



# HEALTHY MARKETS

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With significant growth in Vietnam’s economy, there is increased willingness to pay for a wide array of private health-related goods and services, such as high quality condoms, HIV testing, needles and syringes and private clinical services. As the government of Vietnam works to develop a more sustainable response to the HIV epidemic, a new model is necessary to ensure sustained access to HIV-related commodities and services for all affected populations.

Healthy Markets aims to grow a viable market for HIV-related goods and services capable of meeting the needs of populations facing the greatest risks – injecting drug users, female sex workers and men who have sex with men. The initiative employs the Total Market Approach to segment populations based on need and ability to pay. This approach enables the Vietnam government to prioritize finite public resources for the most vulnerable, while a growing commercial market provides options for those that are able to pay. Healthy Markets works with the government and other stakeholders to promote enhanced access to HIV testing and treatment to achieve national 90-90-90 targets.

## GROWING A LOCAL SUPPLY OF HIV COMMODITIES

Healthy Markets facilitates a transition from free or partially subsidized HIV commodities -- condoms, lubricant, and syringes -- reliant on donor-funded distribution, to a locally sustainable value chain. Since the project began, more than 8 million condoms and 122,000 low dead space syringes have been sold at commercial prices through a network of 92 distributors and 2,970 non-traditional and traditional outlets. In addition, four social enterprises are being incubated to sustainably increase the demand for and supply of HIV-related goods and services among affected populations.

## INCREASING HIV TESTING THROUGH INNOVATION

A new pilot addresses low HIV testing uptake by delivering testing through community organizations in urban and hard-to-reach rural hot spots. Trained lay providers use a single rapid HIV diagnostic test to screen at-risk populations, facilitate diagnosis, and link confirmed cases to treatment. To date, 8.5 percent of those reached have been diagnosed with HIV.

## PROMOTES HEALTHY LIFESTYLE BEHAVIORS

Healthy Markets and partners implement branded campaigns that have reached more than 80,000 at-risk individuals with traditional and new media communication on HIV prevention, testing, and treatment. Xom Cau Vong, a HIV educational Facebook page for men who have sex with men, has 55,000 followers alone.

*In the photo: Delivering HIV testing through community organizations (PATH)*