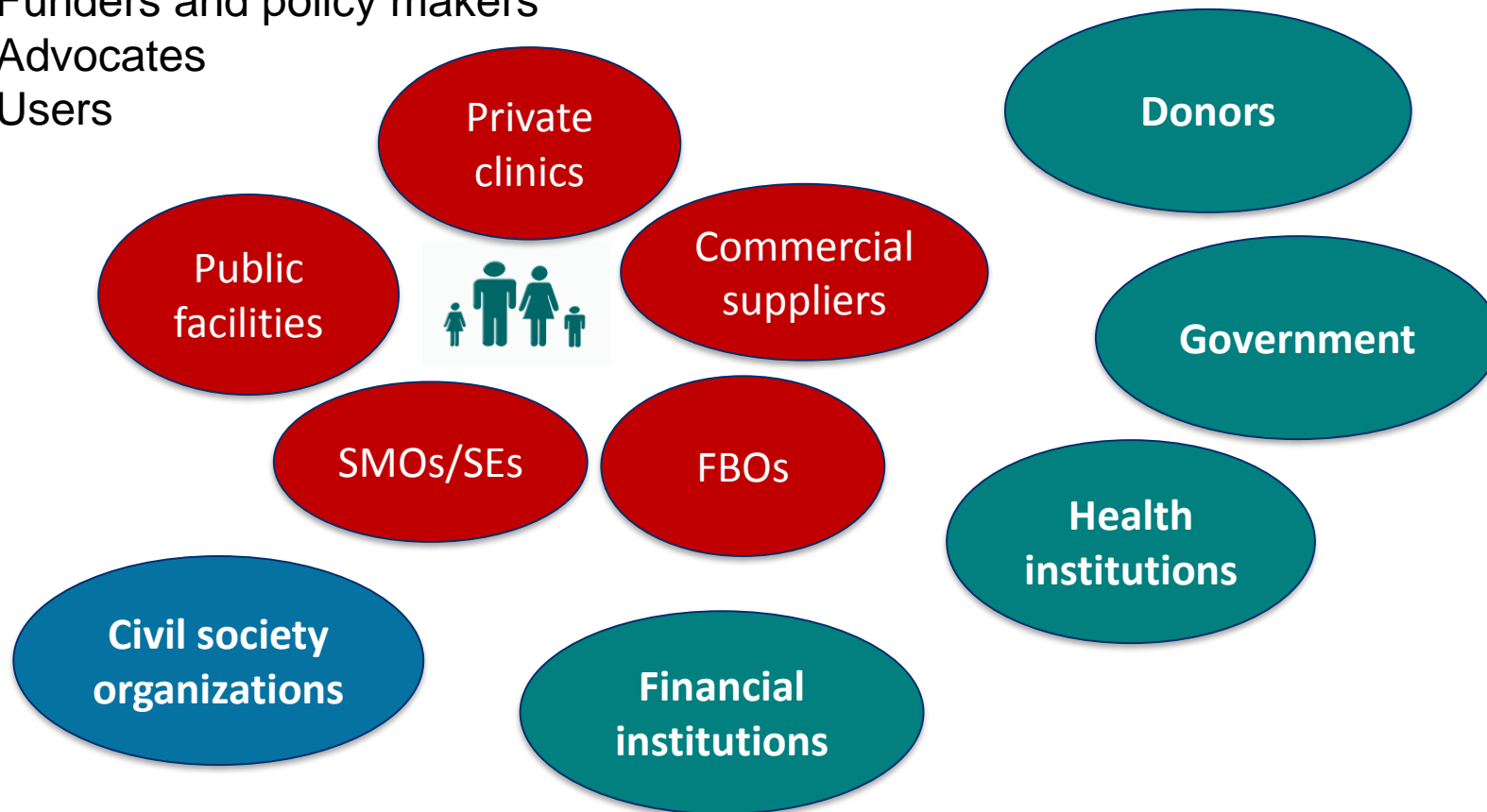
TMAs help direct public resources where they are most needed, and encourage private actors to invest in profitable market segments



