



Advocacy for Total Market Approaches (TMA)

An A&A/MDA Joint Working Group Session

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“Global health is inextricably linked to the health of the marketplace that delivers life-saving products to low-income populations.”

-USAID's *Healthy Markets for Global Health: A Market Shaping Primer*



The Value Proposition: Advocacy for Market Strengthening



Established,
experienced networks
of health advocates

Focus: Access & Equity



Market resources and
capabilities

Focus: Efficiency & Sustainability

= Improved access to quality, sustainable
RH / MH products and programs

Total Market Approach (TMA)

Total = All segments of providers and consumers

Market = public, private non-profit/ social marketing and private commercial sector

Approach = engage with stakeholders across sectors to achieve universal access to products and services

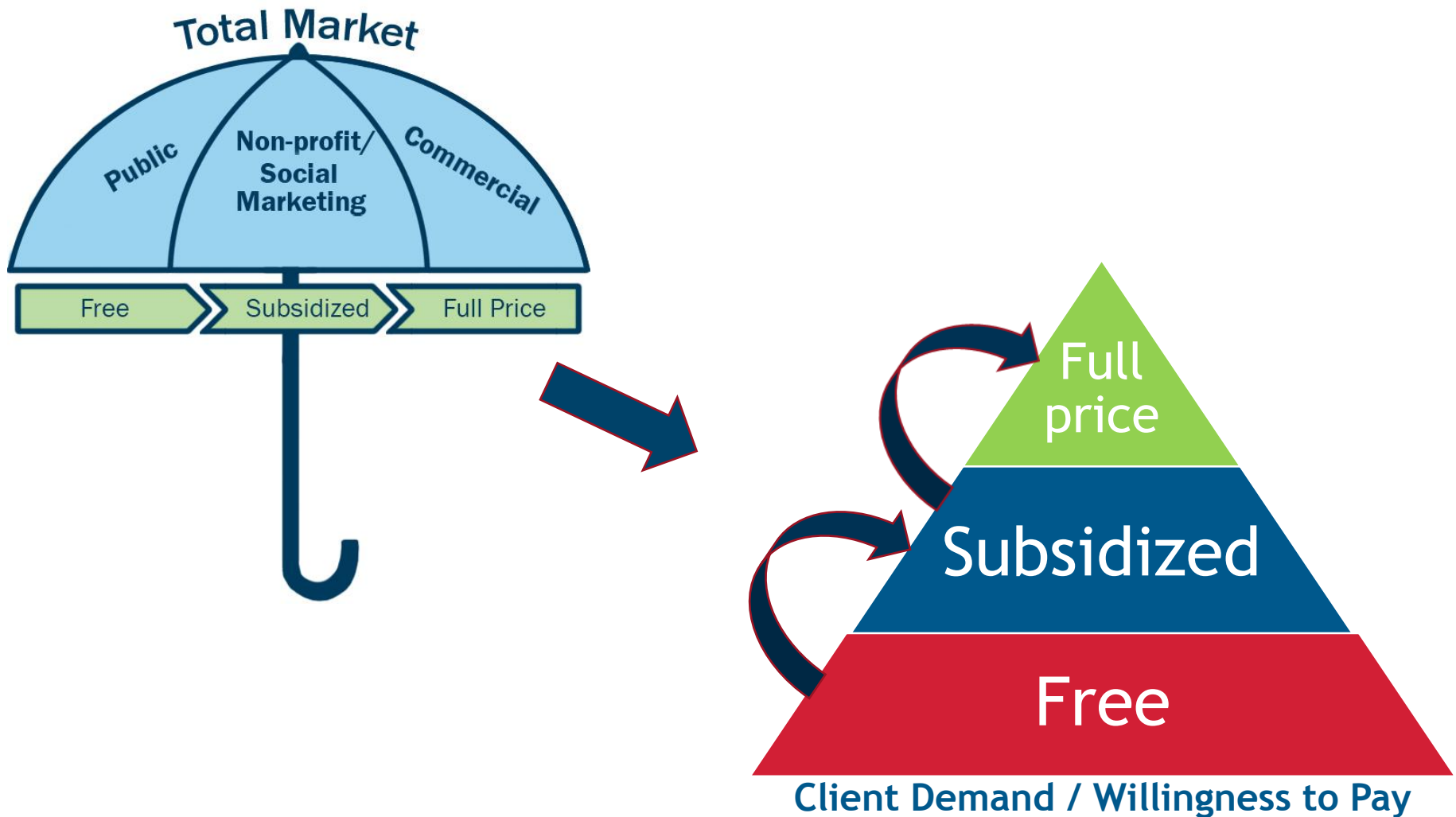
Why a Total Market Approach (TMA)?

