



NEW MODELS FOR FUNDING CONDOM PROGRAMMES

MANN GLOBAL HEALTH 2018

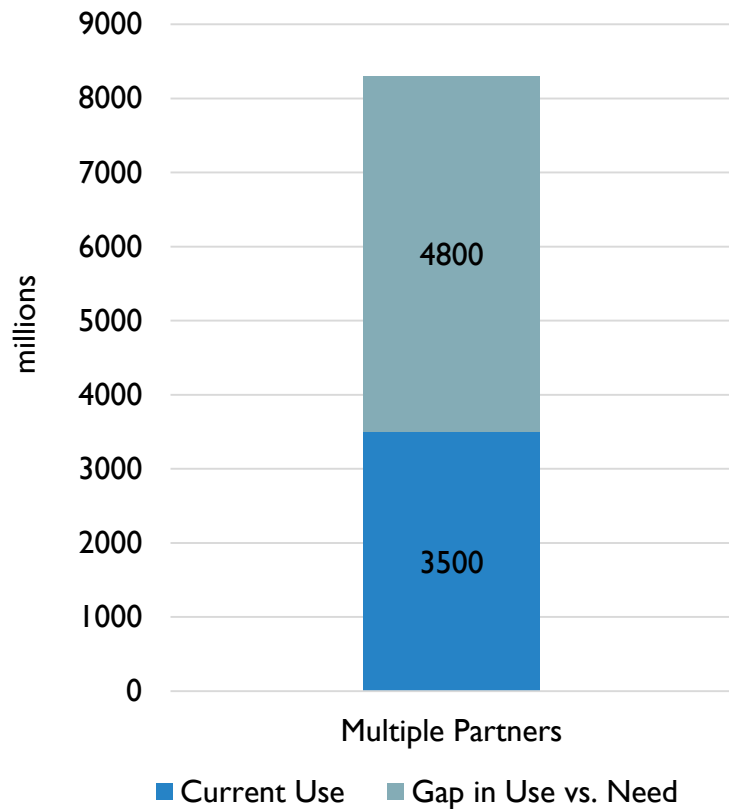


TWO CHALLENGES TO HIGHLIGHT TODAY

- PROBLEM #1: CONDOM USE FALLS SHORT OF CONDOM NEED
- PROBLEM #2: FUNDING IS DECLINING



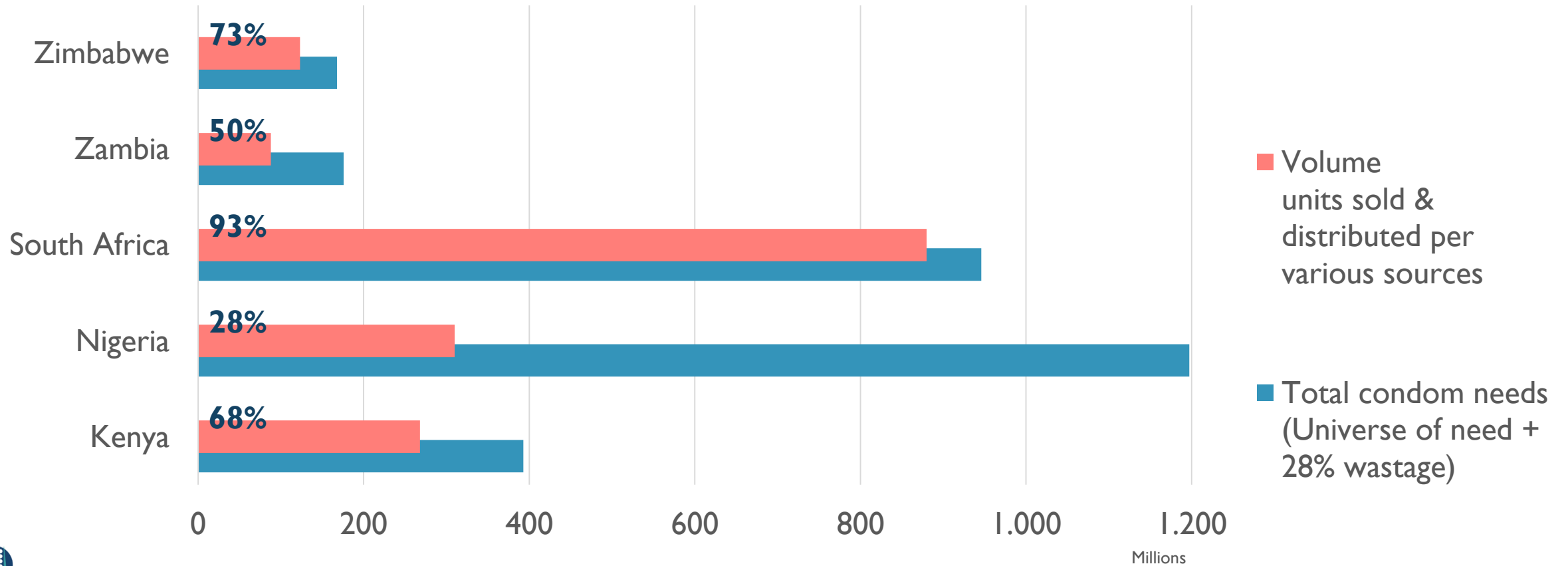
GLOBAL ESTIMATES OF CURRENT USE VS NEED, AND GAP IN CONDOMS FOR HIV AND STI PREVENTION AMONG KEY POPULATIONS (2015)



