USAID ZAMBIA ACCESSIBLE MARKETS FOR HEALTH (ZAM-HEALTH) ACTIVITY

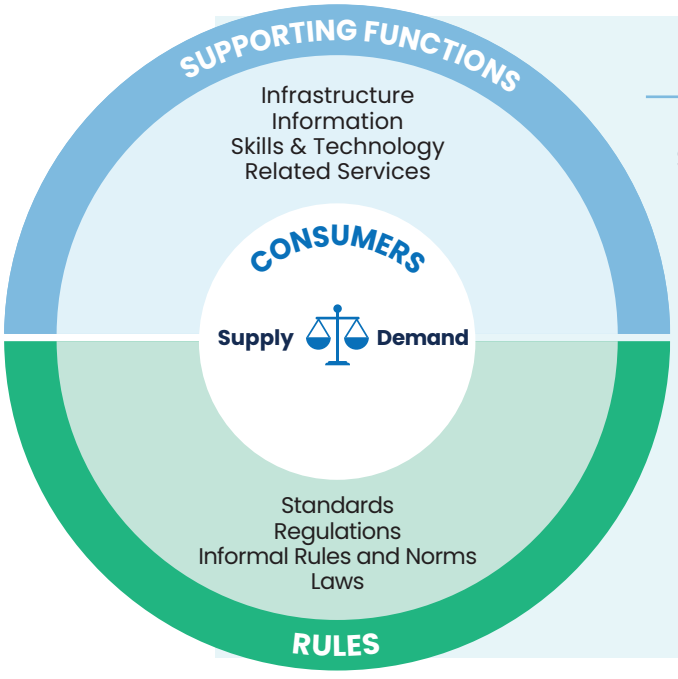
OVERVIEW

The USAID Zambia Accessible Markets for Health (ZAM-Health) Activity is a five-year project that aims to sustainably expand access to high-quality health products and services, improve health knowledge, and increase the adoption of healthy and health-seeking behaviors through the private sector. The project will achieve these outcomes by working in partnership with the private sector (for-profit and nonprofit) as well as the Government of Zambia to strengthen the market system - supply, demand, and an enabling environment. Such an environment includes information, skills, policies, regulations and standards.

USAID ZAM-Health is implemented by John Snow Health Zambia Limited (JSH) in partnership with JSI Research & Training Institute, Inc. (JSI), Media 365 and PharmAccess. The consortium will apply a market facilitation approach to coordinate, catalyze, and harness the private sector to reach priority populations with health products, services and information.

WHY ZAM-HEALTH?

Zambia has made tremendous advances to overcome major health challenges and expand health care coverage through the public and private sectors. However, many priority populations remain underserved, and face social and structural barriers to accessing high-quality, affordable health care and information. The public health sector is overburdened and donor-reliant, and Zambia's private sector remains unaffordable to most population segments due to fragmentation and market inefficiencies. Designed for impact and people-centered, ZAM-Health will serve as a market facilitator to coordinate, catalyze, and harness the private sector to advance the sustainability, equity, and resilience of Zambia's health market.



SHAPING THE MARKET TO MEET NEEDS OF PRIORITY HEALTHCARE CONSUMERS

As a market facilitator, we will work in partnership with all actors - public and private sectors as well as healthcare consumers - to catalyze local ownership and commitment through a total market approach that considers all aspects of the market system. Our efforts will support new and differentiated models of care, greater market data visibility, and strategic partnerships to optimize the health market. Specifically, ZAM-Health targets priority healthcare consumers including, but not limited to, adolescents, men, people living with HIV, and women of reproductive age.

PRIORITY HEALTHCARE INTERVENTION AREAS

Our goal is to optimize the private sector to sustainably deliver high-quality products, services, and information through increased awareness, accessibility, availability, affordability, agency, and adoption of high-quality health care.

FOCUS AREAS

The project will primarily focus on urban/peri-urban areas in Lusaka, Copperbelt, Central and Southern provinces. We will facilitate relevant market actors across the total market - public and private sectors, and the people they serve - to ensure that demand and supply-side interventions are coordinated to meet the preferences and needs of all health consumers.

INTERVENTIONS

Stimulate demand for health products and services and increase the adoption of healthy behaviors.

1. Conduct comprehensive demand-generation for priority products and services.
2. Promote the adoption of health behaviors.

Sustainably expand supply, availability and accessibility of high-quality health services in the private sector.

1. Assess availability, accessibility, and quality of priority health services in the private sector.
2. Facilitate delivery of high-quality health services through the private sector.
3. Support health financing schemes (HCF) and other strategies.

Sustainably expand availability and accessibility of priority products in the private sector.

1. Analyze markets for priority products.
2. Support the commercial sector to market selected health products.
3. Socially market selected health products.

Strengthen the enabling environment for private sector health actors.

1. Strengthen MOH stewardship of the private sector.
2. Build capacity of health professional and private sector associations.
3. Develop strategies to improve data on private sector health services.

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