Goal: Ensure universal access to priority reproductive health products and services

Objectives:

- To increase accessibility, availability, affordability, quality and choice of products and services
- To ensure equity and sustainability of products and services over time
- To develop mechanisms to engage with stakeholders across sectors in coordinated manner

Framework for a Total Market Approach (TMA)

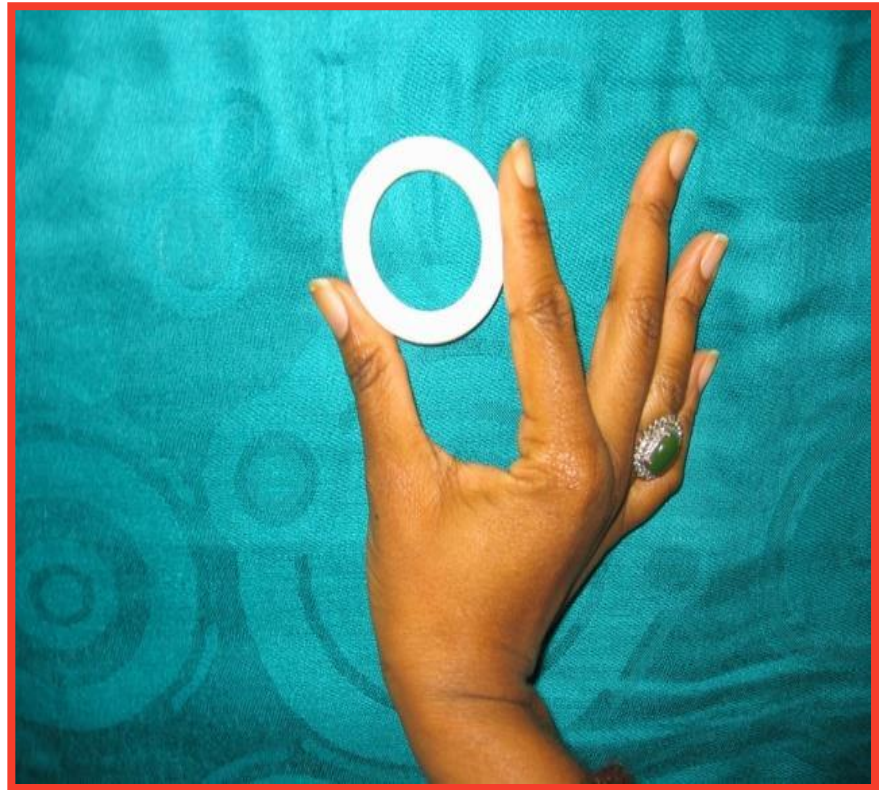


Introducing New Products into the Market

Progesterone Vaginal Ring (PVR)

Product: PVR is a 3 month contraceptive vaginal ring designed for breastfeeding women in the first year following childbirth