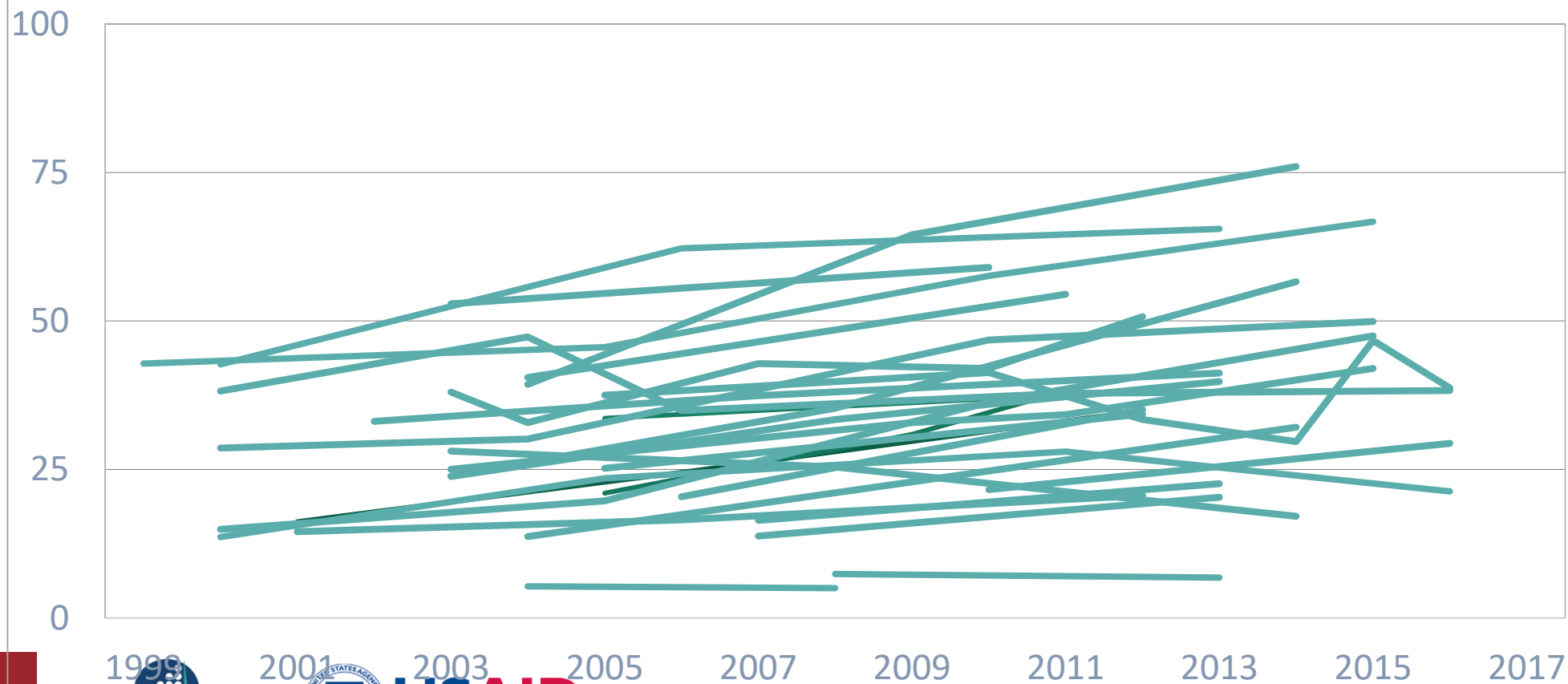
Source: [Stover et al 2017: The Case for Investing in the Male Condom](#)

