



## The Total Market Approach

# Steps to Succesful Implementation with Country Cases



## Assess and catalyze government interest

#### Perform market segmentation analysis

Honduras: With a stalling contraceptive prevalence rate and growing unmet need, a total market initiative was launched with funding from the Reproductive Health Supplies Coalition and SHOPS. The team of donors conducted in-depth stakeholder interviews, qualitative research, and market segmentation analysis on four preliminary market segments. Findings were disseminated and discussed in a stakeholder workshop with more than 45 participants from 30 organizations, including several from the commercial sector.

#### Collect available data

Paraguay: The SHOPS project analyzed DHS data of the Paraguayan contraceptive market. The objective of the analysis was to determine if rapid growth of family planning provision through the public sector had negatively affected the private sector.

Nicaragua: The Ministry of Health conducted a stakeholder analysis which confirmed that NGOs and private distributors supported total market principles, but identified a lack of ongoing government engagement. This resulted in the expansion of the contraceptive security committee (DAIA) to include three NGOs considered influential in family planning. Formal stakeholder analysis was a powerful tool that enabled the DAIA to look at the family planning community in a new way.

#### Convene a coordinating group

#### Develop a plan

Ivory Coast: In Ivory Coast, a local social marketing organization, AIMAS, struggled to improve its contraceptive sales. One major challenge was the free distribution of products from other programs to residents in urban areas who might otherwise be AIMAS customers. AIMAS organized a workshop for donors and implementers to promote a more coordinated approach to contraceptive programming, and included public, private nonprofit, and private commercial sectors. A plan to create working groups that would exchange information on existing stocks, procurement plans, distribution strategies, and communications strategies was developed.

# Vietnam: Increasing demand and decreasing donor resources motivated the government to develop a total market plan for family planning. Interviews with stakeholders confirmed strong support for public sector leadership of public-private coordination, but indicated a need for ability-and willingness-to-pay data for clinical contraception, available commercial sector products, and prices.

#### Interview stakeholders

## Review relevant policies

Madagascar: A new policy began to offer all contraceptives free to clients in the public sector. The policy change resulted in some impressive gains (↓ total fertility rate, ↑ contraceptive prevalence rate) but also challenges to contraceptive security. Market segmentation analysis using DHS data revealed that the majority of contraceptives were provided by donors but the cost of transportation was not covered. With no government funds for this, stockouts became a risk. Free contraceptives in the public sector led to declining sales in the commercial sector and increased reliance on the public sector. Clients who could pay used contraceptives provided by the public sector, and taxes on contraceptives discouraged private sector participation.



Periodically monitor and revise the plan