Target market: Postpartum women who prefer longer-term, non-surgical methods

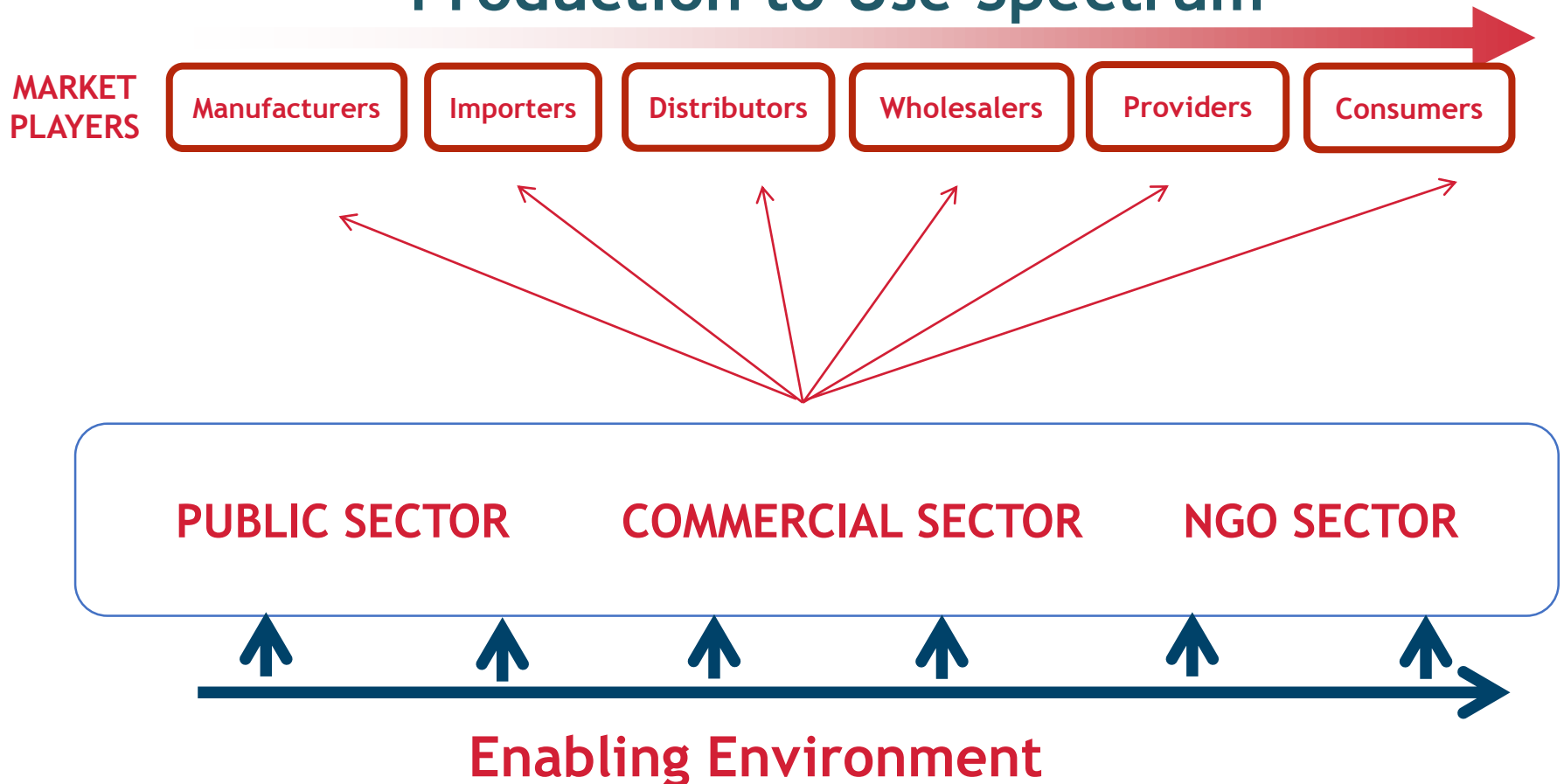


Improved FP Using TMA: Setting the Scene at the National Level

- Advocacy/positioning TMA [all sector contributions]
- Support building of empirical case for TMA
- Working with MOH and public sector to overcome potential opposition to adoption total market thinking
- Include focus on stewardship role of state as guarantor of health of whole population
- Promote opportunities to bring public, NGO and private sector stakeholders together
- Facilitating TMA according to comparative advantages of key country and global partners

Country Perspectives on Applying a TMA: Working Across Demand & Supply

Production to Use Spectrum



What is Advocacy?