THE GAP BETWEEN CONDOM DISTRIBUTION (PROXY FOR USE) AND TOTAL CONDOM NEED IN SELECT COUNTRIES

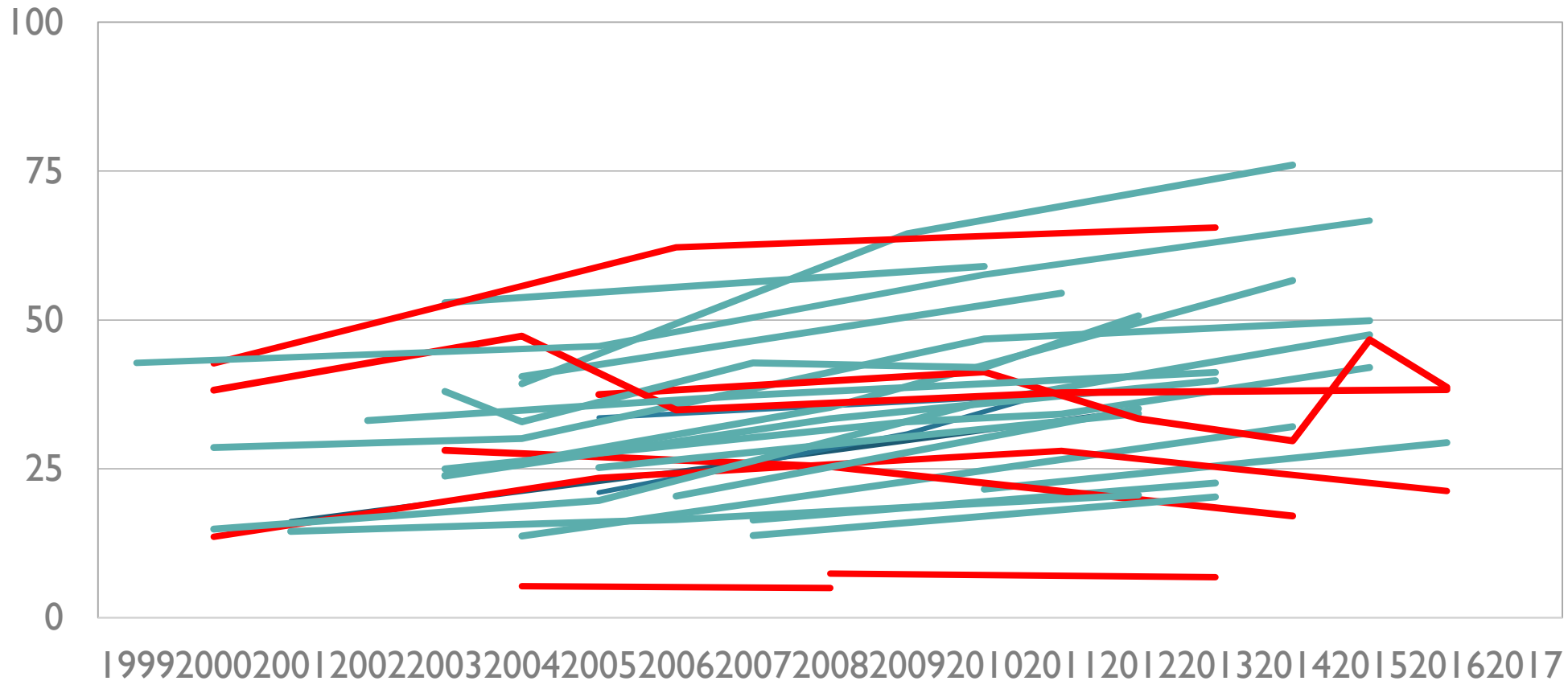
Condom Distribution/Need



% Condom use at last high-risk sex, Women 15 – 49



CONDOM USE AT LAST HIGH RISK SEX AMONG WOMEN AGES 15 - 49