TMAs start with market analysis

Key actors:

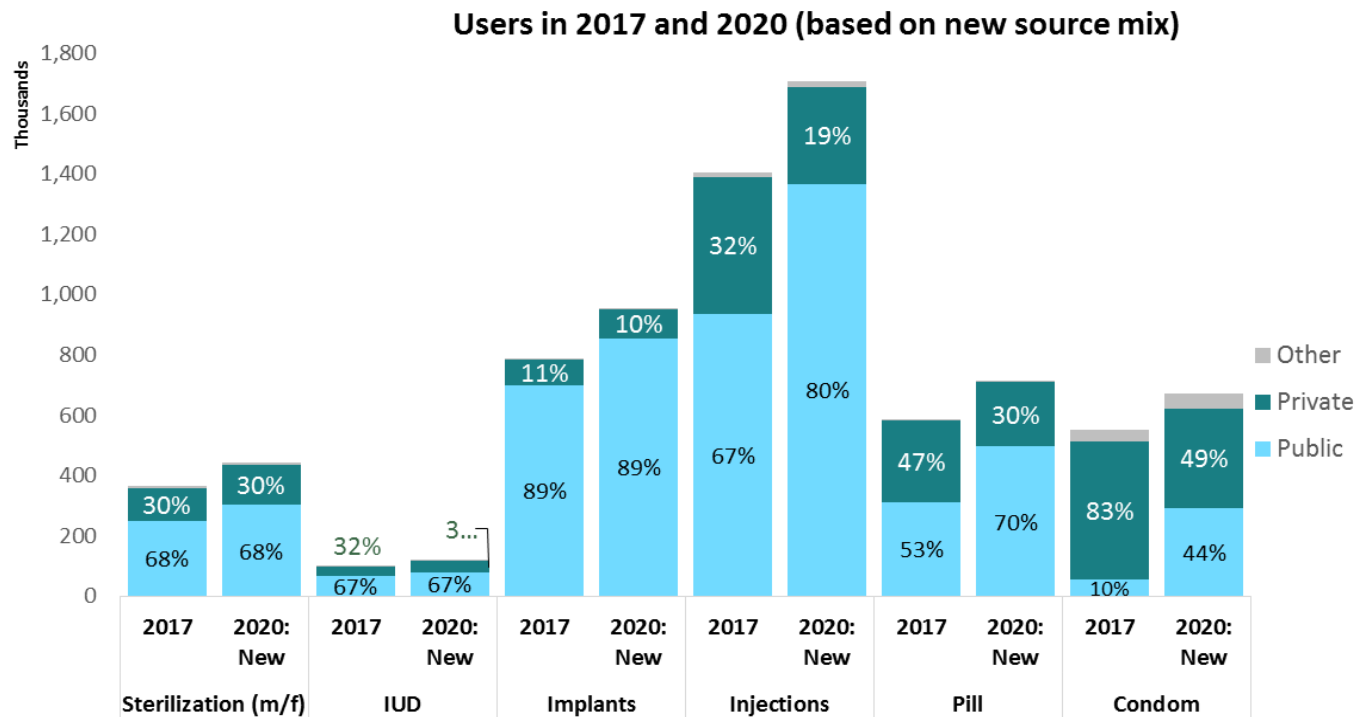
-  Suppliers of products and services
-  Funders and policy makers
-  Advocates
-  Users





Data analysis builds support for TMAs

Modeling of FP sourcing using Tanzania DHS data showed the impact of users switching to public facilities, and a growing burden on the public sector

