



POLICY DISSEMINATION BRIEF

Total Market Approach (TMA) for Family Planning in Kenya

Background

The Ministry of Health (MoH) developed the Total Market Approach (TMA) Strategy for Family Planning to ensure equitable, efficient, and sustainable access to Family Planning (FP) services across Kenya. TMA seeks to harmonize the contributions of the public sector, social marketing organizations, and the commercial sector to improve contraceptive choice, access, and sustainability.

The health burden (KDHS 2022/Census 2019): Newborn mortality 21/1000, Under 5 mortality 41/1000, and infant mortality 32/1000 live births, Maternal mortality rate of 355/100,000, mCPR 57%, CPR 63%, unmet need 14%, teenage pregnancy 15%, and total FP demand 76%.

Studies have shown that 33% of FP users obtain their service from the private sector (Jhpiego 2024).

TMA is "an active and stewarded process in which the suppliers and financiers of FP products and technologies and services from across sectors – public, [MoH, donors], non - profit, [NGOs and social marketing agencies] and commercial manufacturers and distributors - develop a common strategic framework for maximizing the use of products and technologies and services to improve **equity, efficiency, resource allocation** and **sustainability** for all users over the long term." (adapted from Barnes, Jeffrey, Janet Vail, and Dawn Crosby, 2012).

Vision

Kenya's FP market will be sustainable, efficient, and equitable.

- TMA follows good market principles that reduces distortions and stockouts of FP products and health technologies.

How TMA Works

- TMA works through a segmented approach, whereby the various market players meet the needs of FP users based on their distinct roles and comparative advantage.
- TMA supports a stronger and diversified supply chain that is more efficient.

Key Outcomes

- **Improved FP service quality** – Better regulation, reduced leakages, counterfeit products curtailed.
- **Greater access & choice** – Diversified supply, more product options, equitable distribution.
- **Improved cost-effectiveness** – Reduced funding gaps, sustainable financing, efficient use of resources.

Guiding Principles

- Transparency & accountability
- Rights-based approach and social accountability
- Partnership & collaboration
- Equity & inclusivity
- Evidence-driven interventions
- Efficiency
- Sustainability

Implementation & Stewardship

- The Division of Reproductive, Maternal, Newborn, Child and Adolescent Health (DRMNCAH) leads stewardship through a TMA Secretariat, with participation from government agencies, counties, social marketing agencies, private sector, donors, and NGOs.
- Monitoring and Evaluation, evidence use, and annual reviews ensure accountability and impact.



Call To Action

- All stakeholders – government, private sector, donors, NGOs, and communities – must align efforts to achieve a balanced FP market that ensures equity, efficiency, and sustainability in meeting Kenya's reproductive health needs.
- Pharmacists and pharmaceutical technologists should ensure quality FP service provision and expanded access to all market segments while ensuring cost effectiveness.