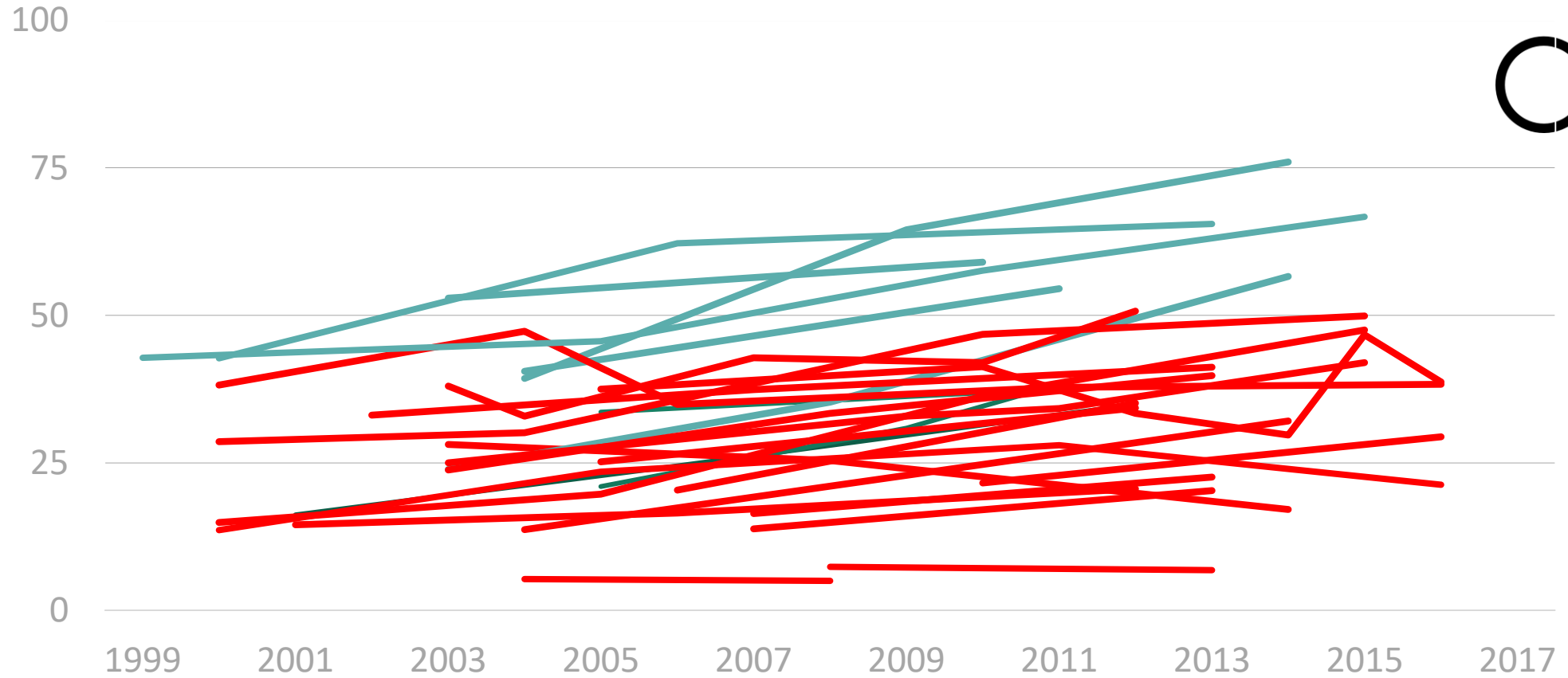


Countries with decreasing or stagnant use at last high risk sex among women (1999-2017):

- Zimbabwe
- Zambia
- Uganda
- Senegal
- Ethiopia
- Sierra Leone
- Madagascar
- Mali
- Ghana

