

GLOBAL HEALTH CONFERENCE ON SOCIAL MARKETING AND FRANCHISING

3<sup>rd</sup>- 5<sup>th</sup> December 2013

Le Meridian, Kochi- Kerala, India

REPRODUCTIVE HEALTH  
COMMODITY SECURITY  
NATIONAL STRATEGY



# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY

## BACKGROUND (1)

The United Nations Population Fund Country Office in Mexico (*UNFPA-Mexico CO*) has implemented, since 2001, the project “**Reproductive Health Commodity Security (RHCS)**” under a co-financing modality to support the Government of Mexico to procure contraceptives and to provide technical assistance on logistics management.

# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY

## BACKGROUND (2)

The normative framework to handling health commodities in Mexico is dictated by the Federal Commission for the Protection against Sanitary Risks (COFEPRIS). In the last years, this institution has been modifying the criteria and procedures for authorizing the importation of RHC made through the international cooperation. As a result, official standards and procedures to handle RHC have not been clear and changed frequently, which has implied delays in delivery of commodities to stakeholders, supply shortages, increased storage costs, delays in customs processing, among others problems.

# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY

## BACKGROUND (3)

Taking into account these constraints, UNFPA CO decided to reorient the intervention and designed a new comprehensive Reproductive Health Commodities Security (RHCSS) Strategy, jointly with the **Ministry of Health of Mexico (CNEGSR)** and key NGOs.

This new RHCSS is contributing to strengthening national capacities for commodity security through five strategic action lines:

# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY

## FIVE ACTION LINES

Mapping  
and  
articulation  
of key actors

Advocacy  
and civil  
society  
monitoring  
for RHCS

Capacity  
development  
on RHCS

Research  
and  
generation  
of  
evidence  
for RHCS

Strengthen  
national  
efforts to  
centralize  
RHC  
procurement


# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY

## **PURPOSE OF THE STRATEGY**

The RHCSS is aimed at contributing to the development of suitable conditions for all people to exercise their sexual and reproductive rights, to prevent unwanted pregnancies & STI, including HIV/AIDS, through the assurance of timely supply and availability of contraceptives, including male and female condoms.

# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY – ACTION LINE 1

Mapping and  
articulation of  
key actors



*This action line is oriented to the conformation of a national mechanism (National Sexual and Reproductive Health Council) for decision making at the highest level on issues related to the design, implementation, monitoring and evaluation of SRH public policies.*

## OUTPUT 1

DESIGN AND IMPLEMENTATION OF  
THE **SEXUAL AND REPRODUCTIVE  
HEALTH NATIONAL COUNCIL**

## OUTPUT 2

DESIGN AND IMPLEMENTATION OF 32  
**SEXUAL AND REPRODUCTIVE HEALTH  
STATE COUNCILS**

# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY – ACTION LINE 2

Advocacy and  
social  
monitoring for  
RHCS



*This action line is focused in the design and implementation of a national advocacy strategy for creating national awareness related to SRH needs.*

## OUTPUT 1

REINFORCEMENT OF THE NATIONAL  
LEGAL FRAMEWORK FOR CONSIDERING  
**CONTRACEPTIVES AS STRATEGIC  
COMMODITIES**

## OUTPUT 2

NATIONAL ADVOCACY PLAN ON  
**SOCIAL PARTICIPATION AND  
SOCIAL MONITORING FOR RHCS**



# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY – ACTION LINE 3

Capacity  
development on  
RHCS



*Through this action line, the RHCSS is promoting the design and implementation of a **national capacity development platform** on logistics administration systems and family planning services, oriented to strengthened capacities of health service managers, administrative personnel, and service providers.*

## OUTPUT 1

### NATIONAL CAPACITY DEVELOPMENT PROGRAMME ON RHCS

- LOGISTICS MANAGEMENT
- FAMILY PLANNING
- SOCIAL MARKETING

# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY – ACTION LINE 3

## Capacity development on RHCS

### SOCIAL MARKETING

#### CONCEPTUAL FRAMEWORK

Social marketing” is the adaptation of commercial marketing techniques for social goals. Using traditional commercial marketing techniques, social marketing makes needed products available and affordable to low-income people or specific targeted population groups, while encouraging the adoption of healthier behaviour.

# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY – ACTION LINE 3

## Capacity development on RHCS

### SOCIAL MARKETING

#### INTERVENTION RELATED WITH HIV AIDS PREVENTION KITS INCLUDING MALE AND FEMALE CONDOMS

- Identified and researched a range of population groups that practise high-risk behaviours: men having sex with men, commercial sex workers and injecting drug users.
- Developed targeted marketing campaigns, including Information, Education & Communication (IEC) and outreach activities, promotion and advertising, and preventive kits distribution.
- Distributed 400 thousand prevention kits through a network of trained CSOs.

# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY – ACTION LINE 4

Research and  
generation of  
evidence for  
RHCS



*This action line is oriented to carry out operational research for contributing to evidence based decision making and the potential scalability and replication of the strategy.*

## OUTPUT 1

**OPERATIONAL RESEARCH ON  
RHCS**


## OUTPUT 2

### **DOCUMENTATION AND SYSTEMATIZATION OF EVIDENCE**

- Assessment on comparative costs of consolidated procurement vs. decentralized procurement
- Benefits of investing on Family Planning

# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY – ACTION LINE 5

Strengthen  
national efforts  
to centralize RHC  
procurement



*This action line of the RHCSS is contributing to developing administrative infrastructure for conducting consolidated contraceptives procurement processes at the national level. This procurement modality will take advantage of scale economy.*

## **OUTPUT 1**

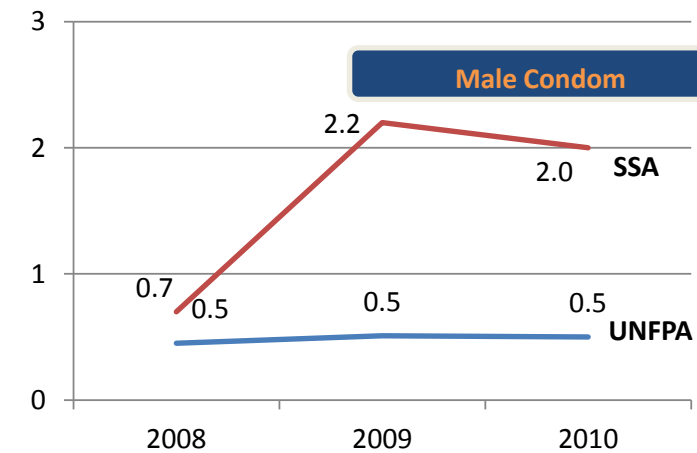
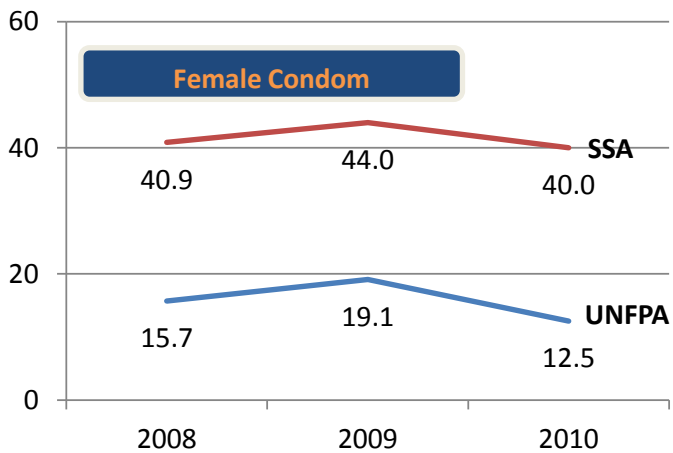
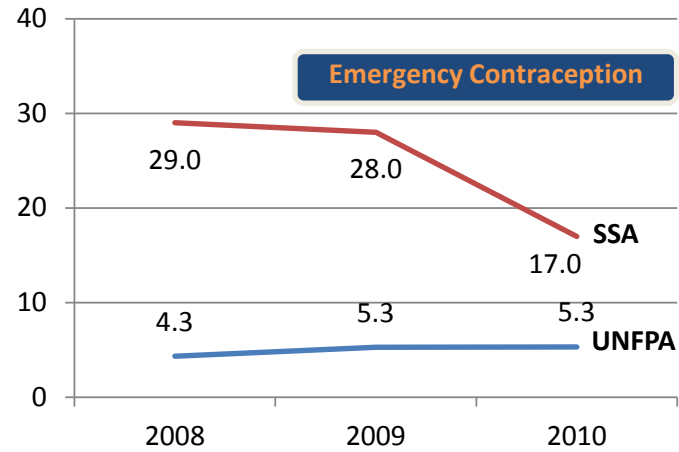
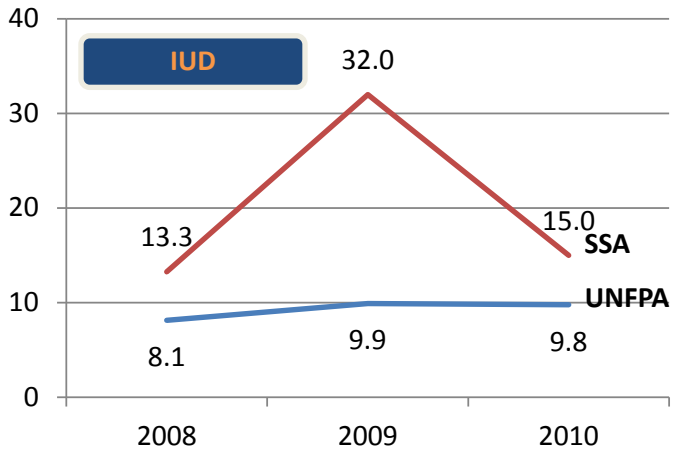
**CREATION AND OPERATION OF A  
NATIONAL UNIT FOR CENTRALIZED RHC PROCUREMENT**

# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY

## BENEFITS REGARDING FINANCING

- Harmonization of national and international basic drug lists, including a wide range of contraceptives, was carried out.
- New sources for the provision of RH commodities were explored and negotiated: UNFPA as purchasing agent; and national and local consolidated acquisition (more cost-effectiveness process).

# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY



# REPRODUCTIVE HEALTH COMMODITY SECURITY NATIONAL STRATEGY

## BENEFITS REGARDING FINANCING

- Elimination of regulatory barriers which limited access to quality and affordable contraceptives at the international market.
- Implementation of regulatory measures for increasing accountability and transparency during the national contraceptives acquisition process.





**DR. JAVIER DOMINGUEZ DEL OLMO**

**HOMERO 806  
COL. POLANCO  
MEXICO, D. F.  
CP. 11570**

**Phone number:**

**++ 52 55 52507977**

**email:**

**[dominguez@unfpa.org](mailto:dominguez@unfpa.org)**

**Website:**

**[www.unfpa.org](http://www.unfpa.org)**