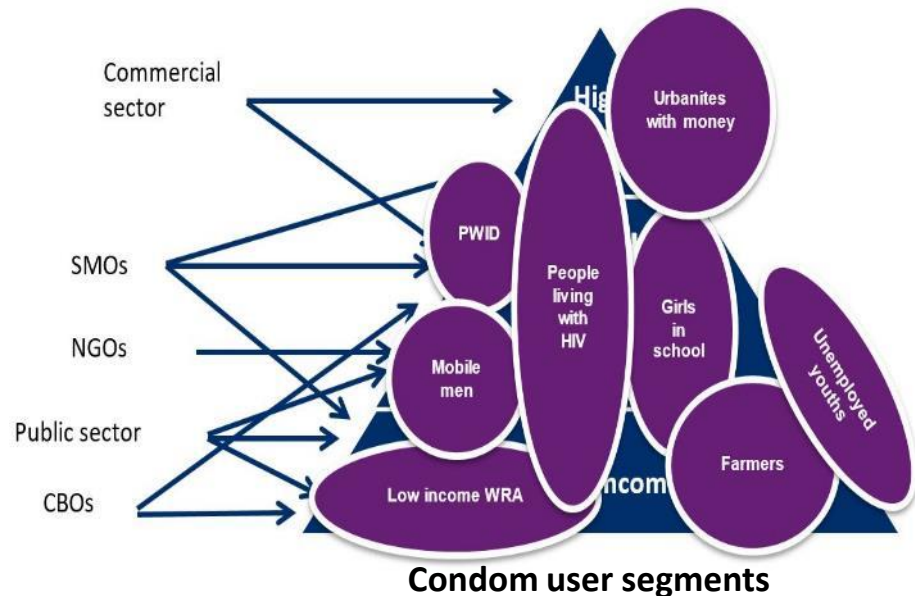
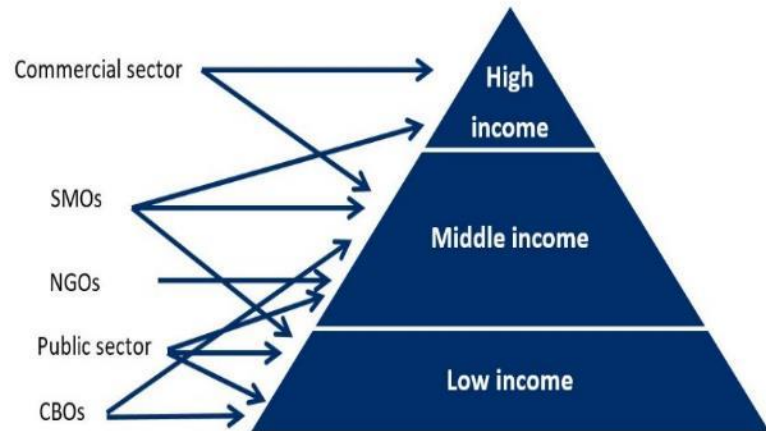




Responding to demand through a TMA

Income or ability to pay are often used to suggest appropriate sources for different user segments

Segmentation is often more complicated. For this reason, direct engagement of market actors is necessary.





SHOPS Plus TMA strategy for Tanzania

Building the stewardship capacity of the Tanzanian government in the development of TMAs

Increase market knowledge	Build consensus around national priorities	Institutionalize TMAs through key agencies	Increase capacity at multiple levels
Analyzed existing market data with a TMA lens Conducted a condom retail audit and user focus groups	Supported multi-sector TMA workshops Supported the creation of private sector and donor coordination groups	Mainstreamed TMAs in national condom and FP strategies Conducted a condom TMA training workshop for the GOT	Produced a TMA manual for GoT staff at national, district and facility levels Assisted the GoT in programming condoms for HIV



How to recognize a TMA



- TMAs can be called something else and look very different depending on desired goals but share these characteristics:
 - Aim to meet the total demand for products/services through all available supply sources
 - Use data to build consensus on national policies
 - Support regular engagement between market actors, donors and government
 - To be sustained over time, require building the stewardship capability of a local institution



Using a TMA to introduce a CH product

- In 2008, The USAID POUZN project introduced a zinc product through a TMA in Nepal
- The project built the capacity of local manufacturers and grew demand for zinc through a mass media campaign
- SHOPS Plus is currently supporting the Nepal MOH, local manufacturers and an SMO to distribute zinc through both sectors, including a zinc/ORS co-pack through pharmacies





Thank you!