Source: DHS Statcompiler

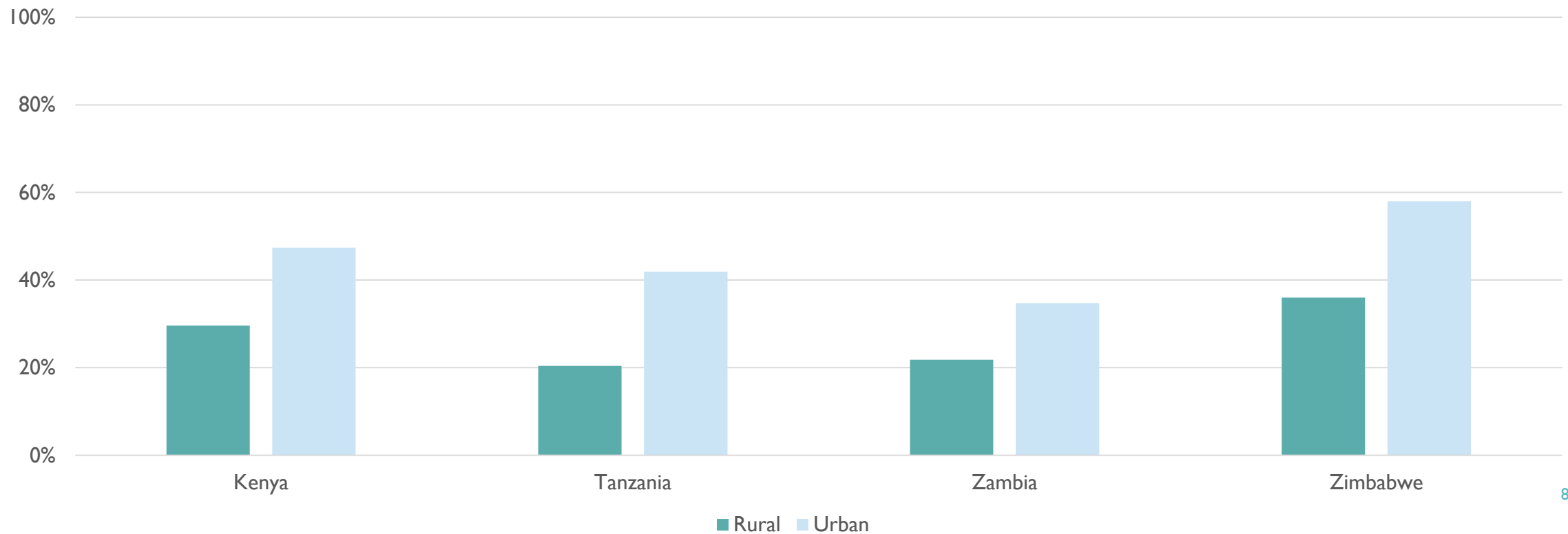
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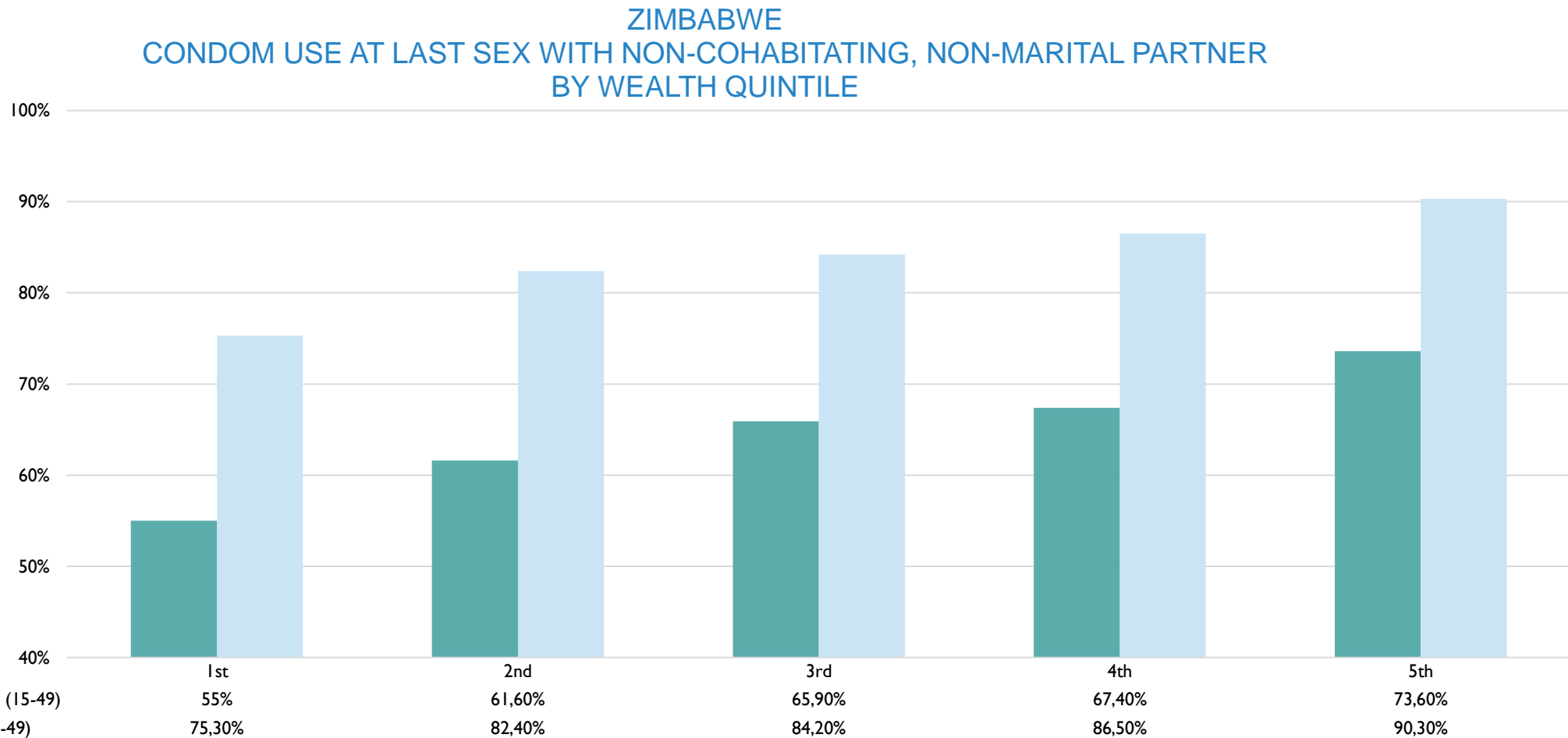
Source: DHS Statcompiler