*(*Definition from WHO)*

Advocacy is a combination of actions designed to gain political commitment, policy support, social acceptance, and systems support for a particular health goal or program.

Most often, the aim of advocacy is to:

- Formulate supportive policies
- Reform or rescind harmful policies
- Ensure supportive policies are indeed implemented, such as ensuring appropriate distribution of resources

Examples of Advocacy

Working with decision-makers to support change by:

✓ **Providing analysis** to inform development or implementation of laws, policies, and regulations

✓ **Meeting with decision-makers** to inform them about an opportunity

✓ **Conducting research, a media strategy, or public education** with the aim of influencing decision-makers

Advocacy is NOT:

- Information, Education & Communication
- A demonstration every day
- Influencing elections



Question that helps us define advocacy:

- Is the target audience a decision-maker?

Developing an Advocacy Strategy

(Advocacy model from Advance Family Planning)

PHASE 1: BUILD CONSENSUS

- Step 1: Decide Who to Involve
- Step 2: Set **SMART** Objectives
- Step 3: Identify the Decision-maker

Specific
Measurable
Attainable
Relevant
Time-bound

PHASE 2: FOCUS EFFORTS

- Step 4: Review the Context
- Step 5: Know the Decision-maker
- Step 6: Determine the Ask

PHASE 3: ACHIEVE CHANGE

- Step 7: Develop a Work Plan and Budget
- Step 8: Set Benchmarks for Success
- Step 9: Implement and Assess

Sample TMA Advocacy Objectives

Advocacy Issue: Government stewardship of the total FP market.

Sample Advocacy Objective:

- The National Ministry of Health / Reproductive Health Division will expand the National Coordinating Committee for RH to include participation of key commercial sector FP stakeholders by June 2016.

Sample TMA Advocacy Objectives

Advocacy Issue: Financial sustainability of FP.

Sample Advocacy Objectives:

- Key commercial sector FP suppliers will share forecasts and sales data quarterly and annually with the National Ministry of Health / Reproductive Health Division, starting in January 2016.
- The National Ministry of Health / Reproductive Health Division will consolidate nonprofit and commercial FP data into its planning and forecasting to better inform costing of public sector FP services and products, including procurement and distribution, for FY 2016.

Total Market Approach Advocacy Worksheet

Advocacy objective: The National Ministry of Health / Reproductive Health Division will expand the National Coordinating Committee for RH to include participation of key commercial sector FP stakeholders by June 2016.

Target decision-maker: National Ministry of Health/RH Division

Value proposition (*Why would the target decision-maker be motivated to fulfill this objective?*)

- 1.
- 2.
- 3.
- 4.

Barriers and Opposition (*What resistance do you anticipate to achieving your advocacy objective, from competing priorities and/or agendas to concerns about funding, timing, and capacity?*)

	Potential Solutions and Tools Needed to Address the Barrier
Likely Barriers	
1.	1.
2.	2.
3.	3.
4.	4.

Small Group Work- Report Out

Questions:

- What barriers did groups identify to achieving their advocacy objectives?
- What advocacy tools already exist that would be useful in addressing these barriers? What are the gaps?
- What are some country-level TMA efforts that are ongoing or forthcoming? Are there opportunities for the AAWG to support them?

TMA Advocacy Resources

TMA:

- [Total Market Approach Compendium](#)
- [Total Market Approach eLearning Course](#)
- GWU's *Cases in Public Health Communication and Marketing*- Volume 8, Supplement 1- [The Total Market Approach](#)

Advocacy:

- [K4Health Advocacy Toolkit](#)
- [Advance Family Planning \(AFP\) Advocacy Portfolio](#)
- [Map Your Advocacy Impact Strategy](#)

TMA Advocacy:

- [“Advocating for a Total Market Approach in Vietnam”](#)
- [“Policy Advocacy for Total Market Approach for FP- Eastern Europe & Central Asia Regional Workshop”](#)
- [“Stakeholder Perceptions of a Total Market Approach to FP in Nicaragua”](#)

Thank you!