PERSISTENT EQUITY GAPS IN USE – URBAN / RURAL DIVIDE

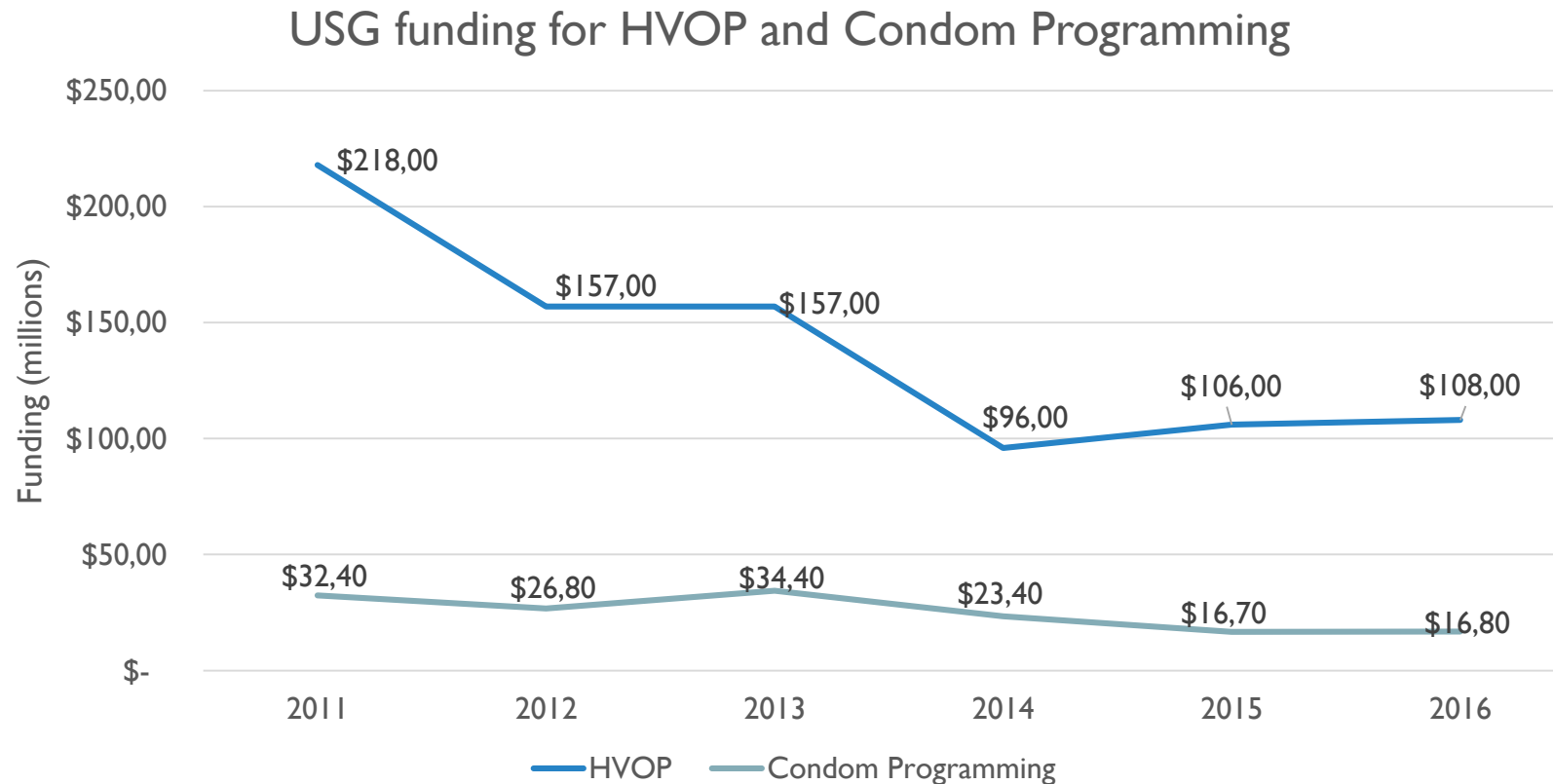
WOMEN (15-49) WITH MULTIPLE PARTNERS WHO REPORTED USING A CONDOM AT LAST SEXUAL INTERCOURSE, URBAN VS RURAL



PERSISTENT EQUITY GAPS –LAGGING USE IN LOWER WEALTH QUINTILES

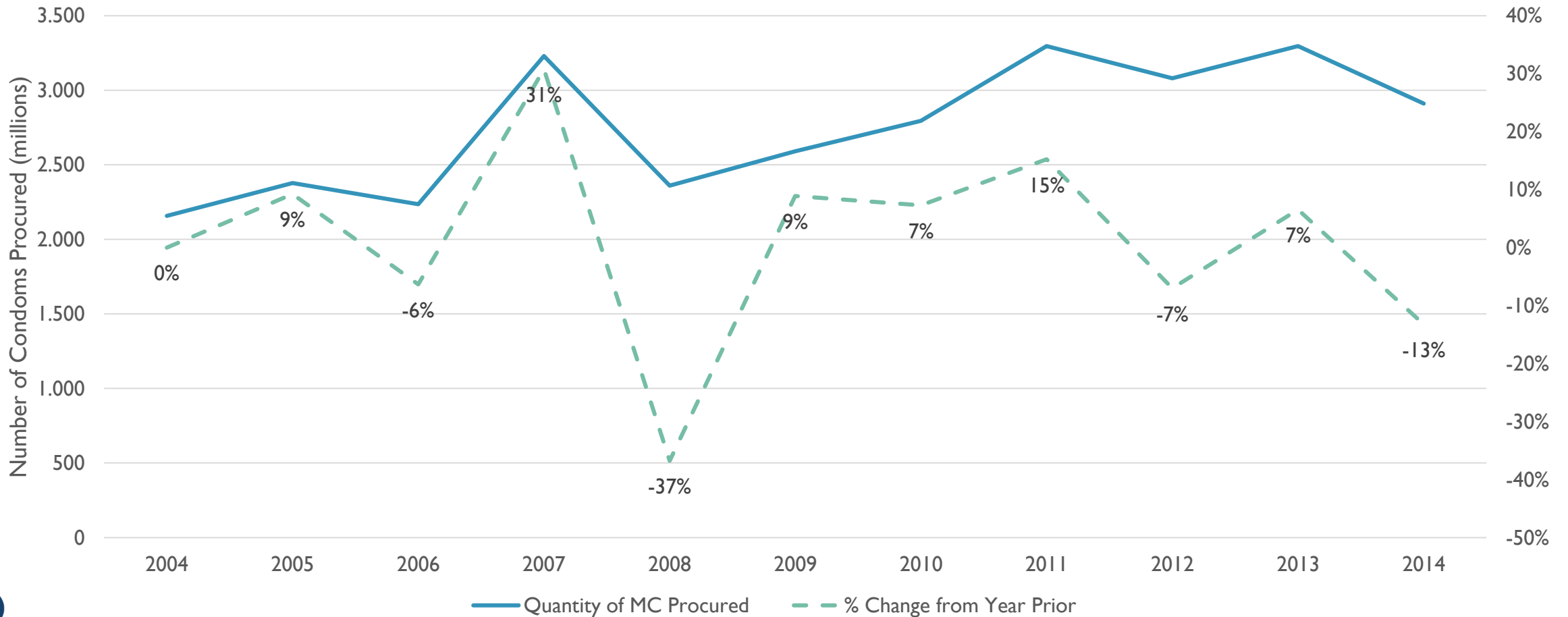


PROBLEM #2: DONOR FUNDING FOR CONDOMS ON THE DECLINE



QUANTITY OF CONDOMS PROCURED STAGNATING AND VOLATILE

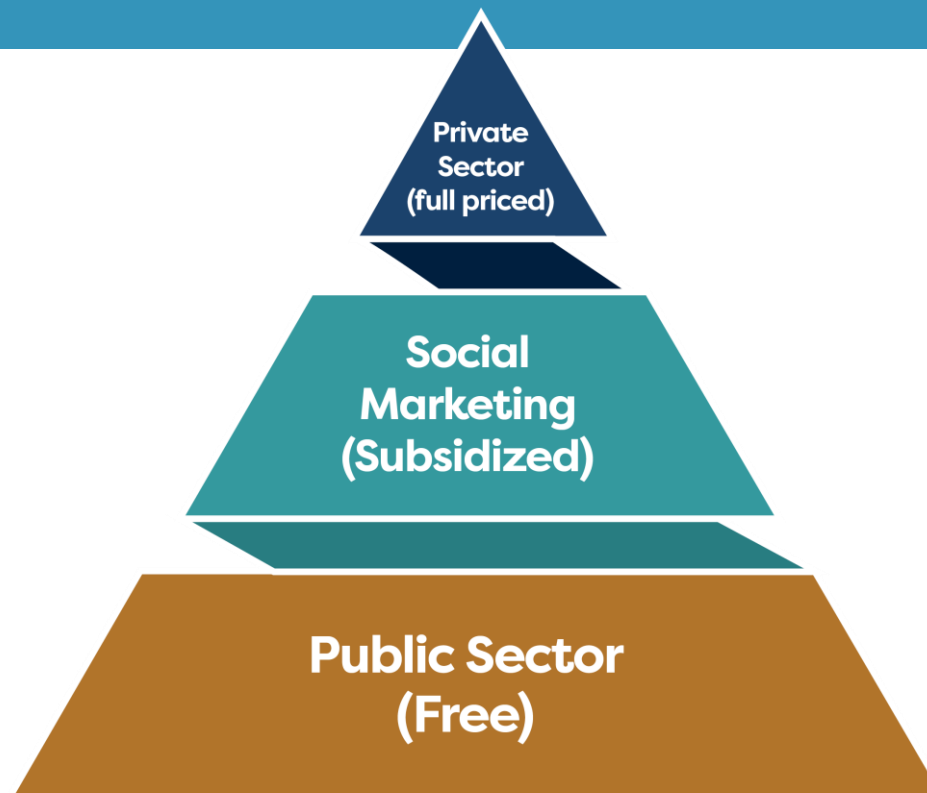
Quantity of MC Procured by major donors and implementing partners (2004 – 2014)



MGH LANDSCAPE ASSESSMENT 2018

- Assessed failing condom program functions in 8 countries
- Diagnosed root causes to prioritize failing functions
- Recommended improvements to condom program funding models

MOVING BEYOND THE TMA TRIANGLE - ALIGNING TERMINOLOGY



*A **TMA** aims to use the comparative advantages of public, nonprofit, and private commercial sources of health goods to increase access to and sustainability of priority health products.*

A Market Development Approach aims to identify program failures, analyze root-causes of those failures, and develops interventions supporting scale, equity and sustainability.



UPDATED CONDOM PROGRAM PATHWAY

Condom Program Stewardship

- Leadership & Coordination
- Program Analytics
- Financing
- Policy & Regulation

Condom Program Development

- Supply Functions
- Demand Functions

Condom Program Outcomes

- Use Behaviors
- Equity
- Sustainability



KEY FINDINGS: FAILURES OF SPECIFIC FUNCTIONS IN CONDOM MARKETS/ECOSYSTEMS ARE SIMILAR ACROSS COUNTRIES

- I. Missing link between country strategies, work plans, & resources
- II. Condom stewardship & leadership lacking
- III. Lack of coordinated financing strategies for all aspects of condom programming
- IV. Insufficient investment & coordinated efforts in demand creation, leaving a generation unexposed to quality SBC
- V. Insufficient program intelligence: failure to consistently monitor programs and condom ecosystem in terms of equity, sustainability, and growth
- VI. Poorly targeted subsidy over-allocated to commodities
- VII. Limited role of commercial actors in diversifying the national response (& supporting long-term sustainability)



PRINCIPLES GUIDING CONDOM INVESTMENTS

- Invest in *systemic* corrections to failing condom ecosystem *functions*.
 - Know your condom ecosystem prior to changing it.
- Do no harm to the ecosystem (*beware unintended consequences*).
- Consumer choice is key to growing use.



Key Recommendations

1

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*Ensure highly targeted and leveraged donor investment in **demand creation** in order to move condom use closer to need*

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*Ensure highly targeted and leveraged donor investment in **demand creation** in order to move condom use closer to need*

4

*Improve **supply chain** in the public and private sector. Target funding **to last mile interventions**.*

Break out - Recommendations for Market Facilitator

- A **market facilitator** role is critical to support governments to steward national condom programs, driving a vision of a healthy, sustainable condom market.
- Ensure clear mandate (SOW) and funding for sustained engagement.
- Market facilitator also conducts mapping of ALL market players, current and potential, developing plan to implement various aspects of condom programming.
- Ensure donor subsidy benefits all - implementing agencies share information and data with market facilitator.



Prioritized Market Intelligence

Type	Information collected	Frequency	Agency
<i>Population-Based Surveys</i>	Demographic and Health Surveys including AIS, population-based HIV and sexual behavior surveys	Once every two years	Government agency
<i>Market Overview</i>	Use over Need analysis (based on UNAIDS calculator), types and numbers of market players, distribution volumes (reported by players), brands and variants, recommended prices and % reliance on subsidy	Once a year	Market Facilitator & key Government agency lead (with direct inputs from market players)
<i>Market Audits/ Surveys (along the value chain)</i>	Information by brand and channel – availability, distribution volumes, consumer and trade prices, trade and consumer promotions, off-take (average monthly/quarterly distribution)	Quarterly	Market Facilitator (outsourced to a research agency)
<i>Target Group Surveys</i>	Qualitative surveys to understand socio-cultural barriers to condom use among target populations, including most at-risk populations, youth and other vulnerable populations	Once every two years	Existing HIV/FP partners/SBC lead agency/Market Facilitator along with key Government agency lead
<i>Consumer Segmentation</i>	To identify clusters of consumers for improved condom promotion and marketing efforts	Once every 3-4 years	Market Facilitator (in partnership with private players)